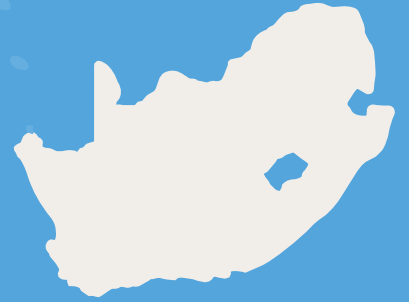


COMING SOON

South African Indie Info Providers



In parallel with our interview study of 26 U.S. indie info providers, we interviewed 18 South African indie info providers in partnership with [Code for Africa](#). The full report will be released in early June.

Much like the U.S., South Africa has faced [media crises](#) in recent decades that have led to “[an increasingly constrained business environment](#).” In South Africa, these changes have forced many outlets to [rely on freelance journalists](#) and short-term contracts to stay afloat, leaving many journalists without stable employment. The two countries differ most prominently in that South Africa’s internet landscape and infrastructure are mobile-first, while a small percentage of Americans use smartphones as their primary device.

1

South African interviewees don’t see as sharp a line between freelance work and their indie brands. That results in more collaborative relationships with legacy news organizations and broader, less defined beats than U.S. interviewees.

2

The South African interviewees have been doing this work for longer. Their relatively established indie brands means they’re able to work fewer hours, and that their business models rely more heavily on events.

3

Big differences in the technology environment are playing out directly in interviewees’ platform and tool choices. South African interviewees rely much less on interview platforms for distribution than do American interviewees, and they reported more and broader LLM use in their workflows.