Digital Service Development in South Africa.
Opportunities with Digital Africa.

A presentation by: Pumela Salela
pumelasalela95@gmail.com
Trade in Services

Country A

Country B
Some of the “FUN” things young South Africans are doing ....
Invest in a great ideas that will change the world
Themba Character Design
Mobile Media: The Key Business Driver

http://corp.totalmovie.com/
The future is Mobile
THE FUTURE IS MOBILE

G-20 Internet Access

BI INTELLIGENCE

Source: Boston Consulting Group, Mary Meeker, Kleiner Perkins, Morgan Stanley Research, Berg Insight
Into Africa (and other emerging markets)

http://corp.totalmovie.com/
Africa Expansion

- Africa’s booming mobile phone market has been forecast to further increase in size from a value of $60 billion in 2013 to $234 billion by 2020.
- From 2007 to 2012 mobile connections in Africa, more than doubled from 283 million to 735 million.
- More than 700 million people who are yet to own their own phone.

Report, Sept 2013 - US based research firm, Manifest Mind LLC
• **Africa content delivery**

  • **Variable bit rate streaming** - high quality, multiple device types
  • HLS (HTTP with Live Streaming) with variable bit rate
  • DRM: Mobile – PlayReady; Web – Smooth Streaming

• **Applications**
  • Designed from the ‘bottom up’; Uniform UUX across all devices
  • Service + billing + promo/acquisition + analytics
  • Multi-tenant – built for partner (global) deployment

• **Content Rights**
  • Global ‘studio’ deals that can be activated per market
  • Need to work with you (or local partner) for local license / rights

• **OEMs and Bundling**
  • Close ties with OEMs – mobile, gaming, smart tv (connected devices)
  • Critical to bundle services both OEM and VIP services (ie data)
Mobile Africa

Legend:

- **MOBILE PHONES** per 100 population
  - 80
  - 60
  - 40
  - 20

- **INTERNET USERS** Total for Africa 50,406,400

Average for Africa: 28%

Countries and Their Mobile Phone Counts:

- **Morocco** - 1,722,000 (17%)
- **Tunisia** - 9,620,000 (10%)
- **Algeria** - 7,300,000 (20%)
- **Libya** - 10,000,000 (10%)
- **Morocco** - 3,500,000 (7%)

Other notes:

- **Gambia**
- **Senegal**
- **Guinea Bissau**
- **Guinea**
- **Sierra Leone**
- **Ivory Coast**
- **Burkina Faso**
- **Ghana**
- **Nigeria**
- **Chad**
- **Central African Republic**
- **Cameroon**
- **Equatorial Guinea**

**Countries and Their Internet Users Counts**:

- **Kenya** - 1,395,000 (3%)
- **Tanzania** - 2,770,000 (9%)
- **Rwanda** - 1,351,000 (11%)
- **South Africa** - 5,100,000 (12%)
- **Lesotho**
- **Swaziland**
- **Angola**
- **Zambia**
- **Malawi**
- **Mozambique**
- **Madagascar**
- **Namibia**
- **Botswana**
Users can enjoy the experience across:

- Smartphones
- Connected TV's
- Tablets
- Gaming consoles
- Computers
- Blu-Ray players
- Set top box
The World is One ...
Follow the Sun = EFFICIENCY
Framework for ICT Applications to succeed

- Targeted R&D
- ICT Innovation marketplace
- Venture funds and PPPs
- Strong intermediaries – IT, mobile, data
- Information visualization
- User adoption studies and contextual research
- Sustainable
- Driven by demand
- Impact lives and livelihoods of the poor
- Localised but shareable (scalability)
- Built on existing knowledge
- Keep it simple!

'ICT application' is a technical term for a standard computer program.

Common ICT applications are Wordprocessors, Desktop Publishing (DTP) software, Spreadsheets, Databases and Presentational software.
The ICT Applications Value Chain

- Regulators
- Investors/funders
- Hardware vendors
- Content providers
- App developers
- Platform developers
- Project owner
- Mobile service provider
- Vertical IT systems
- Vertical intermediary
- Subscriber
Thank You....