

Digital Landscape: Mobile Brings Aspirational Consumers in the Middle East and Africa Region into Digital Mainstream

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Abstracts

The Middle East and Africa region has been at the forefront of a mobile revolution that has improved digital connectivity. While the Middle East also has strong fixed-line networks and fibre connections, mobile is dominant in Africa with growing cellular data consumption. Digital commerce and social media are growth areas due to the popularity of social networking and online transactions. Regional disparity in service affordability and concerns with online security remain the key challenges.

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