

Mobile market trends in Africa

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Abstracts

Africa's mobile telecoms market has been a remarkable success story for the continent. Since mobile phones went mainstream in Africa in about 2000, the mobile industry has reshaped the continent's business landscape, impacting every facet of economic and social development in the region. This report distils the trends in the African mobile market, outlining the key dynamics at play and the forces affecting the industry.



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Executive summary

In a nutshell

Key messages

A genuine success story

Differences and surprises remain across Africa

Geography, demographics and economy favour Africa

New innovations are sprouting from Africa

3G is improving, and it will be mainly GSM-based

Multinationals are still interested in Africa

There is room for domestic players

African mobile market – the big picture

Phases of development of the African mobile market

One continent, different markets

Having more operators is no guarantee of progress

Market trends

Africa's penetration rate leaves plenty room for growth

ARPU levels in Africa don't follow convention

Revenues from Africa will outgrow all other regions

GSM rules Africa, but CDMA and WiMAX have a role

3G is gradually debuting across Africa

Portfolio investors ready to cash in

Tariff structures are evolving

Free roaming has worked in Africa

Mobile money services accelerating in Africa

Fibre cables are circling Africa

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Demographics favour Africa

Post-recession, Africa's economy is growing

Harnessing Africa's solar potential

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