

Africa Telecom Market Report, 2010-2011

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Abstracts

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Africa is poor and underdeveloped. Among the 48 least developed countries published by the United Nations in 2011, 33 are located in Africa, where the telecom investment accounts for only 2% of the total in the world, with extremely low telecom penetration.

According to African Development Bank, the economic growth rate in Africa was 4.5% in 2010 and is expected to reach 5.1% in 2011. In the telecom field, the late start with low positioning indicates large potential of African telecom market. Mobile signals only cover 60% of Africa South of the Sahara, the African population exceeds 1 billion, and the mobile communications penetration rate is about 41.4%. Compared with other regions, African telecom market has broad prospects.

Due to the geographical climate and political pattern of Africa, the fixed-line business is far less developed than the mobile business in Africa. In 2010, the mobile subscribers in Africa increased by 12.9% to 333 million; while the internet subscribers approximated 77 million.

Algeria has witnessed stable development in its fixed-line market, but some slide has emerged in recent two years while the mobile market has showed favorable development, by 2010, the mobile subscribers have exceeded 30 million, with a penetration rate of about 90%.

Since 2007, Morocco has experienced a rapid rising in its mobile market, with the penetration rate surpassing 100% by 2010. Meanwhile, the internet subscribers there have also presented quick growth, especially the mobile Internet subscribers. Followed

the commercial use of 3G networks in 2007, the 3G subscribers surged to 1.37 million by the end of 2010, representing 73.2% of the total Internet subscribers.

Concerning economic strength, Kenya has a large gap with the rich North African countries, and its telecom market's construction also depends on the investment from foreign enterprises, such as France Telecom, Bharti Airtel and Chinese ZTE Corporation, all of them have participated in Kenya's construction of telecom network infrastructure involving fiber-optic broadband and 3G network, etc. With the fixed-line market shrinking year by year, Kenya's mobile market witnessed stable climbing, with nearly 25 million mobile subscribers and a penetration rate over 60% by 2010.

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