

DRIVING MOBILE BROADBAND USAGE THROUGH INNOVATIVE SERVICES



COMMONWEALTH TELECOMMUNICATIONS ORGANISATION

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empowering the mobile generation

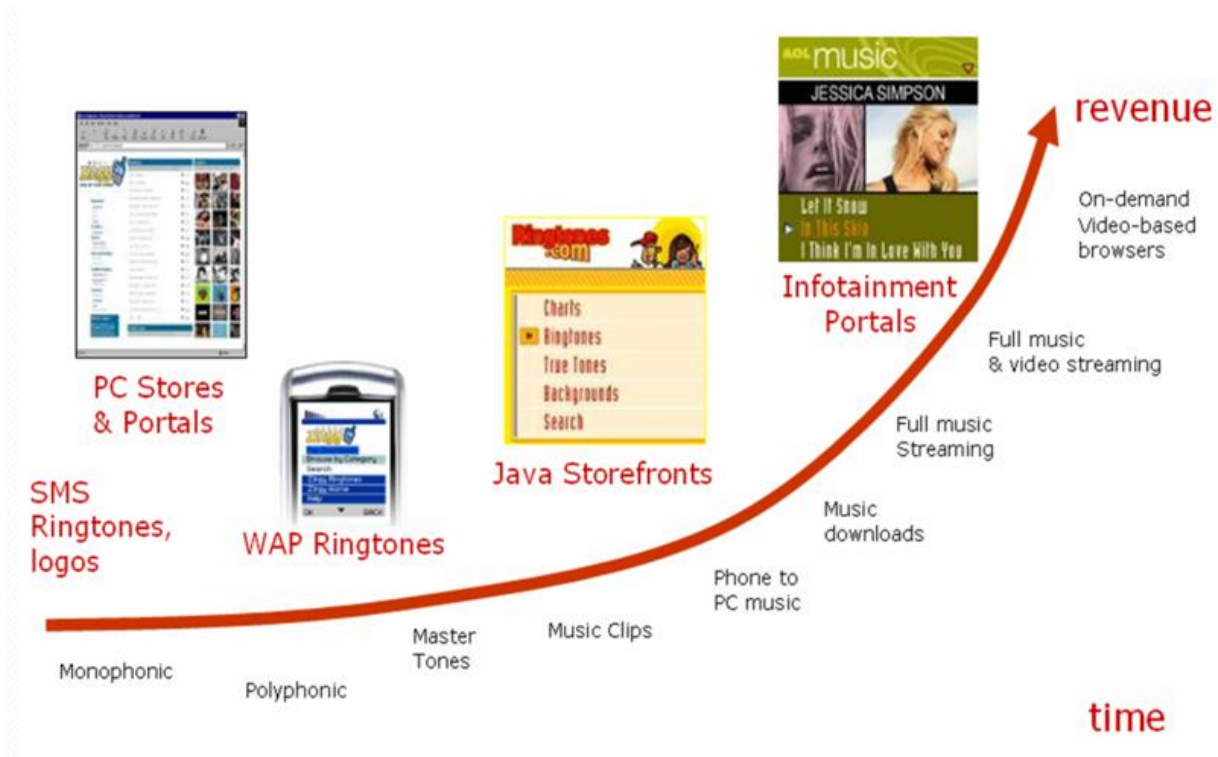
”Global Mobile VAS market to grow at a CAGR of 10.67 percent over the period 2012-2016. One of the key factors contributing to this market growth is the increasing adoption of smartphones and tablets”

-- TechNavio’s Analyst Forecast

“The greatest value added services are those that can transform people’s lives. These types of services will provide the building blocks for operators to reduce churn, improve utilization, and drive revenues over the long term.”

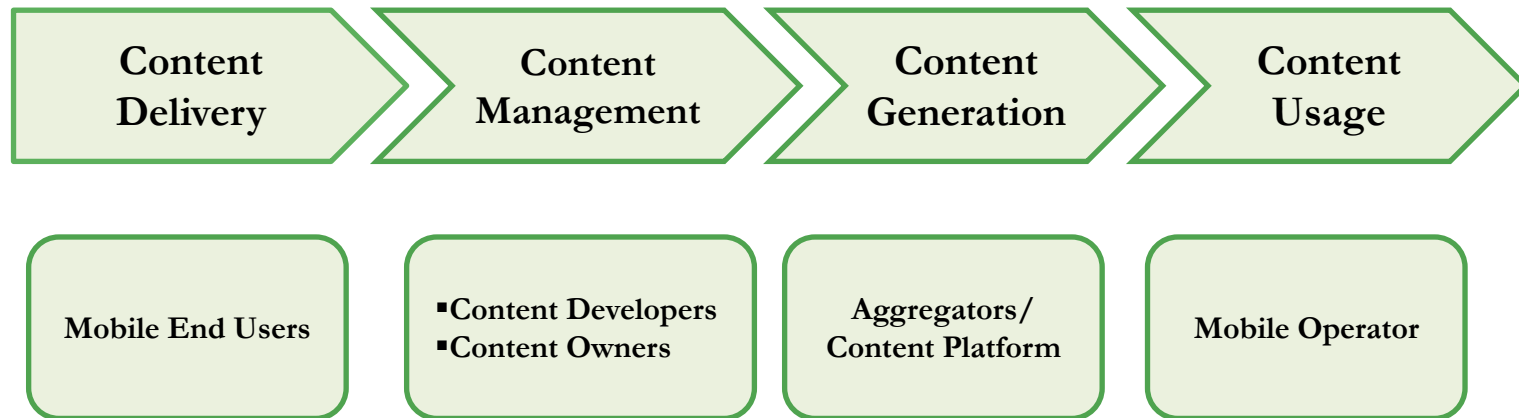
--- Charles Moon, Principal Analyst, Informa Telecoms & Media

EVOLUTION OF MOBILE CONTENT



Source: Nellymoser Inc.

MOBILE CONTENT ECOSYSTEM



Typical Mobile Content EcoSystem

MOBILE CONTENT IN AFRICA AND COMMONWEALTH COUNTRIES

Major Categories of Mobile Content:

- **Entertainment**
 - Music (CRBTs, full music, News, Mobile Applications, etc.
- **Sports**
 - Live updates, Scores highlights (Video, Voice, SMS), Sports News, etc.
- **Religious Content**
 - Prayers, CRBTs, Information services
- **Information**
 - Mobile News paper, Jobs alert, etc.



MOBILE CONTENT IN AFRICA AND COMMONWEALTH COUNTRIES: THE FUTURE



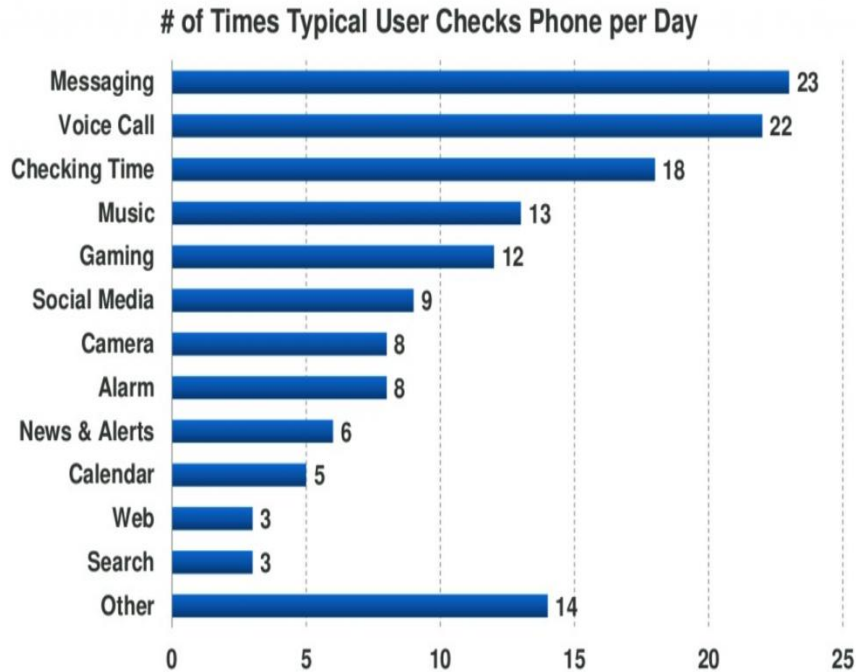
Mobile Content Platforms that will drive Broadband Usage:

- Mobile Applications
- Interactive Voice Response (IVR), Voiced-Based Services
- Location-Based Services
- Video-on Demand

“Digital Africa will become a spoken tradition. African cultures are among the most oral in the world. Storytelling under the tree is still commonplace. Speaking is still preferred to writing and Africa happens to have timed its digital age to coincide with new voice-activated technologies. The generation gap between those who were trained to guide a fountain pen with their fingers, those whose kinetic memory is dominated by their thumbs, and those even younger who are used to the sweeping movements of the touchscreen, will give way to the return of voice”

—Africa’s Voice

MOBILE CONTENT IN AFRICA AND COMMONWEALTH COUNTRIES: THE FUTURE



Source: Tomi Ahonen Almanac 2013

Innovative Services that will drive Broadband Usage:

- Voice-based services
- Location-Based Services
- Video-on demand services
- Mobile Applications
- Mobile Advertising

MOBILE CONTENT IN AFRICA AND COMMONWEALTH COUNTRIES: THE FUTURE

What factors will drive subscribers to Mobile Content?

- Easy to discover and download
- Hassle free payment mechanism
- Personalization
- Multi-language support and user language selection



