

# THE FUTURE OF MOBILE BROADBAND FROM A VAS PERSPECTIVE:

## ENRICHING THE USER EXPERIENCE



COMMONWEALTH TELECOMMUNICATIONS ORGANISATION

2013 53rd Council Meeting  
CTO  
FORUM  
11th Annual

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Country Manager  
MTech Communications Plc.



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.”***

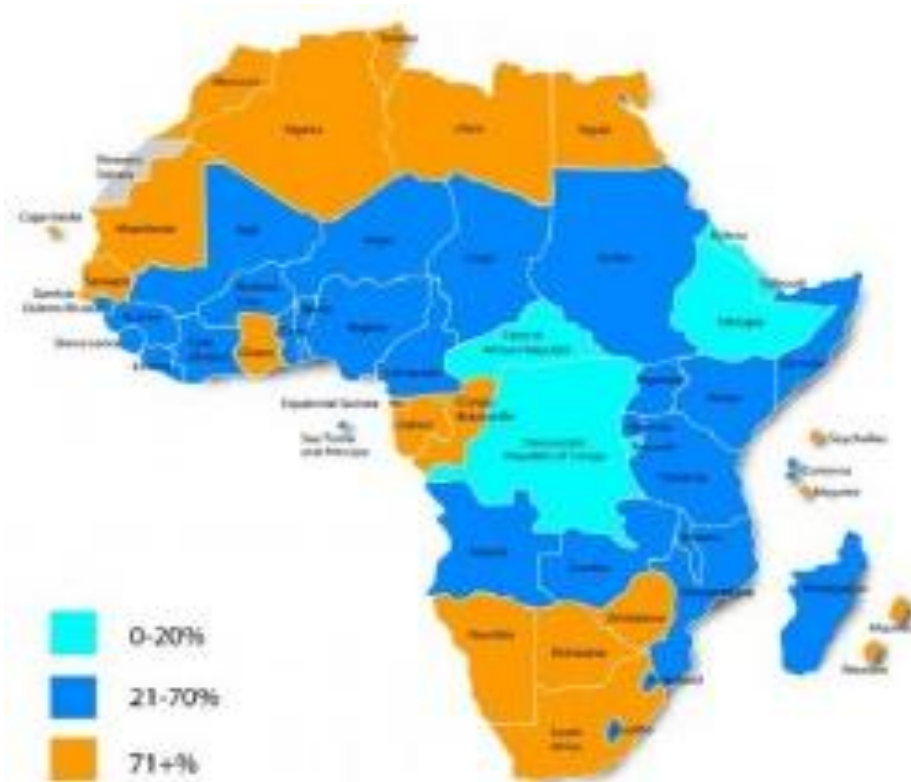
*--- Charles Moon, Principal Analyst, Informa Telecoms & Media*

# STATISTICAL OVERVIEW

- Global mobile phone penetration is at 85% of the world's population
- There are currently 5.98 billion mobile phone subscriptions
- Africa has about 644 million subscribers (about 11%)
- Smartphone penetration rates in Africa are now at 17 to 19%
- The rest are split between either “feature” phones or basic phones
- Some commentators are speculating that Africa will become the first post-PC region of the world

Source: Blycroft Estimates

# STATISTICAL OVERVIEW

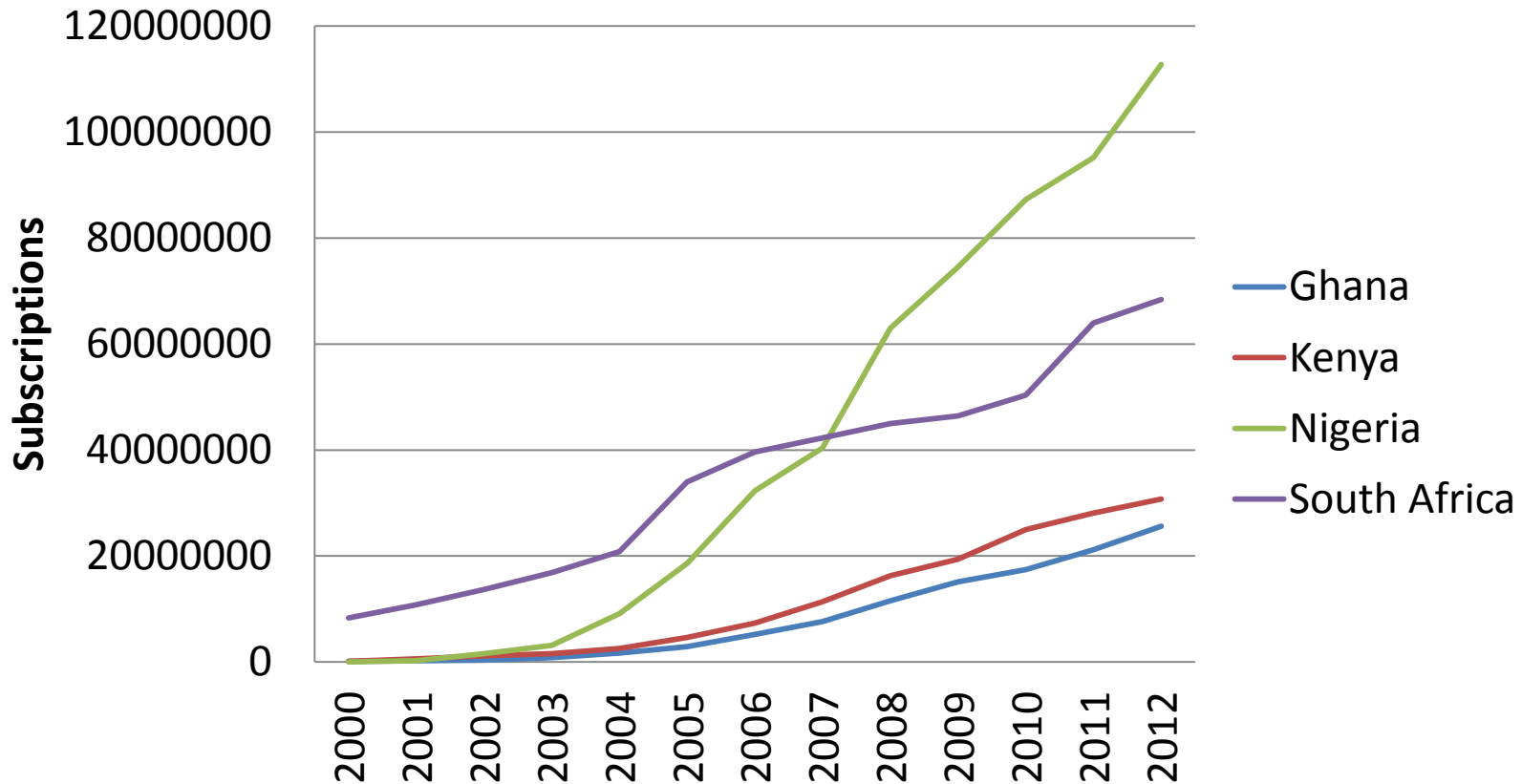


**AFRICAN MOBILE PENETRATION Q2 2011**

Source: Industry Sources, Blycroft Estimates © Blycroft 2012

# STATISTICAL OVERVIEW

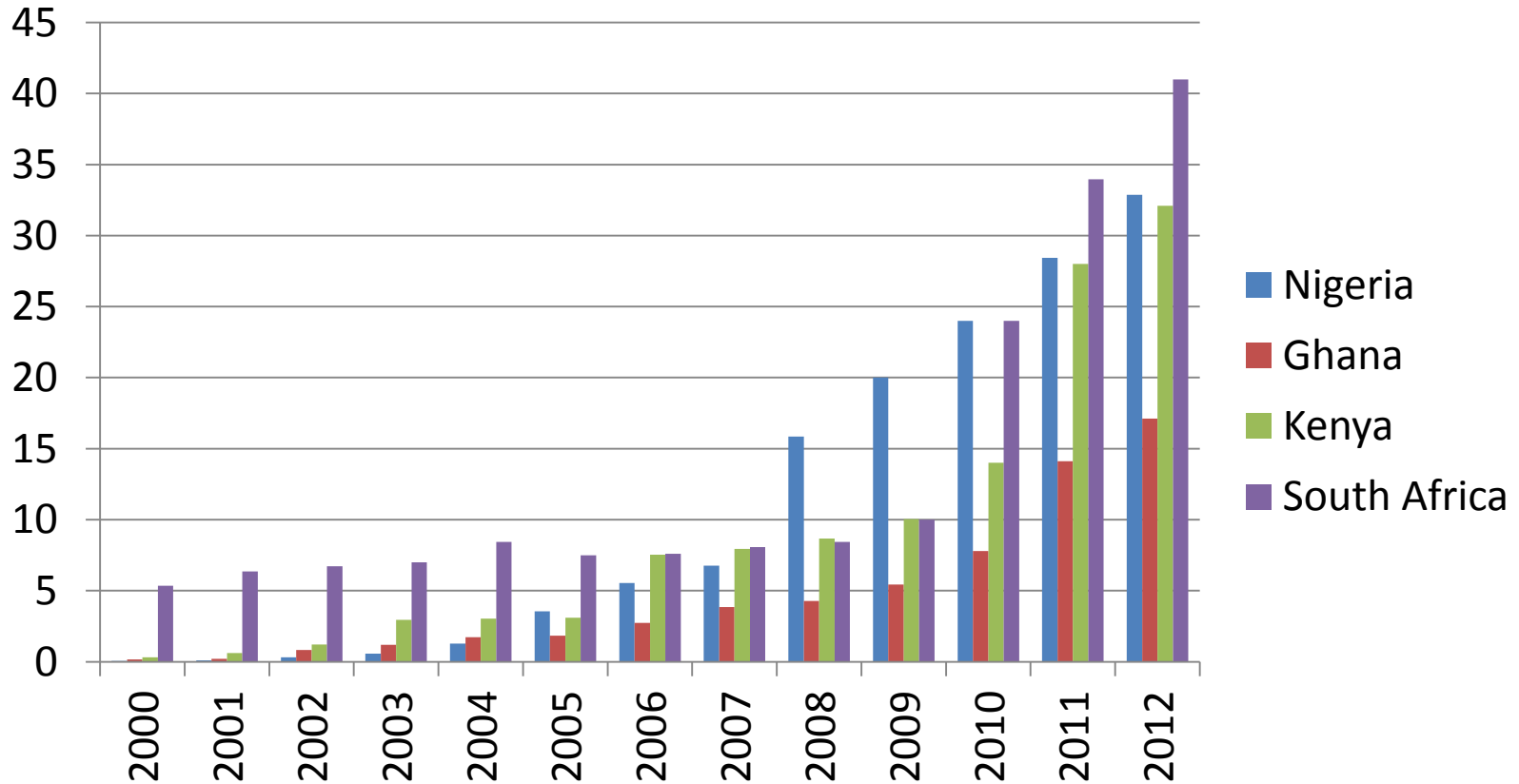
## MOBILE PHONE SUBSCRIPTION IN AFRICA



Source: International Communication Union (ITU)

# STATISTICAL OVERVIEW

## % OF INDIVIDUALS USING THE INTERNET



Source: International Communication Union (ITU)

# FACTORS THAT WILL DETERMINE WHAT WILL DRIVE MOBILE BROADBAND USAGE



- Affordable data-enabled mobile devices
- Data Subscription Pricing
- Quality of content services

# MOBILE BROADBAND FUTURE: A VAS PERSPECTIVE

- Voiced-based services
- Video-on demand
- Mobile Live streaming
- Mobile Applications
- Location-Based Services
- Rich information services





# DRIVING MOBILE BROADBAND FROM A VAS PERSPECTIVE: M-HEALTH

Service Category	Mobile Health
<b>Some of the Services</b>	<ul style="list-style-type: none"> <li>▪ Education on general health matters – preventive measures, informational services</li> <li>▪ Awareness of chronic diseases, widespread diseases, etc.</li> <li>▪ General health education</li> <li>▪ Real-time drug authentication</li> <li>▪ Diagnostic and treatment support</li> <li>▪ Remote Monitoring</li> <li>▪ Remote Data collection</li> <li>▪ Health monitoring applications</li> </ul>
<b>Delivery Platforms</b>	<ul style="list-style-type: none"> <li>▪ Voiced-based platforms</li> <li>▪ Surveillance Tracking</li> <li>▪ Mobile Applications</li> </ul>
<b>Benefits of the Services</b>	<ul style="list-style-type: none"> <li>▪ More informed subscribers</li> <li>▪ Bigger and more accurate statistics on health</li> <li>▪ Real-time authentication of drugs</li> <li>▪ Potential to increase life expectancy</li> </ul>



# DRIVING MOBILE BROADBAND FROM A VAS PERSPECTIVE: M-EDUCATION



Service Category	Mobile Education
<b>Some of the Services</b>	<ul style="list-style-type: none"> <li>▪ Distant Learning</li> <li>▪ Language training on mobile</li> <li>▪ Examination alerts</li> <li>▪ Mobile Reading</li> <li>▪ Teachers training</li> </ul>
<b>Delivery Platforms</b>	<ul style="list-style-type: none"> <li>▪ Voice-based platforms</li> <li>▪ Video-on demand</li> <li>▪ Mobile Applications</li> <li>▪ Live Streaming</li> </ul>
<b>Benefits of the Services</b>	<ul style="list-style-type: none"> <li>▪ Non-classroom education</li> <li>▪ Increase in literacy levels</li> <li>▪ More educated populace</li> </ul>

# DRIVING MOBILE BROADBAND FROM A VAS PERSPECTIVE: M-COMMERCE

Service Category	M-Commerce
Some of the Services	<ul style="list-style-type: none"> <li>▪ Mobile coupons, vouchers, loyalty cards, etc.</li> <li>▪ Location-based services</li> <li>▪ Mobile Advertising</li> <li>▪ Mobile Money Transfer</li> <li>▪ Mobile Purchase</li> <li>▪ Mobile ticketing</li> <li>▪ Mobile Reverse Auctions</li> </ul>
Delivery Platforms	<ul style="list-style-type: none"> <li>▪ Mobile Applications</li> <li>▪ Location-based platforms</li> </ul>
Benefits of the Services	<ul style="list-style-type: none"> <li>▪ Local discount offers</li> <li>▪ Reduction in cost of customer service</li> <li>▪ Cost-effective advertising model</li> </ul>



# DRIVING MOBILE BROADBAND FROM A VAS PERSPECTIVE: M-GOVERNANCE



Service Category	M-Governance
<b>Some of the Services</b>	<ul style="list-style-type: none"> <li>▪ Distant Learning</li> <li>▪ Language training on mobile</li> <li>▪ Examination alerts</li> <li>▪ Mobile Reading</li> <li>▪ Teachers training</li> </ul>
<b>Delivery Platforms</b>	<ul style="list-style-type: none"> <li>▪ Voice-based platforms</li> <li>▪ Video-on demand</li> <li>▪ Mobile Applications</li> <li>▪ Live Streaming</li> </ul>
<b>Benefits of the Services</b>	<ul style="list-style-type: none"> <li>▪ Non-classroom education</li> <li>▪ Increase in literacy levels</li> <li>▪ More educated populace</li> </ul>

# WHY EMPHASISE ON MOBILE PHONES?

- Access
- Reach
- Interaction
- Efficiency
- No other option



