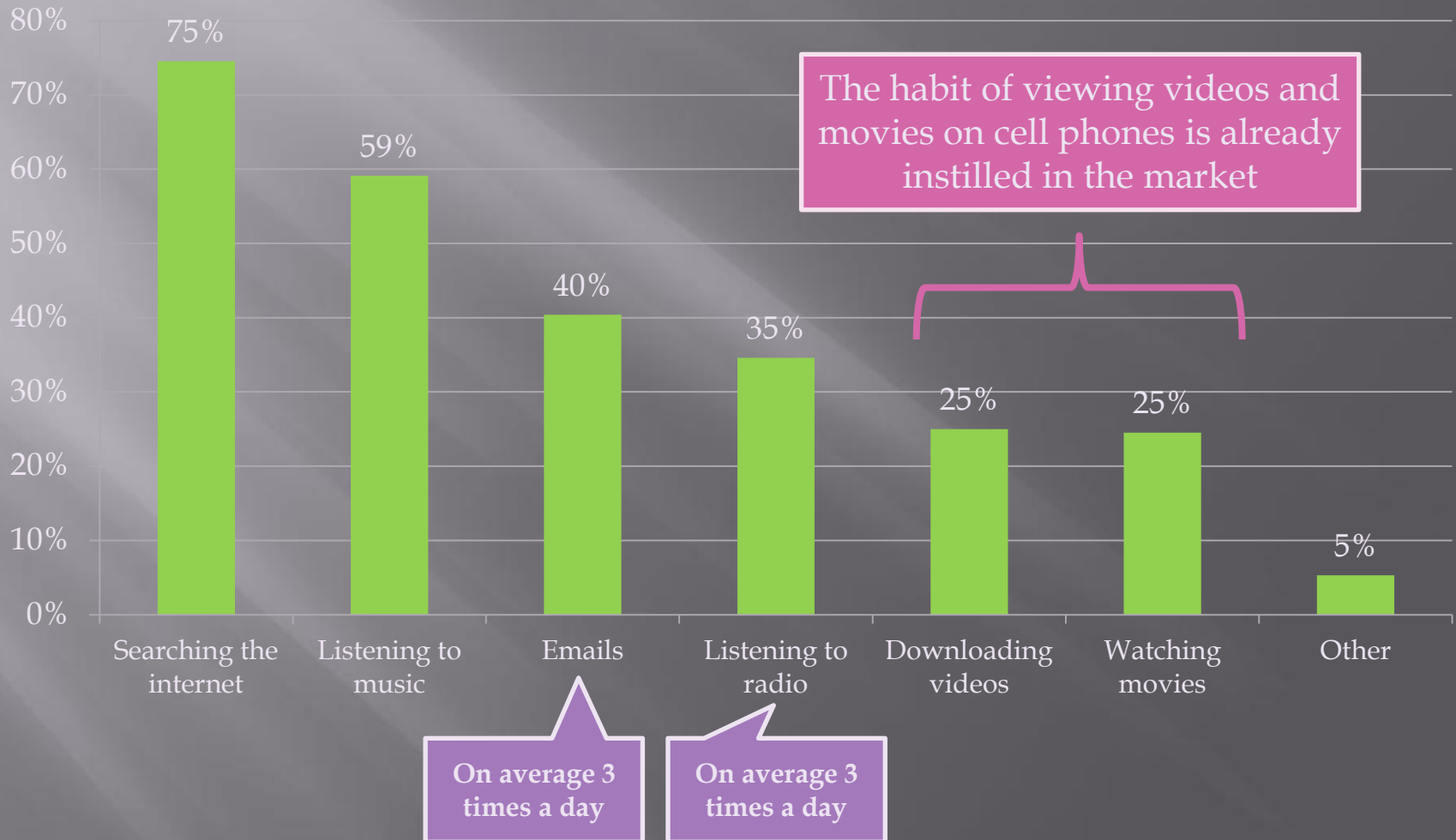


# Africa's Prosperity is our collective business

- According to Amilcar Cabral: ' A people who free themselves from foreign domination will not be culturally free, unless, without underestimating the importance of positive contribution from the oppressor's culture and other cultures, they return to the upwards paths of their own cultures.'
- Similarly, way back in 1932, publisher and visionary TDM Skota editorialized: "The back bone of any nation is business"
- It is as apt and true now as it was then- 83 years ago-fellow Africans. We need to liberate ourselves for ourselves economically through the cultural weapon that it ITC. Digital television broadcasting generally, and particularly its mobile platform.
- This is likely to create a positive spin-off towards the long-elusive intra Africa trade such as in Southern Africa. This should trigger the domino-effect in
- South-South; south-west; west-east and west-south-east and central Africa – via COMESA.

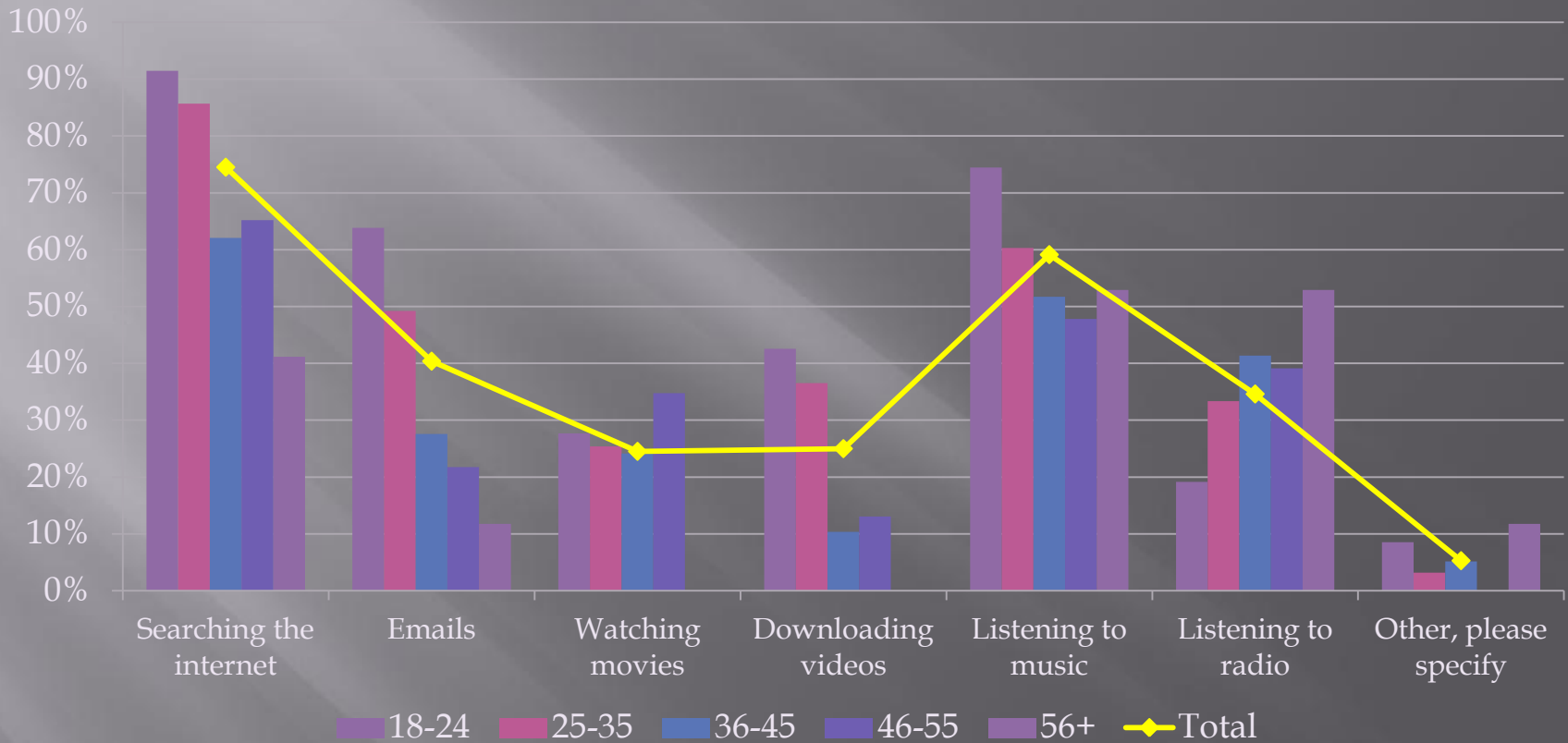
- This has eluded the current generation of presidents, obsessed with self-preservation as opposed to job creation and innovative technological solution
- To the young people of Africa, I humbly say: 'We need to innovate, and fast. And ITC, via the digital migration of television, is an opportunity, or rather a call to arms to rise to the occasion.'

# Cell phone uses



What do you use your mobile phone for, other than making/receiving calls and messages? (Multiple selection)

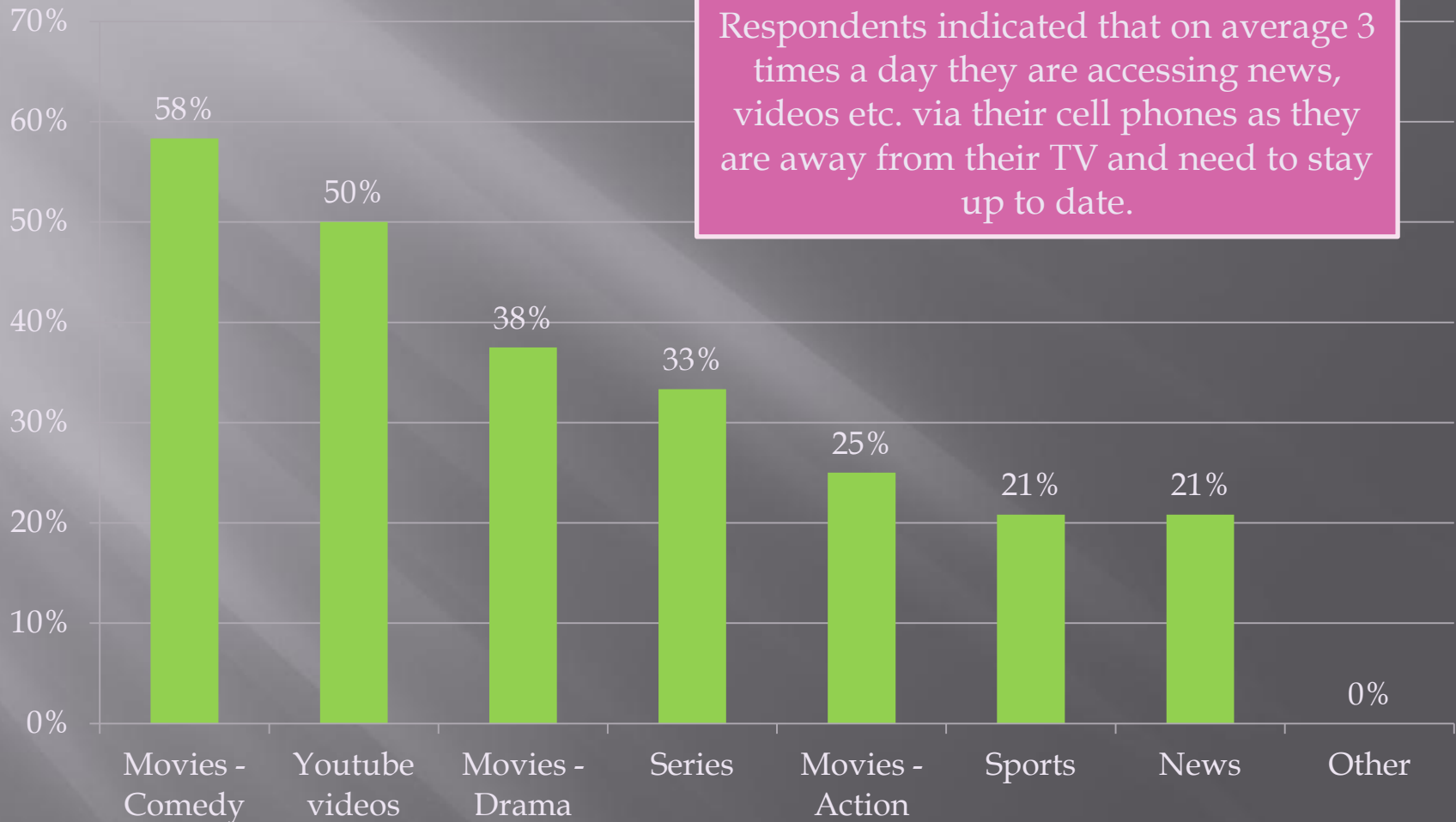
# Cell phone uses by Age Group



As expected the younger age groups are more likely to use their cell phones for internet purposes including video downloads and listening to music. And interesting finding is how much more likely the older age groups are to use their cell phone for listening to the radio.

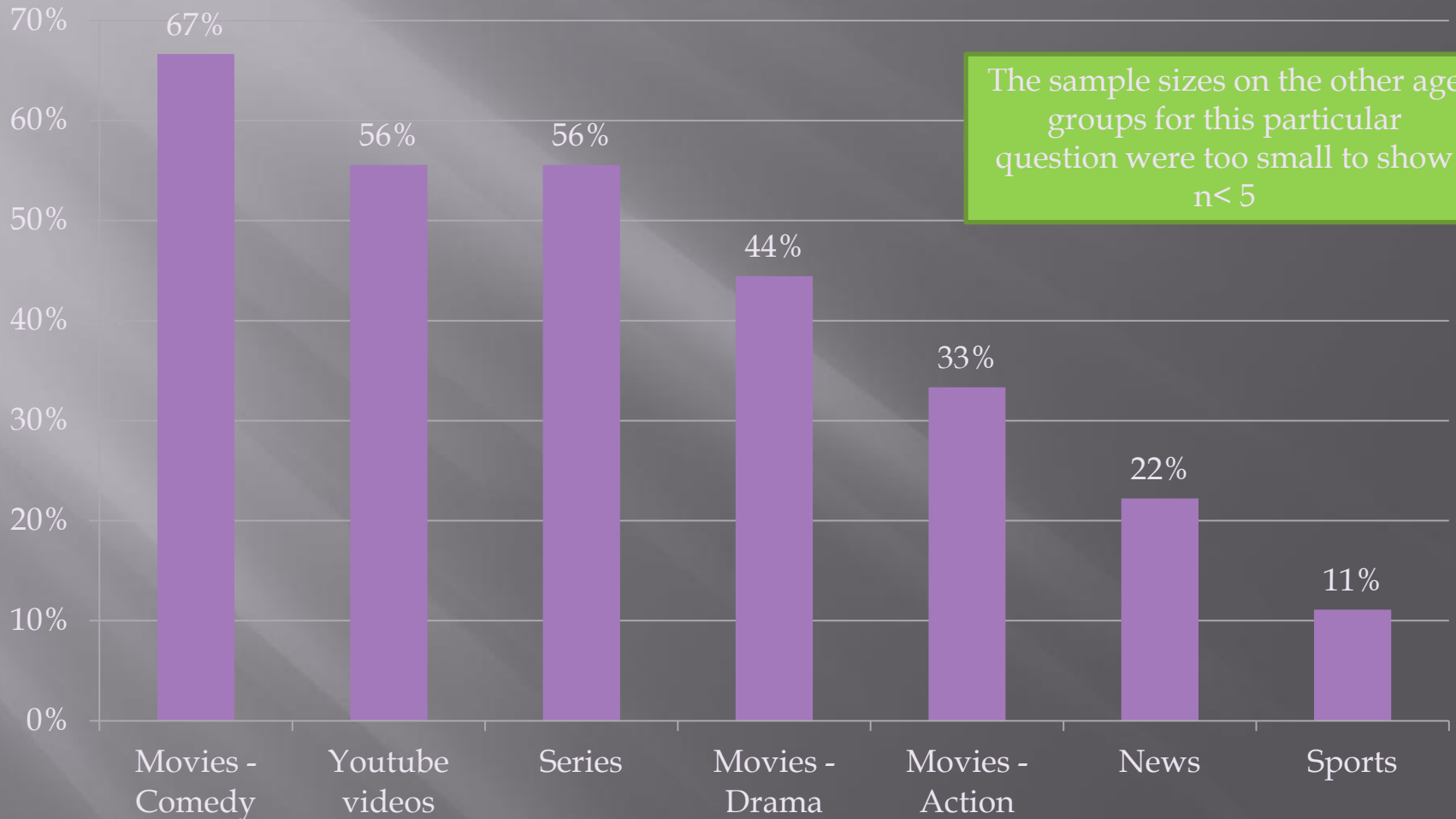
What do you use your mobile phone for, other than making/receiving calls and messages? (Multiple selection)

# Types of Videos Downloaded



You said you watch movies/download videos on your mobile phone. What type of movies/videos do you watch? (Multiple selection)

# Types of Videos Downloaded – 18-24



You said you watch movies/download videos on your mobile phone. What type of movies/videos do you watch? (Multiple selection)

- The table below shows the key period of growth for Facebook users in a selection of Sub-Saharan African countries, from those with smaller usage levels in Sierra Leone at one end to countries like Nigeria and South Africa.
- The green column in the table shows current levels of Facebook users estimated by Facebook's advertising sales platform:

Country	Aug-10	Apr-11	Oct-11	Dec-11	May-12	Jun-12	Oct-12	Dec-12	Mar-14
South Africa	3,100,000	3,800,000	4,400,000	4,800,000	4,700,000	4,960,000	6,500,000	6,260,000	10,200,000
Nigeria	1,700,000	2,900,000	3,800,000	4,300,000	4,600,000	5,860,000	6,700,000	6,600,000	12,000,000
Kenya	864,760	1,030,000	1,300,000	1,290,000	1,390,000	1,400,000	1,970,000	2,040,000	3,800,000
Ghana	621,000	906,540	1,000,000	1,140,000	1,240,000	1,280,000	1,670,000	1,630,000	2,400,000
Senegal	299,340	447,840	578,880	620,260	660,080	665,880	678,420	675,820	1,020,000
Uganda	196,000	280,600	330,780	346,980	206,100	414,260	532,920	562,240	1,180,000
Tanzania	141,580	259,120	352,000	414,540	497,940	518,460	676,420	705,460	1,340,000
Botswana	86,060	112,180	138,140	167,180	218,100	223,660	286,740	294,000	460,000
Angola	63,860	112,180	277,640	322,300	421,960	433,520	597,460	645,460	1,800,000
Zambia	56,640	117,520	157,760	177,820	228,940	235,700	320,280	327,600	700,000
Malawi	46,660	79,040	95,820	112,100	134,700	139,540	209,300	203,840	360,000
Namibia	15,100	127,260	123,820	134,149	84,100	172,400	231,720	231,340	380,000
Sierra Leone	8,780	34,100	44,760	48,520	57,080	58,040	73,680	76,880	148,000

Source: Social Bakers (2010 - 2013) and Facebook advertising platform 2014



Develop and share in compelling multilingual content across all digital platforms. SADC is an ideal region to kick-start this kind of initiative as the main languages spoken across colonial borders are:-

- Afrikaans (RSA and Namibia)
- English (Botswana, Namibia, RSA, Lesotho, Swaziland, Mozambique, Zambia, Zimbabwe, and Malawi).
- German (Namibia and RSA)
- isiNdebele (RSA and Zimbabwe)
- isiSwati (RSA and Swaziland)
- isiZulu (RSA, Zimbabwe, Swaziland and Mozambique)
- Portuguese ( Angola, RSA and Mozambique)
- Sesotho (Lesotho, RSA, Zimbabwe and Namibia)
- Setswana (Botswana, Namibia and RSA), Tshivenda (RSA and Zimbabwe) and Xitsonga & related dialects (RSA and Mozambique)

Proactive Pan African broadcasters are called upon to create to resonate with the above landscape to greater inter-cultural and symbiotic economic exchanges.

Yes, we have more in common culturally, linguistically and socio-economically than any other region in Africa.

It is time to declare as Bob Marley has eloquently stated that: 'None but ourselves can liberate our minds.' And as Shakespeare put it: 'The fault is not in our stars that we are underlings, but in ourselves.'

It was another composer, Enoch Mankayi Sontonga, who earlier laid the foundation for my thesis when he penned a prayer for all of Africa rather than his homeland, and called it tellingly: Nkosi Sikelel' iAfrica - God Bless Africa.

Its echoes can be heard in the national anthems beyond South Africa, in Zambia and Tanzania, and at one time in Zimbabwe as well. Culture matters, people.

No other image captures more splendidly the collective passion, energy, wonder, mystery and beauty of Africa, its peoples, better than Our Continental Matriarch *Mosi-ao Tunya*, the epitome of the flora and fauna of our natural convergence.

Isn't it time the heads of SADC reaffirmed and reclaimed our mother in her own right simply and decolonized simply as Mosi-ao-Tunya Falls?

How about a farewell birthday gift to Africa, President Mugabe? This would inspire youthful creative artists to retell digitally Gogo Mosi-ao-Tunya in all the tongues of the region, instead of dabbling in meaningless soapies and tele-novellas?

Indeed, Africa's prosperity is our collective business.

