



Ecosystem Accelerator

APIs: A bridge between mobile operators and start-ups in emerging markets

An API (Application Programming Interface) allows software programs to “talk” to one another and reach a broader audience



Today, there are around **15,000 APIs**, with 40 new ones created every week

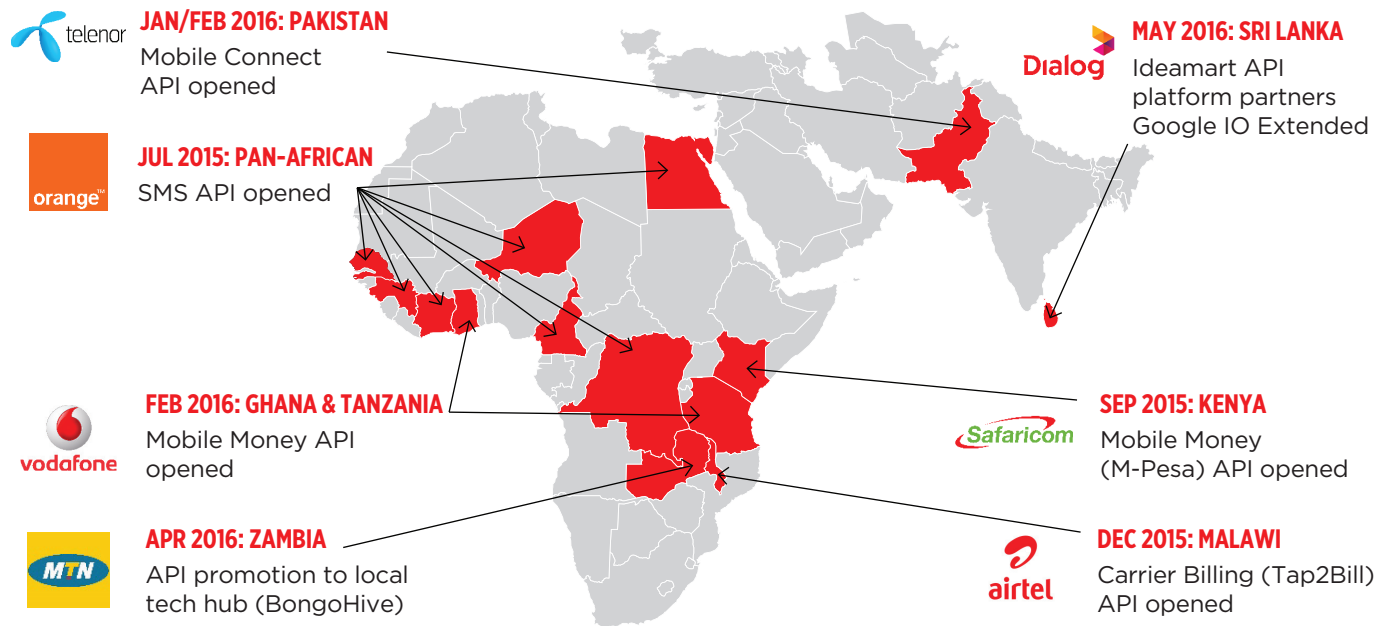


In Sri Lanka, Dialog Axiata generates already **2% of its revenue** through APIs opened to 3rd parties

Mobile operator APIs in emerging markets and their use cases

SMS	USSD & Location	Billing	Mobile Money	Identity (Mobile Connect)
Côte d'Ivoire	Sri Lanka	South Africa	Kenya	Pakistan
Orange	Dialog	MTN, Vodacom	Safaricom	Mobilink, Telenor, Zong
<u>Sycelim</u>	<u>Offerhut</u>	<u>Hello Doctor</u>	<u>Sendy</u>	<u>Rozee.pk</u>

Selected examples of recent operator API initiatives in emerging markets



Mobile operators, have you opened your APIs?

Four recommendations for start-up friendly operator APIs in emerging markets

- Open
- Harmonise
- Collaborate
- Outreach to start-ups

The GSMA Ecosystem Accelerator programme works to encourage mobile operators in emerging markets to further **open** their APIs to start-ups and developers, **harmonise** them at the group level, and **adopt industry standards**.

Our programme also supports operators in their **outreach** efforts to local developer communities to allow start-ups to unlock the benefits of using operator APIs.

See our detailed report here: <http://gsma.com/ecosystemaccelerator>