



THE MOBILE ECONOMY SUB-SAHARAN AFRICA 2014



Supporting the connection of an additional

2 BILLION PEOPLE

to the mobile internet by 2020

Sub-Saharan Africa (SSA) has been the fastest growing region over the last 5 years, in terms of both unique mobile subscribers and connections

Unique subscribers



June 2014

329M

38% PENETRATION RATE

2020

504M

49% PENETRATION RATE



Jobs directly supported by mobile ecosystem

2013

2.5M

PLUS AN ADDITIONAL
3.7 MILLION INDIRECTLY
SUPPORTED

2020

3.5M

Connections

June 2014

608M

(including 7 million M2M connections)



2020

947M

91% PENETRATION RATE
(excluding M2M)

Capital expenditure



From 2014-2020 is forecast
at a total of

US\$97B



Key drivers to improving mobile investment and access

Network infrastructure and policy:

Increasing network coverage to currently unserved areas through the prioritisation of spectrum for mobile and the promotion of voluntary infrastructure sharing, renewable energy solutions and pro-investment government policies

Affordability: Reducing the total cost of ownership of mobile internet services to consumers, including sector-specific government taxes and fees

Consumer demand: Addressing digital literacy, awareness of mobile internet services and the development of internet skills

Local content: Improving local language content and services (e.g. e-government services) in order to make mobile phone and internet use locally relevant



Mobile internet

- 2015 is a pivotal year for the future of mobile internet access in SSA, with the International Telecommunication Union's (ITU) global digital migration deadline in June and the World Radiocommunication Conference in November
- Data traffic in SSA is projected to grow at a pace of twice the global average (by 20 times to 2019)
- Forecasts indicate that well over half of all connections in SSA will be smartphones by 2020, compared to only 13% at the end of 2013
- The internet could account for up to 10% of Africa's annual GDP, or US\$300 billion by 2025
- While 85% of the population have 2G or 3G mobile coverage, 4 billion people remain unconnected, with emerging markets such as SSA seeing the greatest usage gap
- Global mobile data usage grew 45-fold from 2008-2013
- The ITU predicts that governments need to roughly double the amount of mobile spectrum to meet demand in 2020

Mobile4Development



GSMA's mAgri programme is supporting a number of projects in SSA with additional initiatives to be launched this year. Under the mFarmer initiative, 3 services have been introduced in the region, reaching over half a million users since 2011.



The gender gap in mobile phone ownership is estimated to be 13% in SSA. However, GSMA research shows there are vast differences among countries, varying from 45% in Niger to 7% in Kenya. Improving mobile access for women will involve increasing affordability and literacy, improving network quality and coverage, and addressing security concerns.