

## 2012 AfricaCom Awards shortlist announced

The AfricaCom Awards, which acknowledges the growth and importance of the telecoms and digital sectors across the African continent, is set to take place during the 2012 AfricaCom conference taking place from 13-15 November at the Cape Town International Convention Centre (CTICC), South Africa, under the theme 'Reaching the Next Frontier for Growth'. The shortlist of contenders for the 2012 AfricaCom Awards have been released.



Conference manager and head of product innovation at Informa Telecoms & Media, Emily Martyr commented that competition was fierce this year with a record number of entries, up 60% on last year, which itself was a bumper year.

"The quality and number of entries into these awards is testament to the importance of this sector across Africa" she says.

South African judge, Bradley Shaw, editor of *Africa Telecoms* magazine, added that "the tech economy and digi-sphere on the African continent is an exciting space to play in. All of this year's entries were outstanding and it has been a difficult task to select only a few per category."

The shortlists are:

### Best Network Improvement

Airtel Nigeria - Airtel Nigeria  
Helios Towers Africa - Shared Telecoms Infrastructure  
Liquid Telecom - FTTH in Zimbabwe  
Orange Group - Orange Cote d'Ivoire  
Orange Group - Internet for All  
ZTE - Network & Services

### Most Innovative Service

Afrique Telecom - VSAT Services  
BWired - Open Access Fibre Based ICT Network  
Comviva - Airtel MVAS  
Econet Wireless - EcoCash  
Emerging Market Communications (EMC)  
Intersec - Loyalty Management Suite  
Orange Group - Deezer  
Orange Group - Internet for All  
Safaricom - M-PESA Retail Distribution Service  
Spice VAS Africa - Music Scorer

### **Best Quality User Experience** - sponsored by MTN

Airtel - Airtel MVAS

Orange Group - Enhanced Mobile Browser

Orange Group - Orange Voices

Prezence Digital - Ster Kinekor Smart-Phone App

Sicap - Mobile Money ATM

Safaricom - USSD Self Service Internet Kiosk

### **Best Cost Efficiency Initiative**

ACME / Reime - Energy Management Unit

AfriGIS - Census Progress Watch

Airtel Nigeria - Airtel Nigeria

Conduct Telecom - Last Mile Open Access Fibre Optic Infrastructure

IHS - Cost Efficiency Technology

Orange Group - Low Cost WiFi Hotspots

Safaricom Business - Safaricom Business

ZTE - ZTE Solution

### **Rural Telecoms Award**

Gateway Communication - Mauritius Island Connectivity through CellDirect

Orange Group - Internet for All

Rorotika - SIM Swap

Safaricom - Webbox & USSD Internet Self-Service

Orange Group - Birth Registration

Viettel - Movitel Rural Network

### **Best Backhaul Solution for Africa**

BWired - High Speed Fibre Based Network

Comtech EF Data - Mobile Backhaul Solution

Dark Fibre Africa - Open Access Infrastructure Provider

Isotel Telecom - Benin Backhaul Network

### **Best Marketing Campaign**

Etisalat Misr - Etisalat Misr Marketing

Mobitainment - Monsta Pops Mega Music Giveaway

MTC - NetMan 4G

Orange Group - Deezer

Prezence Digital - #Mandelastory

Warid Telecom - Kiyitridde

### **Best Smart-Device for Africa** - sponsored by Gateway

Etisalat Misr - Smart Device

Orange Group - Internet on TV

### **Best Pan African Initiative**

AFRINIC - AFRINIC

Gateway Communications - SADC Terrestrial Rollout

Helios Towers Africa - Infrastructure Sharing Energy Storage System  
Sky Vision - Skyvision  
Orange Group - West African Cluster Architecture  
WIOCC - Seamless, High-Capacity International Connectivity Ring around Africa

## **The 2012 Mobile Data and Social Media Award**

biNu - biNu Social Content Platform  
Bozza Mobile - The Bozza.mobi App  
Eskimi - Eskimi Mobile Social Network  
Motribe - Motribe Mobile Social Networks  
Mxit - Mxit  
Prezence Digital - #Mandelastory

## **Industry Personality of the Year**

Adiel Akplogan, AFRINIC  
Alan Knott-Craig, Cell C  
Andile Ngcaba, Convergence Partners  
Karel Pienaar, MTN  
Ben Sira, Sky Vision  
Cheikh Tidiane Mbaye, Orange Group

## **Changing Lives Award - sponsored by Comviva**

Etisalat Misr - CSR Initiative 'Origin'  
Orange Group - Mobile Birth Declaration  
Orange Group - Tele Diagnostics  
Praekelt Foundation - YoungAfricaLive  
Safaricom - DAKTARI-1525  
Safaricom - Safaricom Business KimMNCHip Project

The winners will be announced at an awards ceremony on 14 November 2012.

For more, go to [www.africacomawards.com](http://www.africacomawards.com)