

ITWeb Africa launches new website

South Africa's technology publisher, ITWeb on wednesday, 9 May 2012, launched its new ITWeb Africa website which will provide news, insight and analysis for Africa's ICT sector, at the Hyatt Hotel in Rosebank, Johannesburg, South Africa.



Gareth van Zyl, editor of ITWeb Africa, describes the new online venture as "a single source of quality news, analysis, research and opinion on Africa's ICT markets, trends, developments and the people who make it happen."

Of particular interest to marketers and advertisers is that ITWeb Africa will provide a much-needed niche via which to reach ICT business decision-makers on a continent that has become one of the world's fastest growing adopters of technology.

In the last decade, mobile operators in Africa experienced growth as penetration rates increased from 2% in 2002 to 51% in 2010, amounting to an estimated 500-million connections. More recently, undersea cables such as SEACOM and Eassy have connected many African countries to high-speed broadband. Reportedly by the end of 2011, 139-million Africans had access to the internet.

Reaching into Africa

"ITWeb's new venture into Africa comes at a time when the continent is experiencing massive social and economic change. Africa is one of the world's fastest growing economic zones and average GDP growth for the continent is forecast to be 5% this year, according to the World Bank. Moreover, IT spending in Africa is expected to grow by almost 11% in 2012, outperforming the global average of 3.7%." added van Zyl.

Access to content is free of charge to ITWeb Africa's readers and is funded by advertisers who seek to deliver their message to decision-makers.

"ITWeb Africa provides daily news, analysis, features, market reports and insights into the continent's changing ICT sector to keep those with a vested interest in the know. Our correspondents in Kenya, Zambia, Zimbabwe, Nigeria, Ghana and South Africa are providing the requisite local perspective. Plans are afoot to expand the network of journalists to all English-speaking countries in Africa," says van Zyl.

At the launch today, stakeholders and role players in the continent's ICT sector were addressed by keynote speakers included Stafford Masie, an investor in tech start-ups, former GM of Google South Africa and telecoms market expert, Dobek Pater, director and analyst at Africa Analysis."

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