

SA slow to take up digital media - report

Despite growing demand for digital media in South Africa, there is still strong interest in traditional media in rural areas, where the high cost of data ensures that radio and community newspapers remain dominant.

This is according to research into digital media in SA conducted by Frost & Sullivan. The research shows that although SA has high mobile penetration and a year of uncapped data offerings under its belt, digital media is still growing at a slower pace than internationally.

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