Bringing content back to Africa - 12 May 2014

BY ILSE VAN DEN BERG, @BIZ_AFRICA

Mark Tinka reckons that the next phase in the development of Africa's internet infrastructure will see more content and services brought closer to end-users which will result in better performance when accessing web applications, services and content. 90% of African internet content is hosted outside the continent today. Ideally, that figure should be reversed so that 80% or 90% of content is hosted within Africa.

In her BizCareers column, Juliette Attwell gives some advice on what can be quite an uncomfortable topic - when and how to ask for a raise.

If you feel like you need some advice on making your newsletter a must-read, Hansie Smit gives five tips for writing a thrilling newsletter.

Last but not least, if you missed last week's Biz Takeouts show, the podcast, Understanding key consumer trends across the African continent, is now available.

Have a good week!

Cheers!
Ilse van den Berg, Editor: Marketing & Media Africa (@Biz_Africa)

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