

Five African digital trends for 2012



By [Dawn Rowlands](#)

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Africa is a mobile-first digital environment with 55% of the continent's 1 billion people having mobile phones. In South Africa mobile internet penetration is 70%, whilst desktop internet penetration sits at only at 11%, whereas in Nigeria mobile and desktop penetration are both over 20%.



- With the under sea cable in both West and East Africa, the speed and access to data will drive the sharing and sale of content dramatically. This is due to increase during 2012.
- The launch of smart phones at under US\$80 and tablets at US\$300 has already transformed the Kenyan market's aspirations of mobile delivery, thus brands in these regions are now more than ever considering driving their messages through mobile content.
- Print spend across Africa is declining. Aegis Media's press spend has declined by 4% but we have seen digital spend increase by 58%. Digital spending is expected to increase this year especially in out of home and mobile sectors.
- Television viewership is being affected by ongoing power outages in critical markets like Nigeria. Rising fuel costs in these markets will make access to television less affordable and predictable.
- Distribution via web, mobile and illicit means will quickly become the biggest content distribution channels on the African continent. Nollywood.com produces over 150 movies a week already and many markets like Kenya for example are already enjoying Nigerian content over other European and USA developed and produced content.

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