

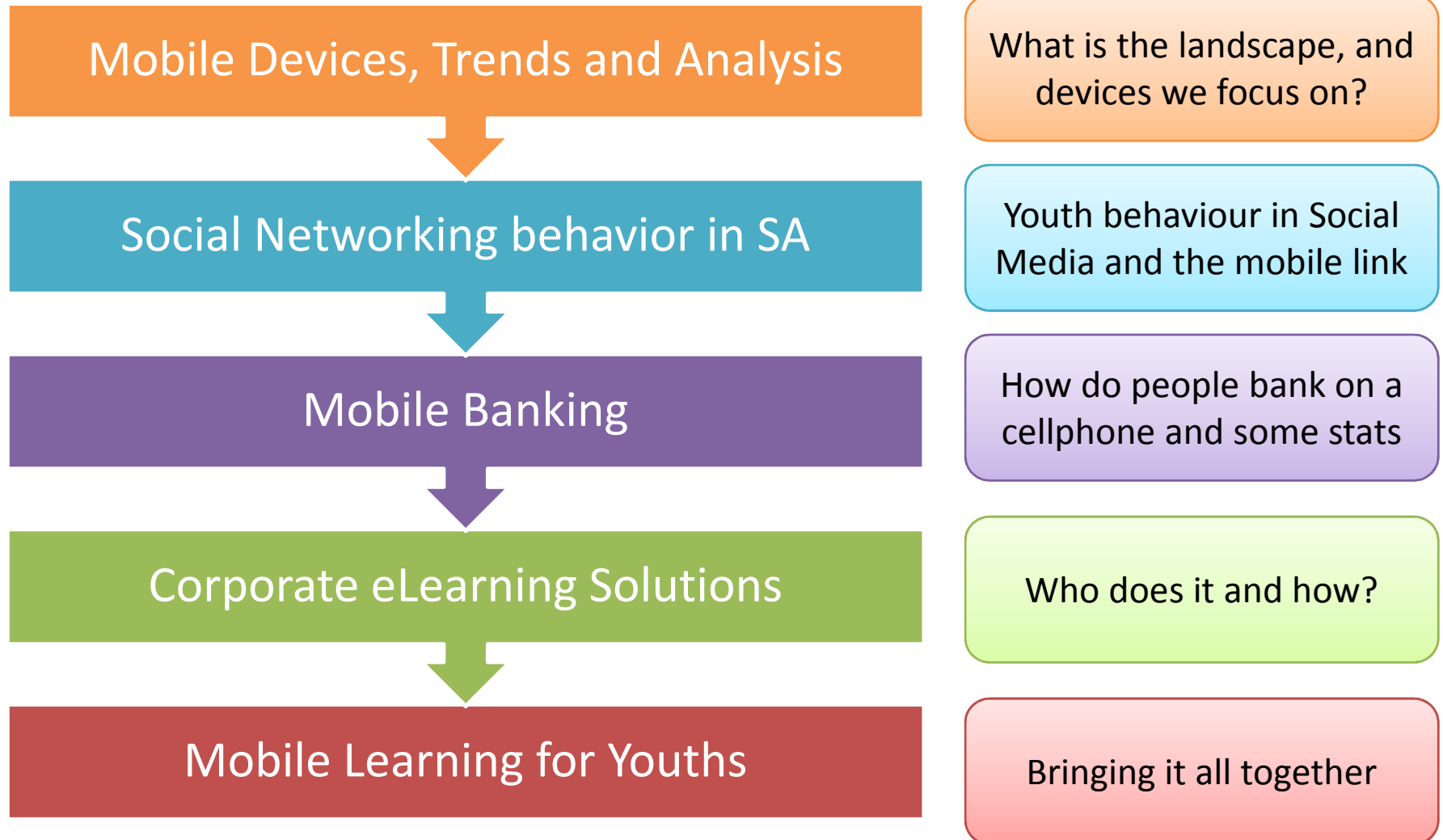
Corporate and Banking Perspective on Mobile Technology: Reaching out to Students

Sahil Mungar

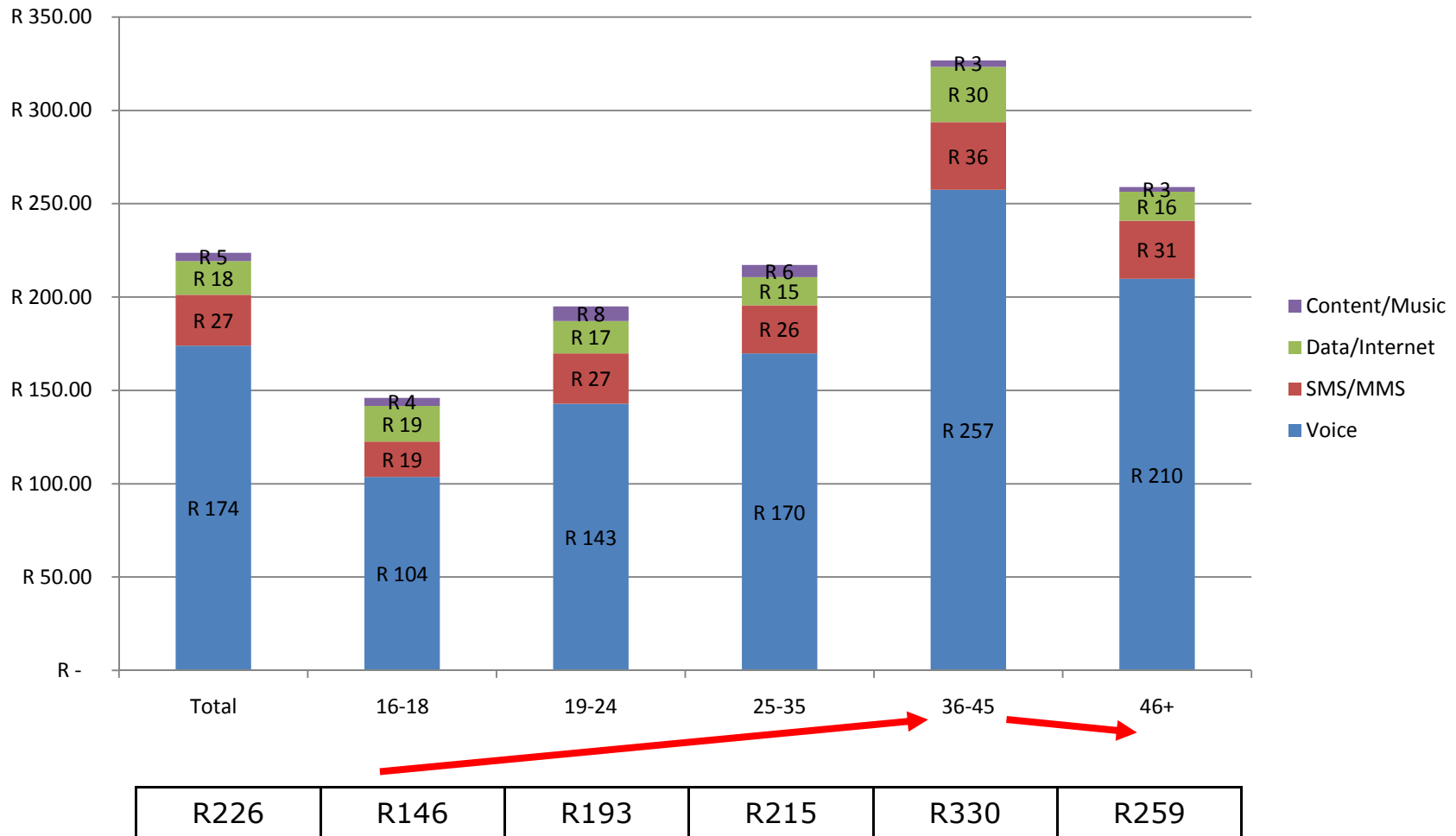
9 June 2011

How can the Corporate and Banking experience using Mobile Internet be used to improve Mobile Education for the Youth?

Let's take this approach



Mobile Expenditure related to age



Younger consumers are also more likely to spend a greater percentage of spend on non-voice services, particularly data services.

Internet and Cell phone usage across segments

High cellphone usage levels across all segments

Internet usage lags behind – highest penetration amongst the Graduate customers

	Teens	Students	Graduates	Middle	Seniors
Cell phone usage	83%	84%	96%	92%	65%
Accessed Internet in Past 12 Months	41%	49%	66%	43%	9%
Accessed Internet in Past 4 Weeks	33%	43%	61%	39%	8%

Graduates have highest internet penetration levels

Current vs. Future Mobile Devices

n=1203

	Current usage % (main phone)	Future usage %	Brand Momentum (future / current)
Nokia	51	48 (U=45, R=52) ↓	0.95
Samsung	28	12 (U=10, R=14) ↓	0.42
LG	5	2 ↓	0.37
Blackberry	4	24 (U=29, R=20) ↑	6.10
Motorola	4	1 ↓	0.37
Sony-Ericsson	2	3 ↑	1.31
HTC	1	2 ↑	1.96
iPhone (Apple)	1	3 (U=5, R=1) ↑	4.74
Other	5	5	0.97

Blackberry and **iPhone** handsets have the **greatest status appeal**. 24% of the current market claims that their next handset will be a BlackBerry. These are Internet Phones, designed to be dependent on an Internet Connection.



- Speed/Power
- Graphics
- Browser Capability

Generation Next's Coolest Brand

- **BlackBerry** was voted the **Coolest Brand Overall** (21.1%) and **Coolest Cellphone** (64.6%) in the Sunday Times Generation Next 2011 Brand Survey
- RIM has stated that **South Africa is their fastest-growing BlackBerry market in the world**
- Craig Fleischer, Regional Director SA (RIM), “The BlackBerry smartphone is a **social tool** and a **lifestyle device** that keeps them **in touch with everything that matters to them**”

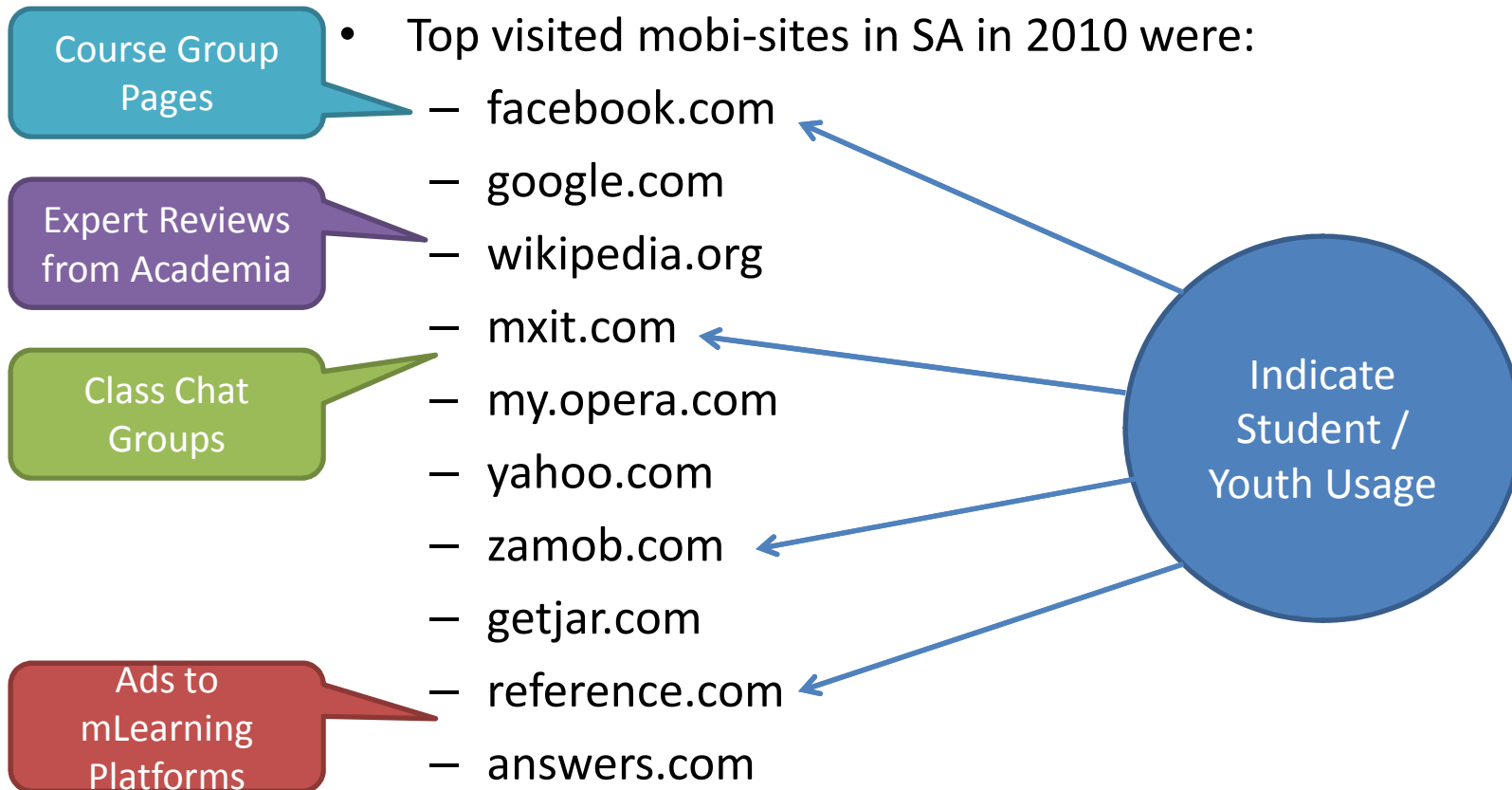
What activities are they conducting online?

- Searches, research and sending mail are the primary online activities
- Youth online focus is on social activities rather than banking
- Graduates utilise online mostly for banking, business and shopping

	Total	Teens (16-19yrs)	Students	Graduate s	Middle	Seniors
Search	75%	71%	77%	76%	75%	71%
Mail	63%	46%	56%	72%	68%	77%
Research	60%	51%	58%	66%	61%	57%
Banking	32%	11%	12%	50%	44%	45%
Reading A Newspaper	21%	11%	16%	23%	24%	17%
Music Downloads	19%	48%	40%	15%	11%	4%
Chat	19%	29%	29%	23%	13%	8%
Instant Messaging	18%	19%	19%	24%	17%	12%
Games	15%	37%	29%	16%	10%	7%
Read Current News	15%	8%	11%	17%	17%	12%
Directory Services	12%	5%	7%	16%	15%	11%
Shopping	10%	8%	8%	18%	13%	11%
Listening to Radio	8%	4%	4%	8%	8%	5%
Share Trading	6%	4%	5%	6%	7%	9%
Dating	4%	14%	12%	7%	4%	1%

Source: Amps 2009

Youth Mobile and Internet Usage in SA



Corporate Facebook Activity in SA

Corporate FB Pages

- Woolworths SA
- Vodacom
- Baba & Kleuter
- Pick n Pay
- HP SA Computing
- BMW
- etc

Non-Corporate FB Pages

- Springboks
- Gareth Cliff
- DJ Fresh
- Captain Morgan
- Doritos
- Destiny Connect
- SA Sports Illustrated
- YOU Magazine
- Debonairs Pizza
- etc

Banking, Education ???

FNB Cellphone Banking

FNB has 42% (3-million)
share of SA Cellphone
Banking market

Popular transactions:

- Prepaid Products
- Cash Withdrawals
- Once-off Payments
- eWallet

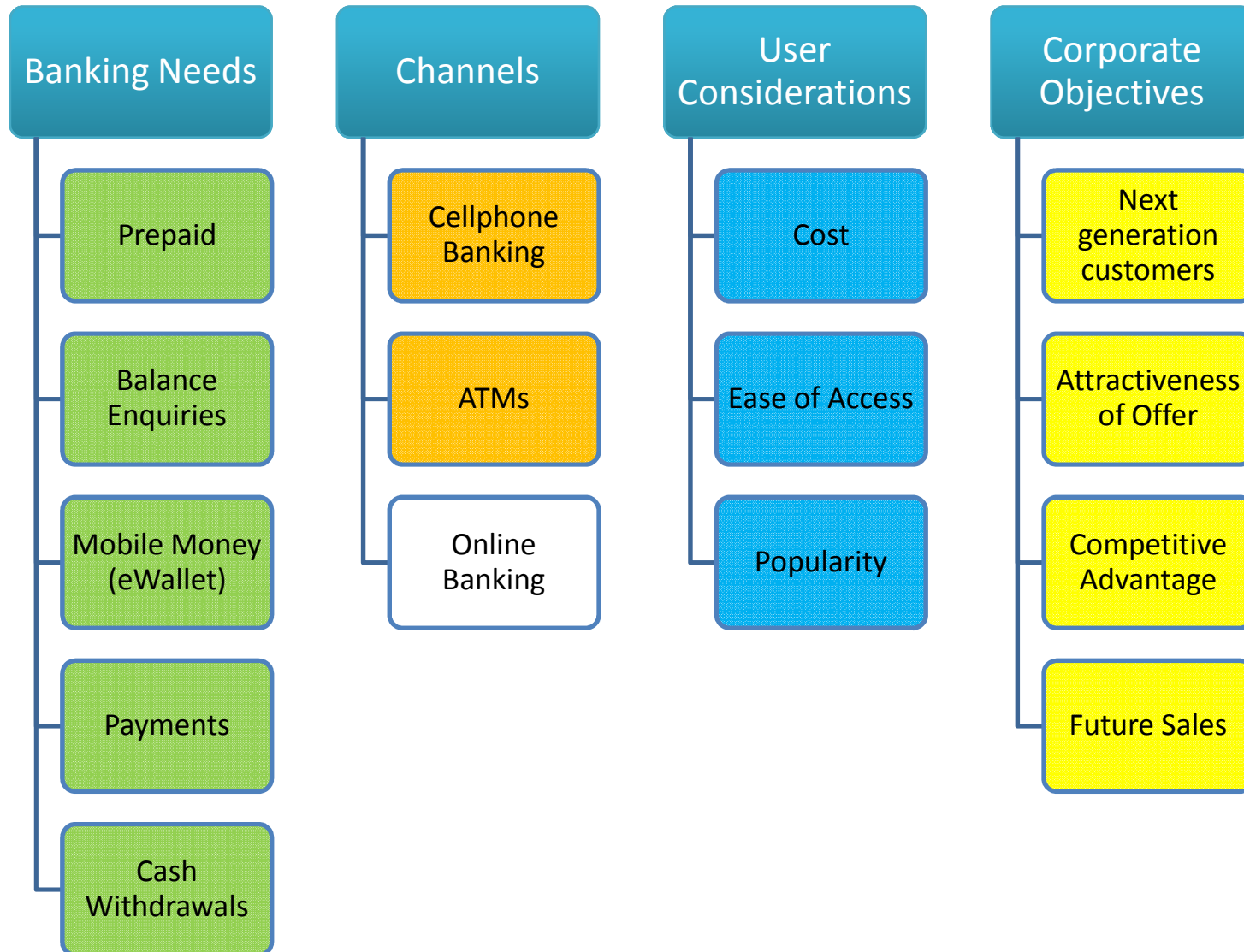


72% of customers
aged between 19-40

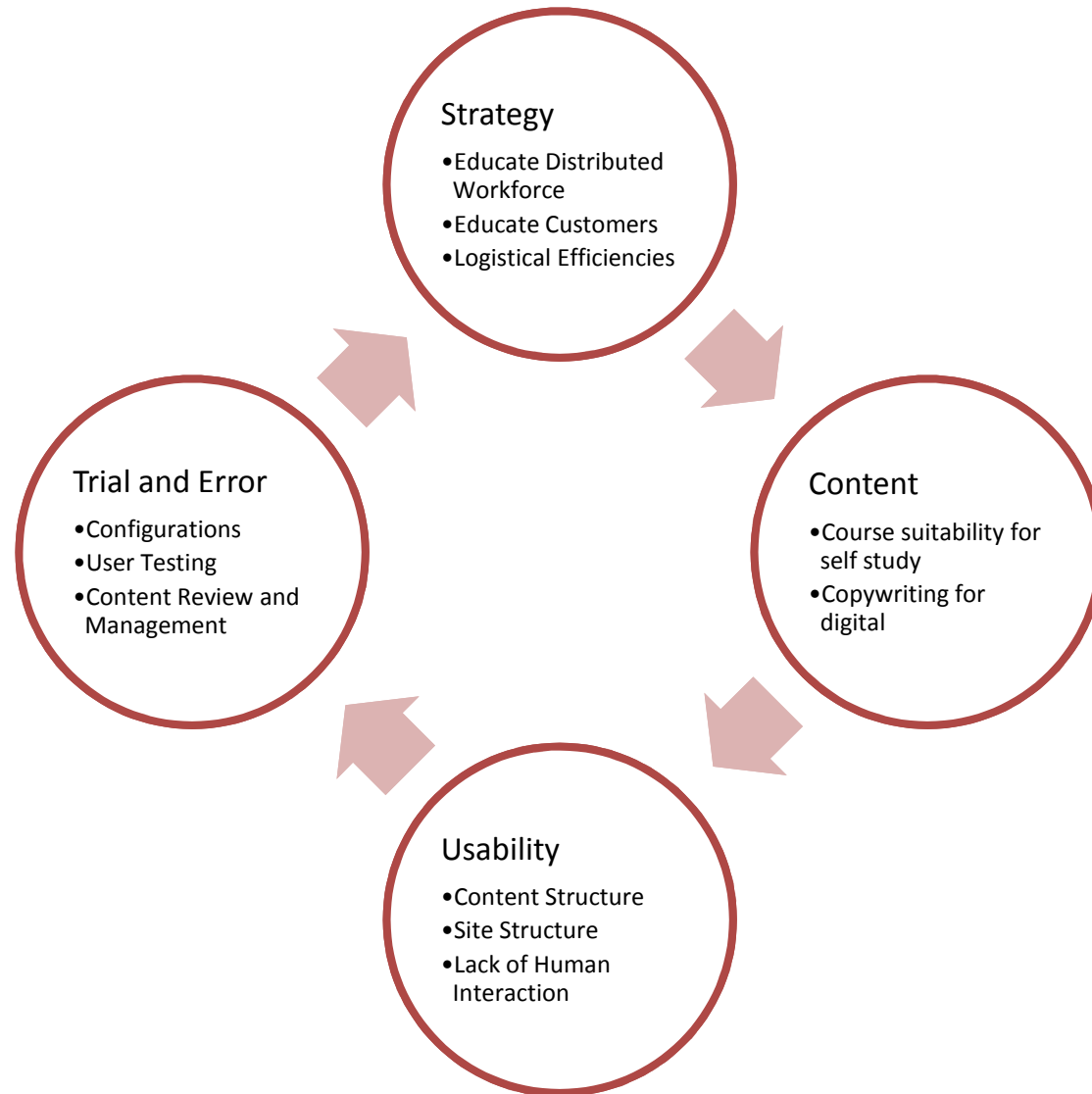
Most users earn less
than R100,000 per
year

13-million monthly
transactions worth
R1,7bn

Youth Banking



Corporate eLearning



Learning Management Systems

Moodle

- Open Source
- moodle.org

Blackboard

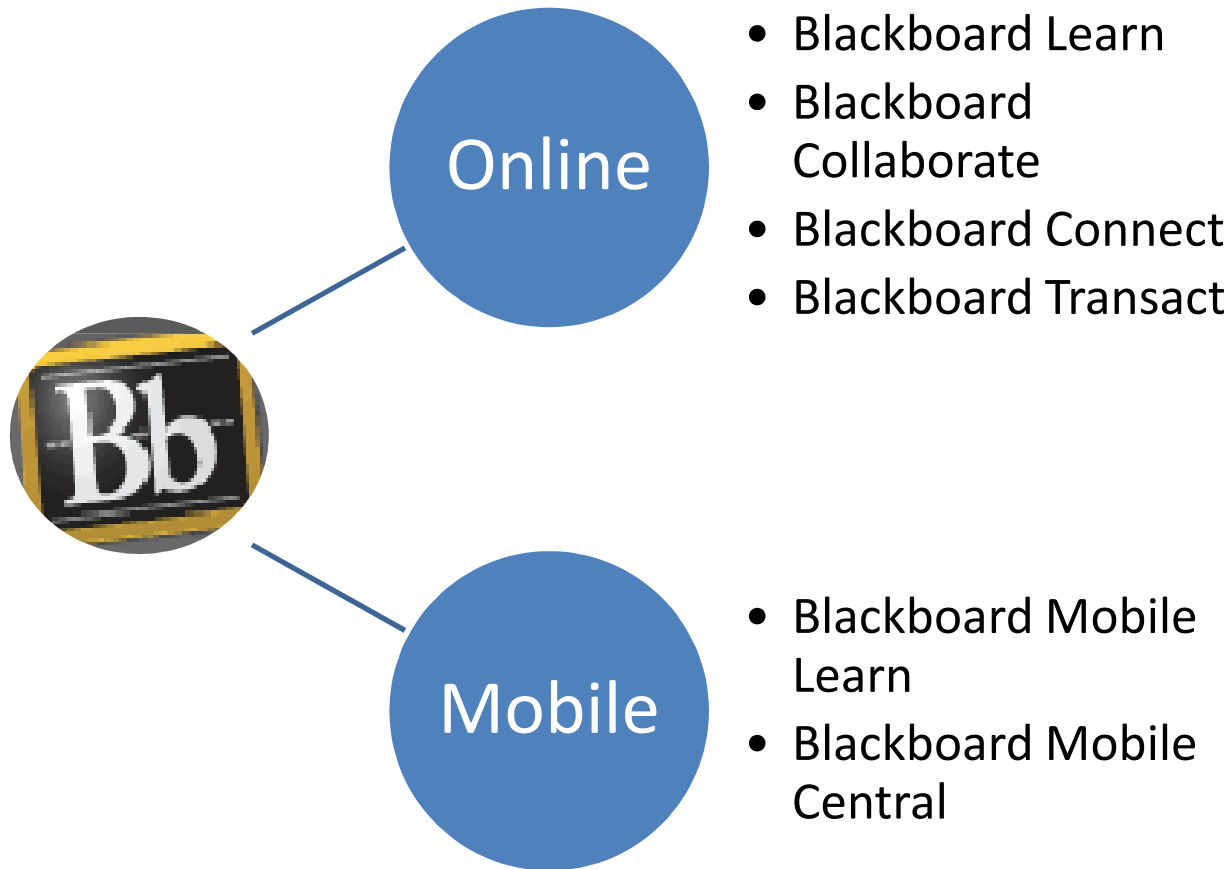
- Proprietary
- www.blackboard.com

Moodle

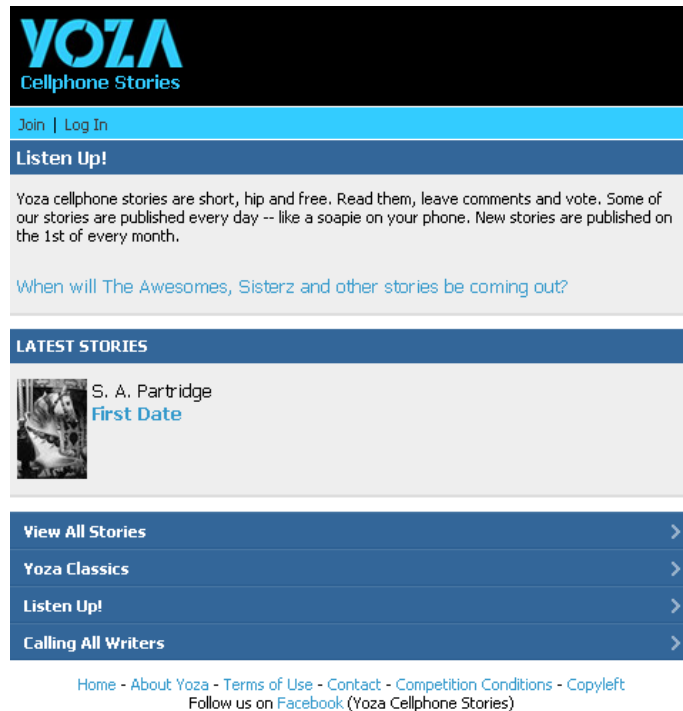
Afghanistan Albania Algeria American Samoa Andorra Angola Anguilla Antarctica Antigua And Barbuda Argentina Armenia Aruba Australia Austria Azerbaijan Bahamas Bahrain Bangladesh Barbados Belarus Belgium Belize Benin
Bermuda Bhutan Bolivia Bosnia And Herzegovina Botswana Brazil Brunei Darussalam Bulgaria Burkina Faso Burundi Cambodia Cameroon Canada Cape Verde Chad Chile China Cocos (Keeling) Islands Colombia Congo, The
Democratic Republic Of The Costa Rica Croatia Cuba Cyprus Czech Republic Côte D'Ivoire Denmark Djibouti Dominican Republic Ecuador Egypt El Salvador Estonia Ethiopia Fiji Finland France French Guiana Gabon Georgia
Germany Ghana Greece Grenada Guadeloupe Guam Guatemala Guernsey Guyana Haiti Honduras Hong Kong Hungary Iceland India Indonesia Iran, Islamic Republic Of Iraq Ireland Israel Italy Jamaica Japan Jersey
Jordan Kazakhstan Kenya Korea, Democratic People's Republic Of Korea, Republic Of Kuwait Kyrgyzstan Lao People's Democratic Republic Latvia Lebanon Liberia Libyan Arab Jamahiriya Lichtenstein Lithuania Luxembourg Macao Macedonia, The Former Yugoslav Republic Of
Madagascar Malawi Malaysia Maldives Mali Malta Marshall Islands Martinique Mauritania Mauritius Mayotte Mexico Moldova, Republic Of Monaco Mongolia Montenegro Montserrat Morocco Mozambique Namibia Nepal Netherlands Netherlands
Antilles New Caledonia New Zealand Nicaragua Niger Nigeria Norway Oman Pakistan Palestinian Territory, Occupied Panama Papua New Guinea Paraguay Peru Philippines Poland Portugal Puerto Rico Qatar Romania Russian
Federation Rwanda Réunion Saint Kitts And Nevis Saint Lucia Saint Vincent And The Grenadines Sao Tome And Principe Saudi Arabia Senegal Serbia Seychelles Sierra Leone Singapore Slovakia Slovenia Somalia South Africa Spain Sri Lanka
Sudan Suriname Swaziland Sweden Switzerland Syrian Arab Republic Taiwan Tajikistan Tanzania, United Republic Of Thailand Timor-Leste Togo Tonga Trinidad And Tobago Tunisia Turkey Turks And Caicos Islands Uganda Ukraine United Arab
Emirates United Kingdom United States United States Minor Outlying Islands Uruguay Uzbekistan Vanuatu Venezuela Viet Nam Western Sahara Yemen Zambia Zimbabwe Åland Islands



Blackboard LMS



Mobile Learning Solution

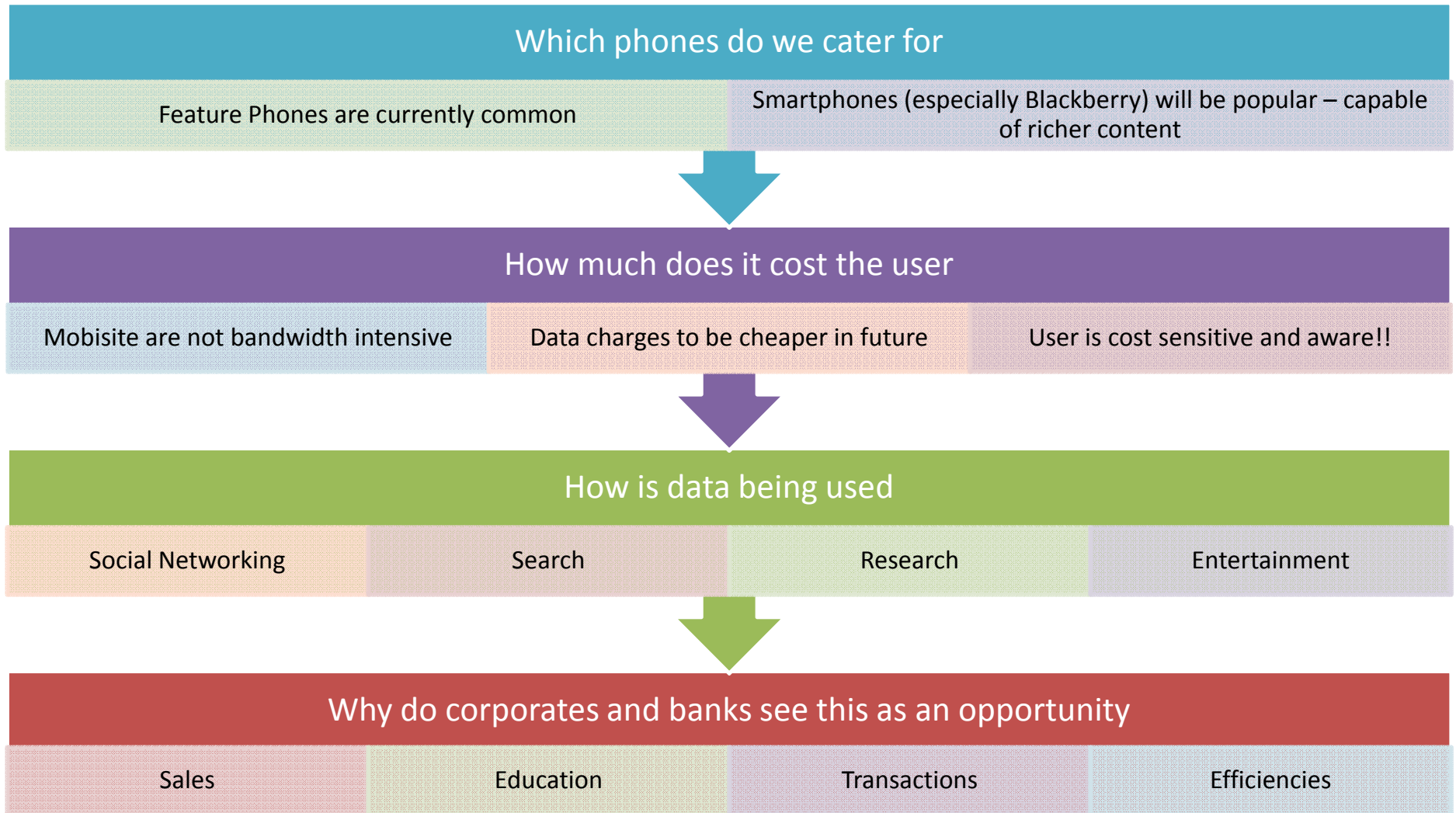


The screenshot shows the Yoza Cellphone Stories website. At the top is the Yoza logo with the tagline 'Cellphone Stories'. Below the logo are links for 'Join | Log In' and a 'Listen Up!' button. A paragraph of text describes the service: 'Yoza cellphone stories are short, hip and free. Read them, leave comments and vote. Some of our stories are published every day -- like a soapie on your phone. New stories are published on the 1st of every month.' Below this is a question: 'When will The Awesomes, Sisterz and other stories be coming out?'. A section titled 'LATEST STORIES' features a story by S. A. Partridge titled 'First Date' with a small image. At the bottom, there is a navigation menu with links: 'View All Stories', 'Yoza Classics', 'Listen Up!', and 'Calling All Writers'. The footer contains links for 'Home - About Yoza - Terms of Use - Contact - Competition Conditions - Copyright' and a note to follow on Facebook.

Yoza.mobi

- Shuttleworth Foundation project
- Launched Aug 2010, Cost \$77,240
- Readership: >60,000 novels to date
- Comments: >40,000 to date
- Mxit is also integrated for extra engagement

Mobile Considerations in a Corporate World



how does this translate to the educational space?