

Africa is mobile...so what ?

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Next Generation Architecture and Mobile Research

AND

IS

MOBILE

Over

6 Billion

MOBILE SUBSCRIPTIONS

W O R L D W I D E

75%

of the world now has
ACCESS to a **MOBILE**
PHONE

UNMATCHED



UNMATCHED

THE DEVELOPING WORLD IS NOW

MORE MOBILE THAN THE DEVELOPED WORLD

MOST PHONES ARE OWNED BY PEOPLE

LIVING IN LOW-INCOME REGIONS

GROWTH OF GLOBAL MOBILE SUBSCRIPTIONS

Developing countries

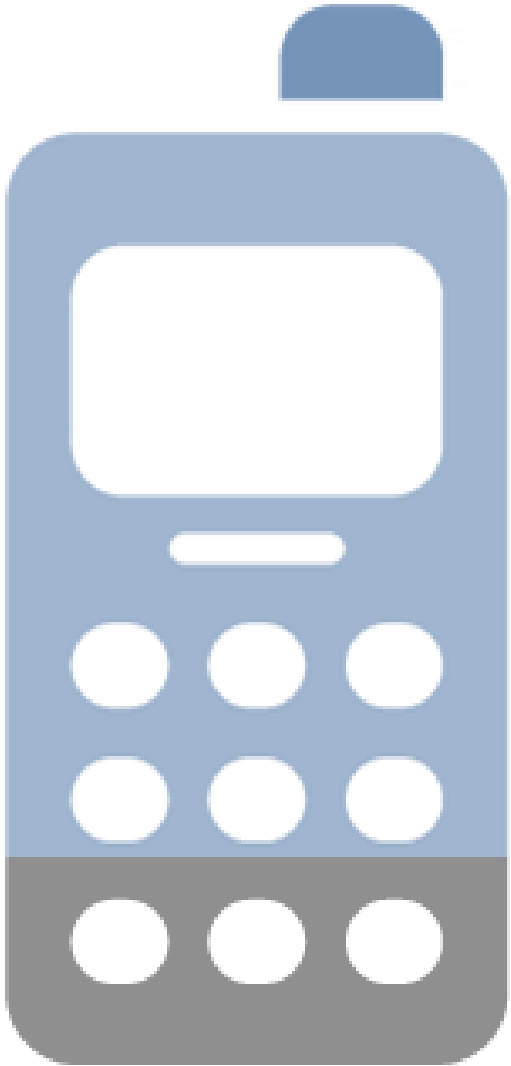


29%

77%

71%

23%



Developed countries



**2nd
largest
mobile
market**

archetype: sbusiso


- 25 year old, South African hair dresser
- barely finished high school and has never used a computer
- discovered mobile internet while exploring his phone, followed **URLs on ads and given by radio presenters**
- has an email address, Facebook, and MXit profile, initiated through his phone

"...I am now addicted to the Internet and I use it every time when I am bored"



Microsoft Research



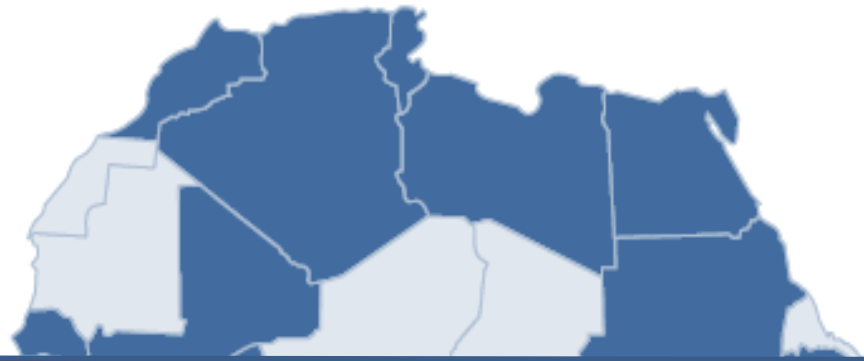
A photograph of a smiling man sitting in the driver's seat of a car. He is wearing a dark jacket over a light-colored shirt. The car's interior, including the steering wheel and dashboard, is visible. The background shows a street with trees and buildings.

45-50% of traffic to the
BBC's mobile sport and news
sites come from African
countries

[http://www.balancingact-
africa.com](http://www.balancingact-africa.com)

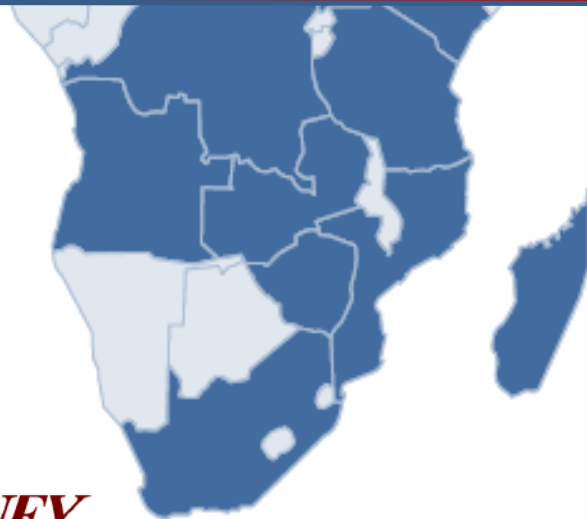
Country		Mobile subs.	Percentage of subs
Nigeria	NGA	89,343,017	14%
Egypt	EGY	80,616,921	13%
South Africa	ZAF	59,474,500	10%
Algeria	ALG	36,741,368	6%
Morocco	MAR	36,522,899	6%
Kenya	KEN	26,135,115	4%
Sudan ¹	SDN	24,628,765	4%
Tanzania	TZA	23,334,395	4%
Ghana	GHA	20,049,412	3%
Côte d'Ivoire	CIV	17,991,035	3%

 A25 Countries
 Countries outside A25



South Africa	ZAF	59,474,500	10%
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Libya	LYB	11,138,360	2%
Angola	AGO	10,797,078	2%
Cameroon	CMR	10,658,991	2%
Mali	MLI	10,000,229	2%
Senegal	SEN	9,686,372	2%
Zimbabwe	ZWE	8,281,749	1%
Benin	BEN	7,996,577	1%
Mozambique	MOZ	7,750,845	1%
Burkina Faso	BFA	6,740,148	1%
Zambia	ZMB	6,544,630	1%
Madagascar	MDG	6,147,499	1%
Others		56,190,285	9%
Total		619,800,290	100%



- **Mobile networks report 63-million active accounts**
- **Penetration of 126%**
- **Dual Sim > 80%**
- **40 Million mobile users**
- **10 million phones sold per year**
- **2013 smartphones will account for half**

Connecting

Barriers

entry^{to}



COPIM LABA

**Average were
found to have
R13.62 (\$1.83) on
their phone**



CallBack

Out of airtime and want to say hi?



MTN CallBack is a free service from any MTN cellphone.

By dialling *121*(cellphone number)# from your phone, you automatically send a request to that number asking them to call you back. An SMS containing your cellphone number will be sent to the recipient.

10

Dial *121# to personalise your CallBack SMS with your name



Maths 92%
Physical Science 92%
Life Sciences 99%



**YANGA NOKHEPHEYI
FROM OLIEVENHOUTSBOSCH CENTURION**

80%

FIRST YEAR STUDENTS
NEVER WORKED ON A PC

97%

FIRST YEAR STUDENTS

OWNED a feature phone
or smartphone

SONNENWÄRT

P

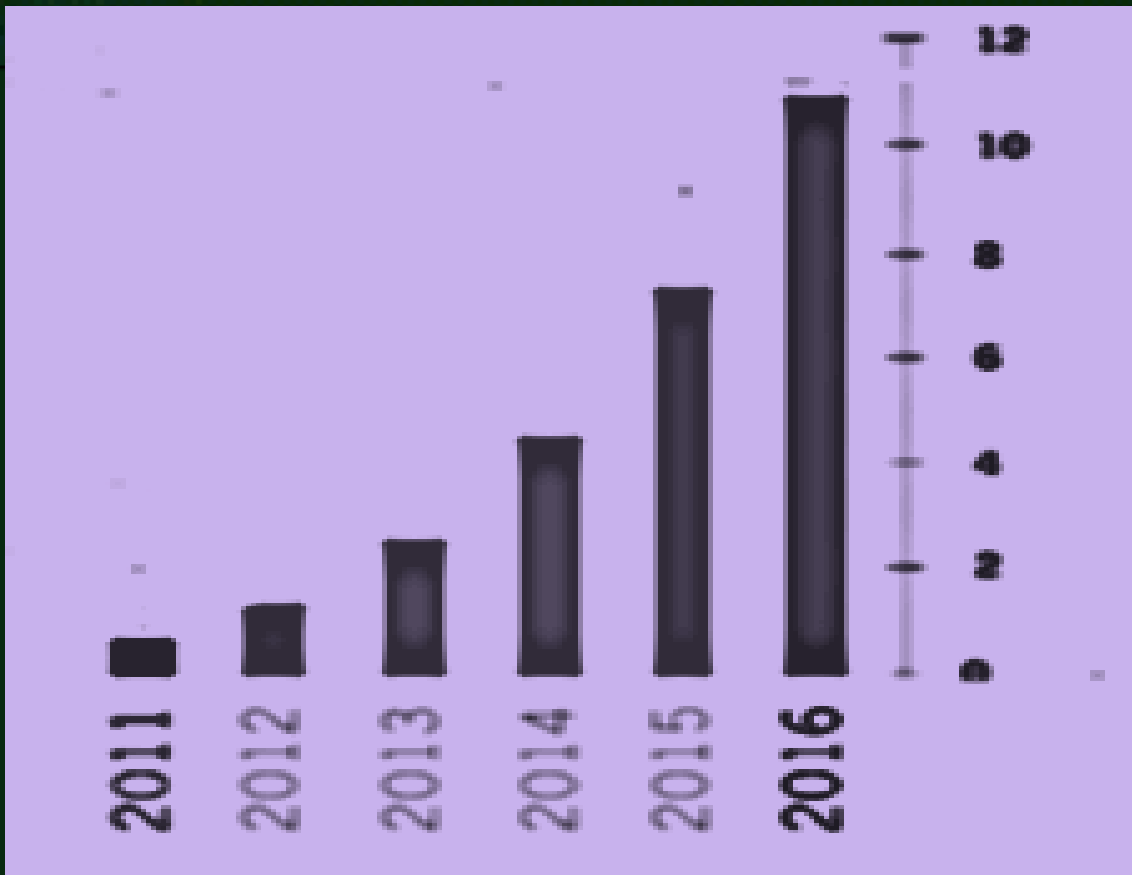
roactive

THE MOBILE

REVOLUTION IS

RIGHT AT THE START

OF ITS GROWTH CURVE

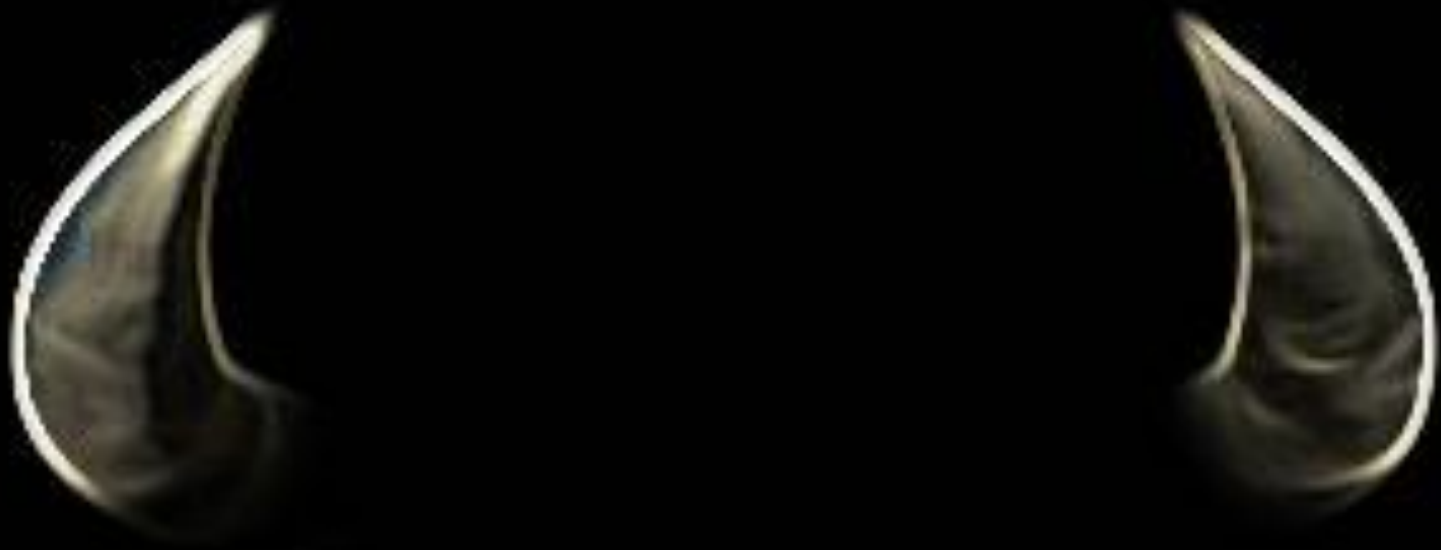


Global Forecast

**Total
Terabytes
per month**

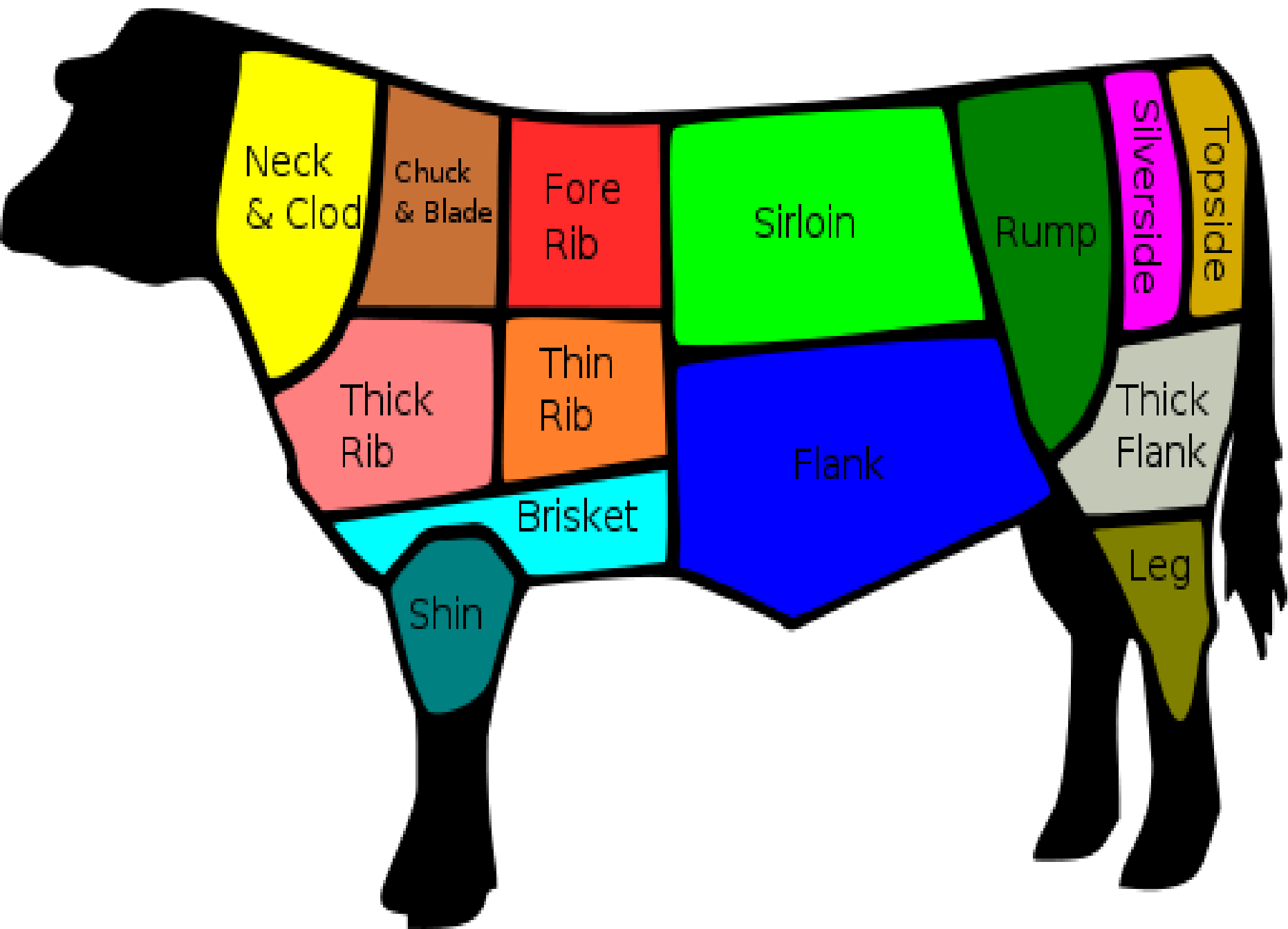
RIGHT AT THE START











Neck
& Clod

Chuck
& Blade

Fore
Rib

Sirloin

Rump

Silverside

Topside

Thick
Rib

Thin
Rib

Flank

Thick
Flank

Brisket

Shin

Leg

***120*2747*21#**

IF WE HAVE TIME..

WHAT CAN YOU DO WITH A PHONE?

BASIC PHONE



- Make/receive a phone call
- Send/receive an SMS
- Use a USSD menu (e.g. for airtime)

FEATURE PHONE



- Send/receive MMS
- Take a photo
- Listen to music
- Listen to the radio
- Download ringtones
- Run Mxit
- Access the internet (web-browsing)

SMART PHONE



- Download/run applications (via AppStore)
- Use wifi access
- Use sensors (e.g. GPS, accelerometer)
- Full multimedia capability (incl. editing)

VOICE

TEXT

MULTIMEDIA

WEB

APPLICATIONS

Bring on the TABLET



MLCF

Mobile Learning Curriculum Framework
Part 1: Curriculum Framework
Part 2: Courseware

Rather ambitious
SNAPSHOT of
field

As the conversations change from whether Mobile Learning is a strategic option to how Mobile Learning can be operationalised, the question of facilitator competence is raised time and again.

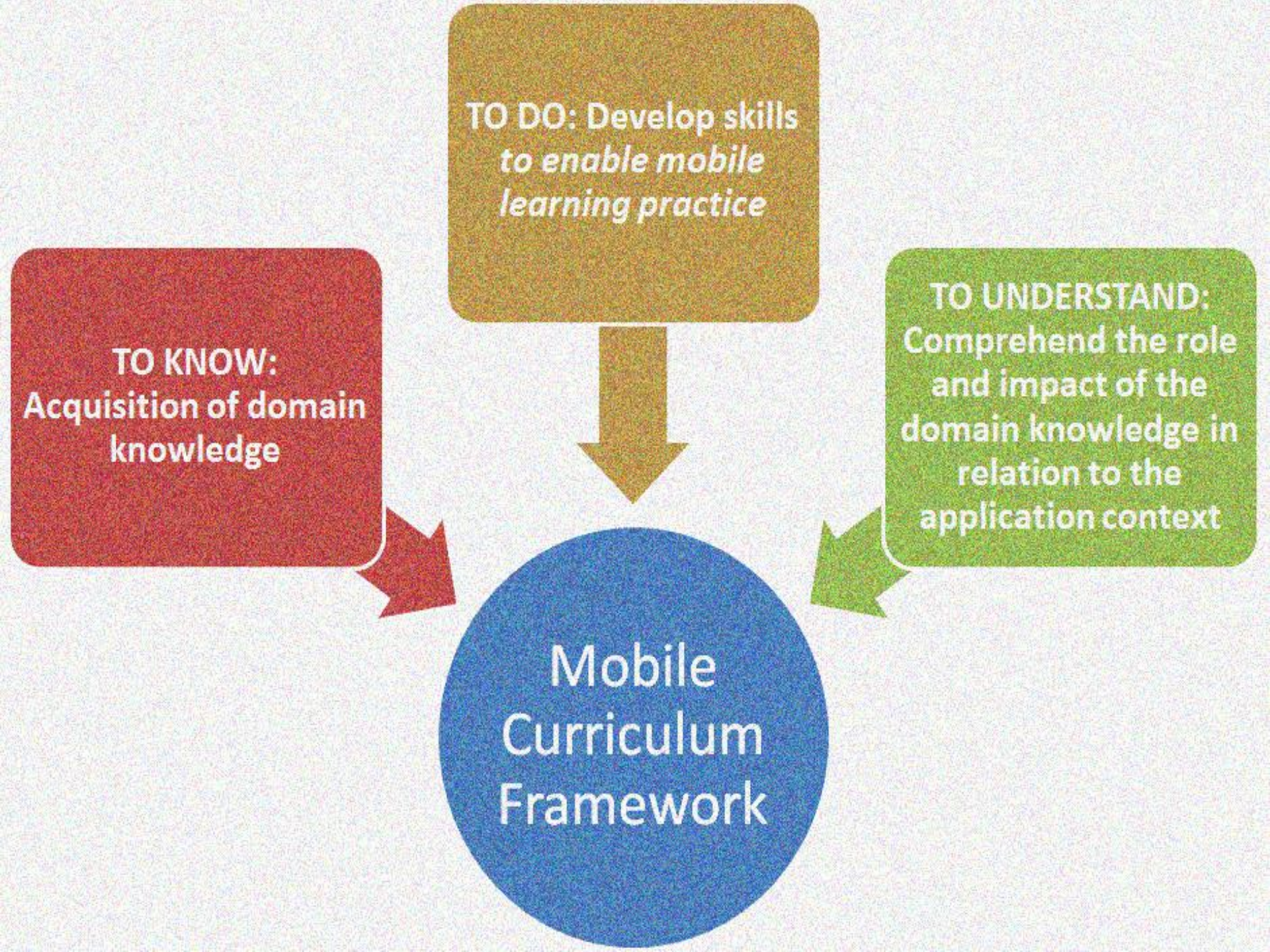
This mobile learning curriculum is a first attempt to systematically and comprehensively explore where and how mobiles should appear within educational provision. The various headings (themes) and sub-headings (modules) embody a taxonomy, a way of representing and organising themes and content. The endeavour assumed that learning with mobiles is only part of a wider interaction between technology, in this case mobile technology, and society.

TO DO: Develop skills
*to enable mobile
learning practice*

TO KNOW:
Acquisition of domain
knowledge

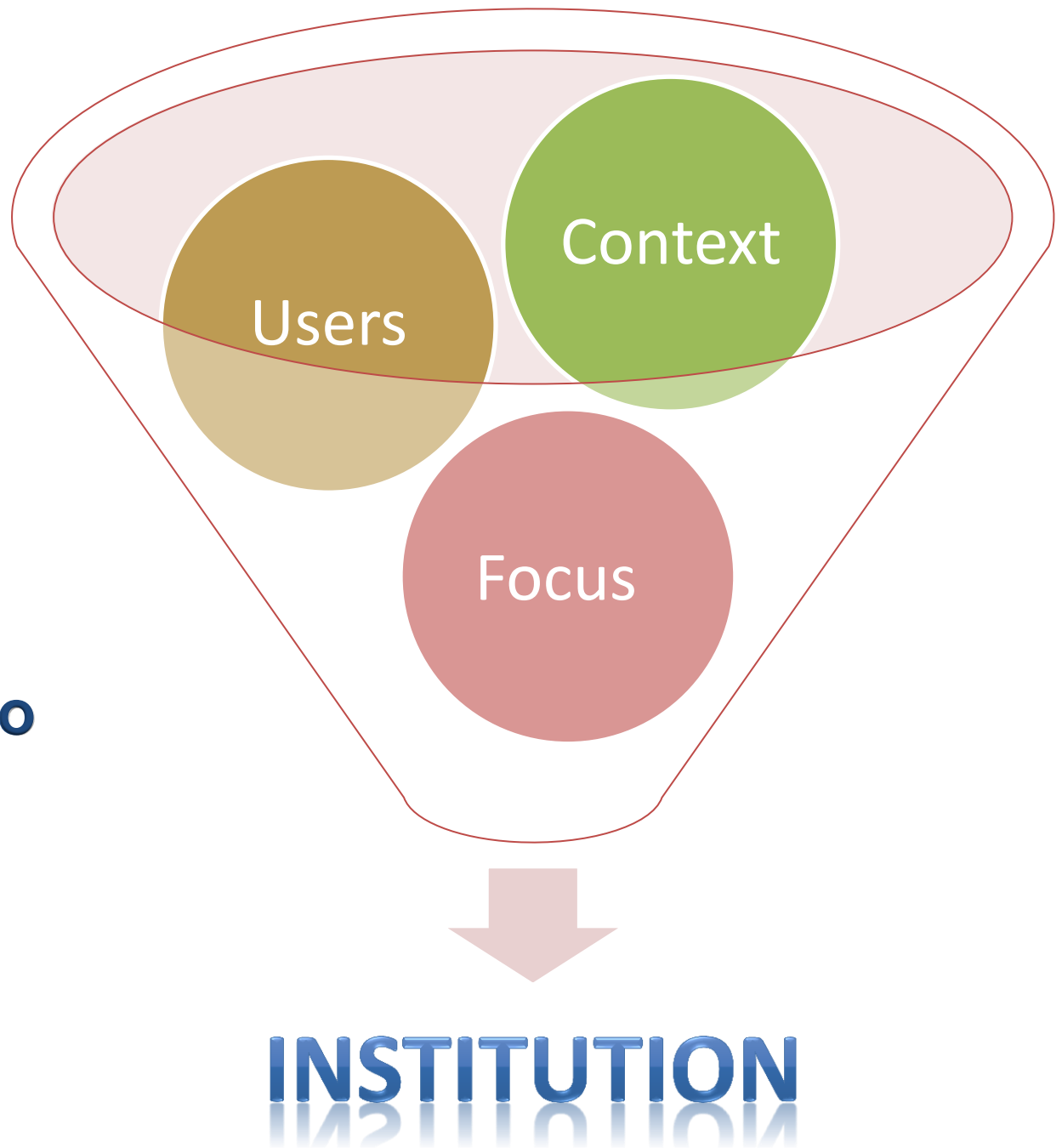
TO UNDERSTAND:
Comprehend the role
and impact of the
domain knowledge in
relation to the
application context

**Mobile
Curriculum
Framework**



Themes	1. <i>The Impact of Mobiles on People, Communities and Societies</i>	2. <i>The Impact of Mobiles on the Economy</i>	3. <i>The Impact of Mobiles on Learning</i>	4. <i>The Nature of the Technology, Systems and Devices</i>	5 <i>Becoming Mobile</i>
Modules	1.1 <i>Mobile Life: Digital Identity, Online Communities</i>	2.1 <i>The Nature of Goods and Services</i>	3.1 <i>Mobile Learning</i>	4.1 <i>Nature of the Technology, Systems and Devices</i>	5.1 <i>Governance, policy and vision</i>
	1.2 <i>Mobile Learning: Knowing, Learning, Finding Out</i>	2.2 <i>The Nature of Work and Jobs</i>	3.2 <i>Formal Learning</i>		5.2 <i>Planning and pedagogy</i>
			3.3 <i>Informal Learning</i>		5.3 <i>Practicalities, organisation, management and administration</i>

Institutions need to adapt, adopt and implement the curriculum within their local context to suit the needs of their specific target audience



INSTANCE: Cofimvaba



Thank you!
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