



Africa Telecom Services Opportunities

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The *Africa Telecom Services Opportunities* service analyzes emerging markets in the African telecommunications sector, with a strong focus on competitive analysis. Combining detailed market forecasts for larger markets with key indicators for additional countries and profiles of emerging demographic and service opportunities, this research subscription is an indispensable source of strategic market information for incumbent operators; multinational service providers already active in the African market; and service providers and equipment vendors seeking to understand opportunities in these fast growing markets. In 2011 two new surveys will underpin this research service: the EMEA WAN Manager Survey and EMEA Enterprise Mobility Survey. Both studies poll African corporate ICT managers using methodologies that have been refined for years in other IDC regions. The resulting data will appear in several reports.

Markets and Subjects Analyzed

- Consumer and enterprise broadband access services (including fixed, mobile, and WiMAX)
- Mobile data licenses and service demand
- Satellite/subsea Internet backbone
- Low-ARPU market strategies
- Managed network services
- Regulatory issues
- Enterprise market strategies
- Bundling and tariffs
- Mobile banking and transactions
- IPTV and pay TV
- Green telecoms and efficient networks

Core Research

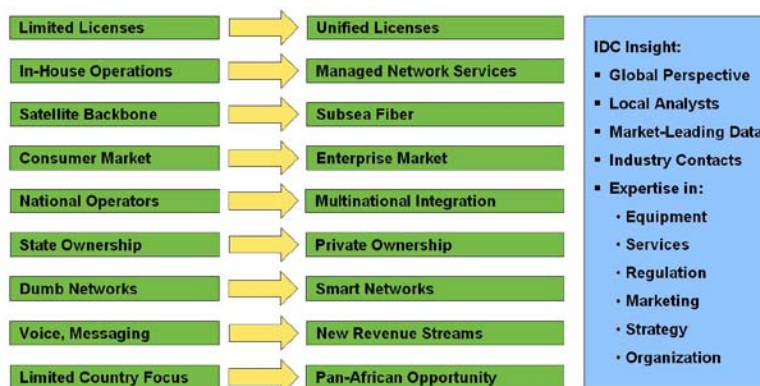
- Africa Mobile and Fixed Broadband 2011–2015 Forecast
- Telecom Market Ecosystem: North, East, West, South (4 reports)
- Digital Divide Bridging Initiatives in Africa
- Bandwidth, Coverage, Competition: an Analysis of the Cable Landings' Impact on African Markets
- Capturing Vertical Opportunities in Sub-Saharan Africa

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Africa Telecom Services Opportunities](#).

Key Questions Answered

1. How is the telecoms market evolving as broadband access becomes cheaper and more widespread, telecom penetration increases, ARPU declines, and multinational service providers and vendors jockey for position in this market?
2. How are regulators approaching new licenses, market liberalization, and the increasing presence of multinational service providers in the African market?
3. Which value-added services are proven winners in the consumer space elsewhere, and what is their potential here?
4. How is the changing competitive environment affecting telecoms service providers in the region? What are the lessons, and how should operators apply them?
5. How are fixed and mobile services and networks coexisting, competing, or converging in the region, and what are the network strategies that will succeed in the long term?

Helping Clients Tap into Emerging Market Opportunities



Competitive Analysis

This service reviews strategies, market positioning, and future direction of several companies in the African market, including:

Vodacom/Vodafone

Safaricom

MTN

Orange

Etisalat

Telecom equipment vendors

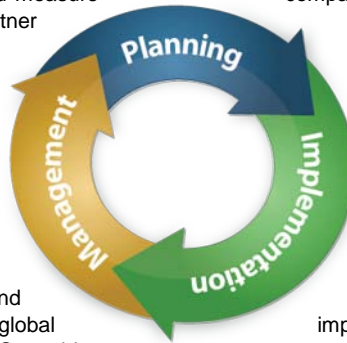
Zain

Network service providers

Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results.

Consulting: Target growth opportunities, develop strategies for a flexible service model, enabling us to meet the needs of emerging markets and technologies, assess and measure companies large and small. Deliverables range from custom market segments, drive global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global and local market analysts. Tailored offerings such as ExpertROI® use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.



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Events: Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.

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Whether you are a technology buyer or provider, IDC Insights' research translates today's global end-user requirements and trends into business opportunities for your organization. With dedicated businesses targeting energy, financial services, government, healthcare, manufacturing, and retail, IDC provides unmatched integration of global technology and vertical industry expertise to deliver industry-specific customer intelligence that gives clients a powerful business advantage.

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