

Industry leaders optimistic about mobile content, commerce growth

The first report of a three-country African Growth Market Study on mobile content and commerce by MEF, shows that Kenyan industry leaders are optimistic about mobile content and commerce revenue growth.



A third of respondents saw mobile end-user revenues rise more than they expected last year. Perhaps unsurprisingly in a market with highly developed mobile money and m-banking offerings, mobile money was found to be the main source of end-user revenue at 53% followed by social networks (37%) and mobile commerce (30%).

Mobile payments - great opportunity

The results also revealed that mobile payments are considered by far the greatest opportunity for market growth at 87% followed by mobile advertising and rising smartphone adoption with business confidence in decline with traditional downloadable content such as ringtones and games.

Whilst opportunities in the mobile industry abound, business leaders cited that the main challenges lie with the operators, particularly with regards to high charges and network issues. Providing a clear call to action to the industry respondents believed that more should be done to educate and reassure consumers and whilst rising smartphone adoption is one of the greatest opportunities, fragmentation issues are still considered a challenge.

Opportunities in Kenya

Rimma Perelmuter, MEF CEO said: "This report provides an industry-wide snapshot on mobile activity and opportunities in Kenya today as part of our regional roadmap of activities, following the launch of our dedicated MEF Africa office in association with Vodacom in late 2012. Kenya is a market of great interest to our members and as the study clearly demonstrates a showcase for success, particularly in mobile money."

The survey was conducted in association with KPMG and supported by Nation Media Group. For more, or to download a copy of the first instalment of the report, which is free for MEF members, go to www.mefmobile.org.