

# Maximising potential for mobile broadband in Africa

Join a free 45-minute webinar on 4 September at 3pm as mobile experts discuss how some operators in Africa approach the challenge of mobile broadband growth and what opportunities they have identified.

## Speakers

- Thecla Mbongue, senior research analyst, Africa
- Nick Jotischky, principal Analyst, MEA
- Blessmore Chibanda, key account manager, Ericsson
- Sanjit Sinha, mobile broadband engagement director, Ericsson

The opportunities for mobile broadband seem abundant, but then why have so few operators successfully addressed this segment? Operators have often looked at the data market in the same way as voice, but together with unclear device strategies has held back successful operator data strategies. Today's mobile operator needs to take a new view of the data market, the users' behaviour and how devices have become key enablers to service take-up. The webinar will take a look at an example from Africa where an operator has been very successful in addressing the data market.

Independent analyst house Informa Telecoms & Media will explore the extent of growth in mobile broadband usage across SSA, the importance of data services and the evolution of smartphone adoption, which is enabling growth in usage and revenues.

To encourage mobile broadband growth, mobile operators require a network that is efficient and supported by agile support systems. Informa will highlight this need for network transformation as an important element of operator strategies from a recent industry survey. Informa will also showcase results from a recent consumer survey on mobile broadband adoption habits across South Africa and Nigeria.

To register, go to [www2.gotomeeting.com](http://www2.gotomeeting.com).