

F R O S T & S U L L I V A N

# West African Broadband Market

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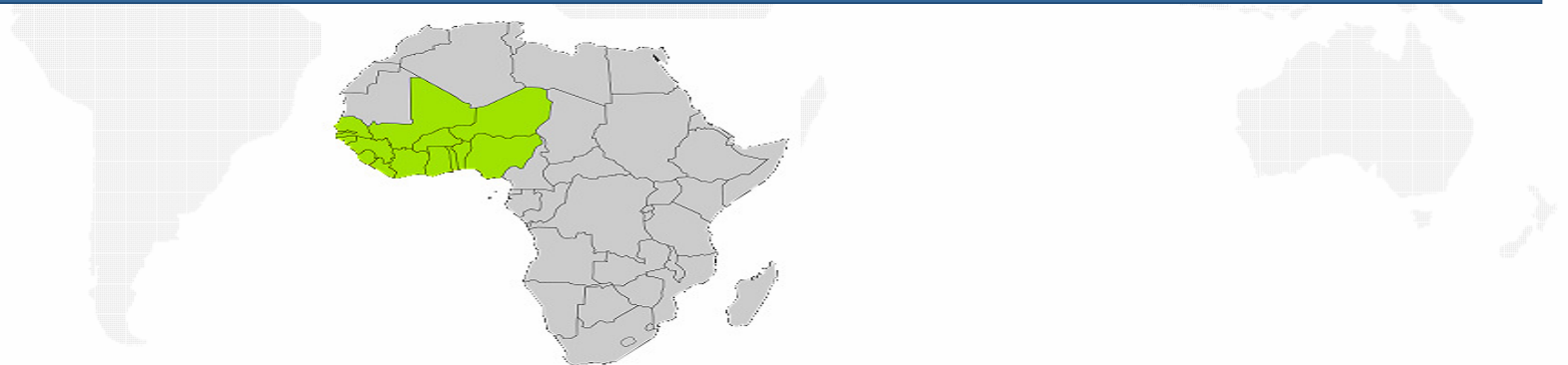
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## Background to Study

### Background:

Africa remains the least connected continent in the world with regards to total bandwidth, and West Africa is no exemption. High cost satellite systems and limited fibre backbone has resulted in high cost broadband, limited geographical access and high operational and access costs for providers. And yet the region still provides high growth opportunities for both existing and potential market entrants.

Several projects have been initiated to resolve bandwidth problems and encourage competition in the industry, the increased demand for fast, always on internet, coupled with the advent of high speed mobile networks and the emergence of a computer literate generation are some of the key drivers of growth in the region. The low penetration rates and the large population size present West Africa as an untapped goldmine of high growth broadband markets



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## Research Aims and Objectives

- This study identifies where the opportunities and threats lie in the West African Broadband market by answering the following questions.
- The answers to these questions should provide a basis for growth strategy development for existing ISPs and potential market entrants

- A What is the current size and expected growth rate of the West African Broadband Market?
- B What is the current status of the telecoms infrastructure in market and how does this impact on the West African region?
- C What is driving the use broadband internet services in various West African Markets?
- D What are the main factors inhibiting the growth of the broadband internet services in West Africa?
- E Which markets are set to show the highest levels of growth and thus what growth opportunities exist for Internet service providers ?
- F What are the regulatory requirements for ISPs in various West African Markets?

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# Scope of Research

## Services Scope :

- Internet Service Providers
  - Pure ISPs
  - Fixed Line ISPs
  - Mobile ISPs



## GEOGRAPHIC SCOPE:

Benin	Burkina Faso	Cote d'ivoire	Gambia
Ghana	Guinea	Guinea-Bissau	Liberia
Mali	Mauritania	Niger	Nigeria
Senegal	Sierra-Leone	Togo	

## Respondent Scope

For Market Engineering research, Frost & Sullivan utilises tried and tested marketing techniques to provide structure to the research and an easy format to compare results across different countries, markets and over time.

This project was carried out using primary research (telephone or face-to-face interviews) and secondary (published and online material) as the principle methods of data gathering. The focus of the interviews for this project were primarily the respondent types outlined below.

Organisation Type	Target Designations	Type of Information
<b>Telecommunications Regulatory Authorities</b>	Licensing Managers, Consumer Affairs Officers	Industry data, regulatory information, public sector ICT initiatives
<b>Internet Services Providers</b>	Sales Managers, Marketing Managers, Product Development Managers	Market drivers restraints and challenges, market segments data, pricing data, infrastructure suppliers, infrastructure challenges, market trends e.t.c.
<b>Internet Service Providers Associations</b>	Presidents, Chairpersons, Members	Industry data, expected market developments, regulatory environment, market challenges and restraints, market developments



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# Research Deliverables 1 / 2

Through this Research Service Frost & Sullivan has delivered the following:

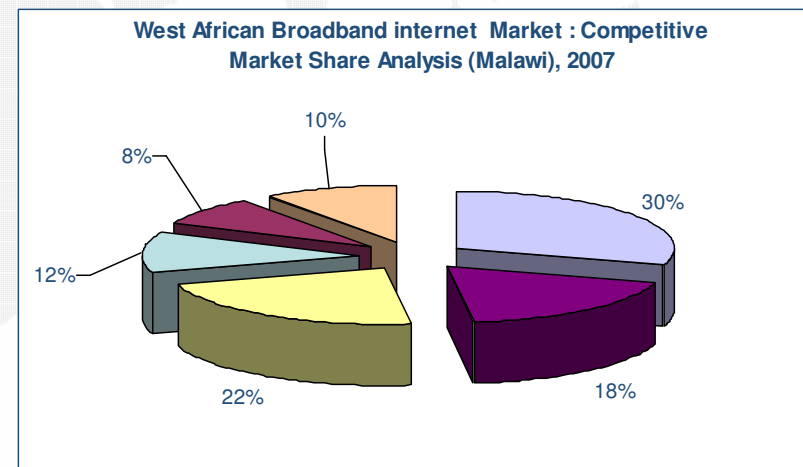
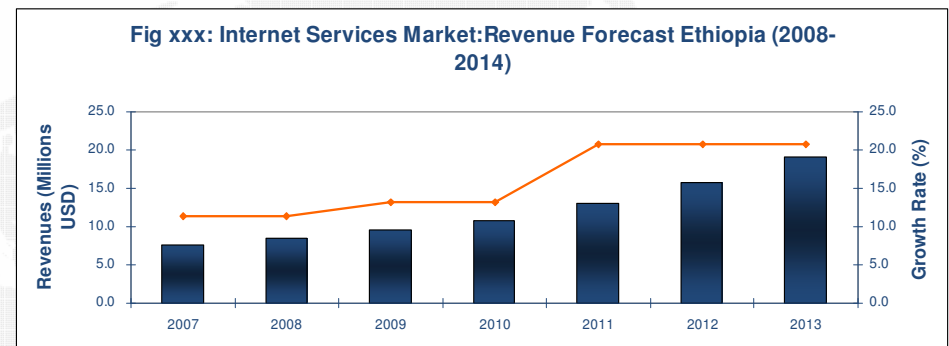
## Market Overview and Regulatory Environments

- Market developments
- Regulatory environment overview
- Market drivers and impact
- Market restraints and impact
- Market challenges and impact

## 2) Market Analysis: Country X

- Regulatory Environment
- Infrastructure Overview
- Market forecasts
- Market share Analysis
- Services Demand Analysis
- Vertical Sector Analysis
- Competitive Analysis
  - Competitive Profiles
- Opportunity Analysis
- Future Market Trends
- Strategic Recommendations
- Other West African Markets

## Example Deliverables



X= Benin, Burkina-Faso, Cote d'ivoire, Ghana, Guinea, Mali, Nigeria, Senegal, Sierra-Leone

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# Methodology Followed 1/2

This study is based on thorough secondary and primary research.

Extensive interviews were conducted with Internet market regulators from the various West African countries. Interviews were also conducted with top management from ISPs. Internet Service Providers Associations (ISPAs) also contributed some valuable market data.



Frost & Sullivan's  
Market Engineering Research Methodology

## Methodology Followed 2/2

This Research Service provides a comprehensive overview of Internet usage and demand as well as the factors driving and inhibiting the Internet market. It also highlights areas showing growth and the opportunities and threats of the market. It follows the principle of Frost & Sullivan's Market Engineering Research methodology. This measurement-based methodology focuses on market measurement, analysis, forecasting and monitoring.

The base year for the study is 2007 and the forecasting projections are for 7 years until 2014.

The countries used in the study were selected based on a combination of the following criteria:

- Countries showing sound economic performance in terms of GDP growth figures above the 5% African average.
- Countries with stable political, social and economic conditions that would be conducive to business.
- Countries showing sustainable broadband Internet usage growth levels and developments in telecommunications



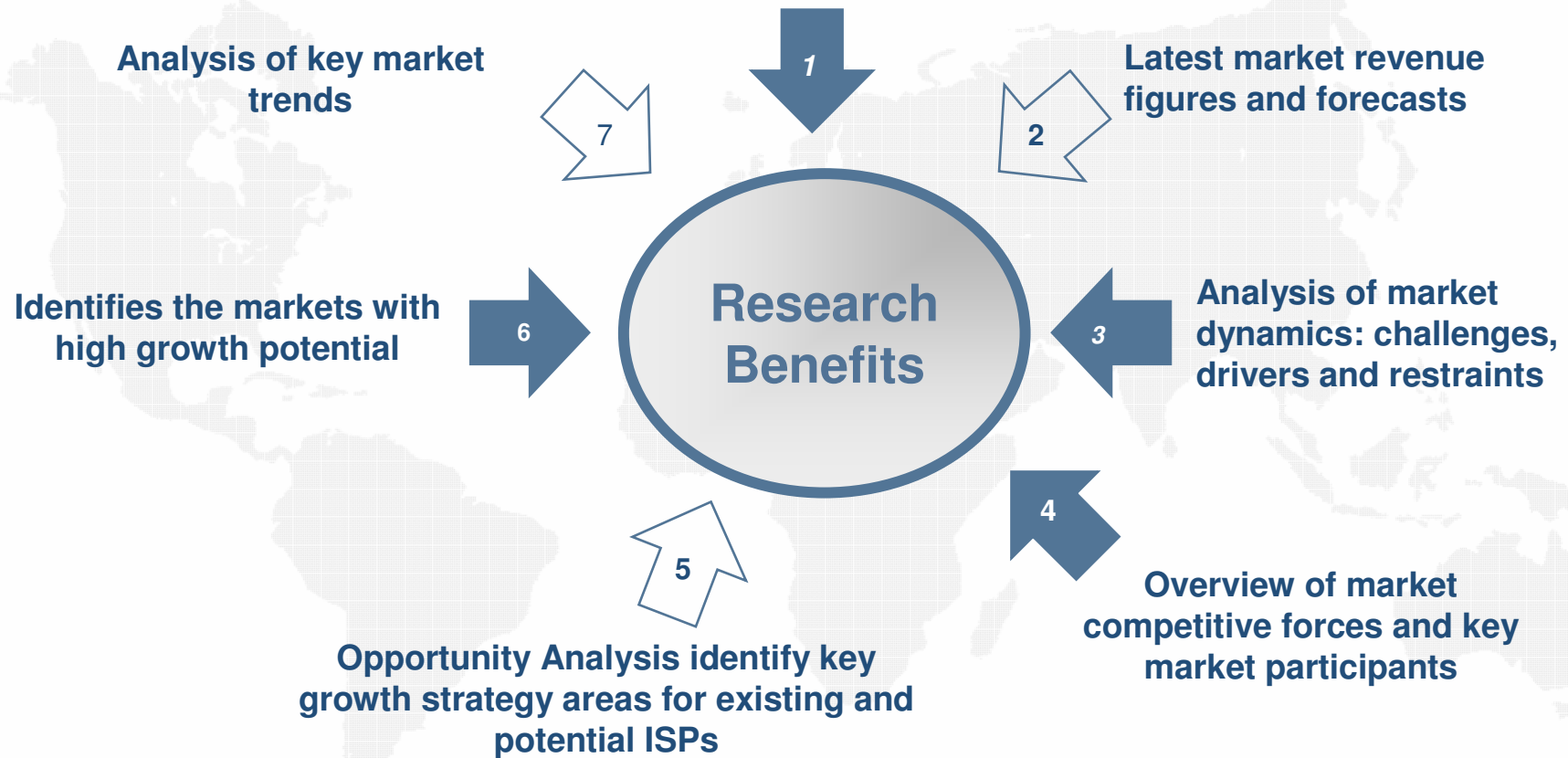
Frost & Sullivan's  
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# Benefits of Research

Provides a succinct analysis for the West African Broadband Market



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