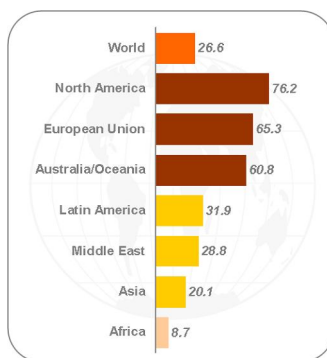


INTERNET in AFRICA

written by Margit Cleveland

To say that the Internet is growing by leaps and bounds would be an understatement. By the end of 2009, there were 243 million websites; every day, another 20,000 domains are added. On an average day, 247 billion emails are sent (200 billion of which are spam); 1,200 hours worth of videos are uploaded to YouTube every hour.

(Source: <http://www.sueddeutsche.de/digital/das-internet-in-zahlen-die-unglaubliche-riesenmaschine-1.65478>)



Worldwide, internet penetration stands at 26.6%, translating into 1.8 billion internet users. Across Africa, internet penetration comes in at just 8.7%, or 86 million users. While Africa accounts for 14.6% of global population, only 4.8% of all internet users are Africans. That said, while the internet grew by 381% globally, between 2000 and 2009, in Africa, the growth rate was a phenomenal 1,810% during the same period.

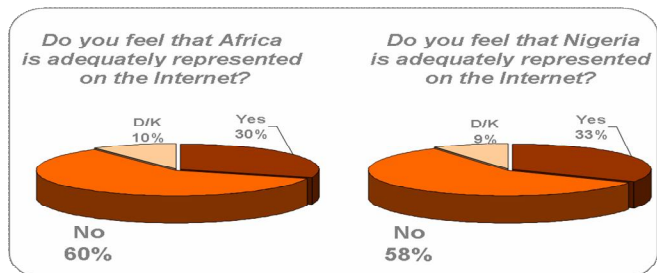
Although still lagging very far behind other parts of the world, Africa is catching up. In fact, growth rates exceed the already staggering rates achieved by mobile telephony over the past decade. In Nigeria, internet usage grew by almost 12,000% between 2000 and 2009. Today, more than a quarter (27%) of African internet users are, in fact, Nigerian. The



number of Nigerian internet users exceeds the population size of countries like Ghana or Cameroon.

In our Flash Poll (May 2010), we were interested not only knowing more about online activities of Nigerian internet users, but also their opinion on the degree to which Africa is represented on the internet in terms of content or web sites.

About 6 out of 10 members of the Nigerian online community declared that neither Africa nor Nigeria are adequately represented. If growth rates can be sustained, we will address these imbalances sooner rather than later.

Source, unless otherwise indicated: <http://www.internetworldstats.com>



		Users	Penetration	Growth (2000-2009)
	Nigeria	23,982,200	16.1%	11891%
	Egypt	16,636,000	21.1%	3597%
	South Africa	5,300,000	10.8%	121%
	Kenya	3,359,600	8.6%	1580%
	Uganda	2,500,000	7.7%	6150%
	Zimbabwe	1,481,000	13.0%	2862%
	Senegal	1,020,000	7.4%	2450%
	Cameroon	725,000	3.8%	3525%
	Cote d'Ivoire	660,000	3.2%	1550%
	Angola	550,000	4.3%	1733%
	Tanzania	520,000	1.3%	352%
	Ghana	360,000	4.2%	3223%
	DRC	290,000	0.4%	57900%
	Botswana	120,000	6.0%	700%
	Gabon	90,000	5.9%	500%

QUARTER 3 - 2010	
JULY/AUGUST /SEPTEMBER	
CALENDAR OF ACTIVITIES	
TO PARTICIPATE CONTACT SECRETARIAT	
EVENT	BOWLING TOURNAMENT MSRA BOWLING TOURNAMENT
VENUE	VILLAGE MARKET
DATE	8 TH JULY 2010
TIMING	4.30PM
EVENT	CELEBRITY TALK/BASIC TRAINING GRADUATION/ FIELD ACCREDITATION MSRA CELEBRITY TALK/BASIC TRAINING GRADUATION/ FIELD ACCREDITATION
VENUE	JACARANDA HOTEL, WESTLANDS
DATE	26 TH AUGUST
TIMING	5.30PM
EVENT	MOUNT KENYA CLIMB MSRA MT. KENYA CHALLENGE
CONTACT	JONATHAN KARANJA. NEAL

How to talk to rural customers

By Jitender Dabas, Executive Planning Director and Vice-President at JWT Delhi (Article courtesy of Millward Brown EA Ltd)

From the global telecom players to FMCG majors, everyone is betting big in rural markets in emerging economies across Asia including India, China, Indonesia, Bangladesh and Pakistan. But rural consumers are a completely different ball-game which means marketing has had to re-invent itself to address the needs of rural consumers as issues like accessibility and affordability become more important. Advertising will have to do the same. Rural consumers have specific key characteristics that advertisers cannot afford to ignore. The rural consumer is time rich; his attention span is not crowded; intra-community influences are very strong; they are starved for entertainment; their exposure to technology and new products or services is very limited and levels of literacy are low. Hence, every rural communication strategy must deliver on what I call the five Es: empathy, education, ease, evidence and entertainment.

Build empathy.

Aspirations aside, rural consumers are by and large wary of what is coming their way from the cities. They are skeptical that most of these products might be good for people in the cities but not for people like them. A brand must be clear that it understands them and that the product is made for 'people like them'. Nokia successfully did that with its 'Made for India' campaign promoting the entry level Nokia 1100 handset.

Invest in educating them.

Many products or services are entering the rural markets for the first time. Hence educating people about the rational benefits of the category is very important. This is especially true for new services like telecom and insurance. Data shows brands that have invested in educating the rural market about the benefits of the category reap long-term benefits and capture a disproportionate share of the rural markets in the long run. Rural consumers are slow to take up new brands but are also very slow to give them up.

Explain and demonstrate the ease-of-use.

Demonstrate, demonstrate and demonstrate. Even when the rural consumers get excited about the benefits of certain products they struggle with the complexities of

usage. Everything from how to use a mobile phone to an ATM, even detergent powder, has to be demonstrated to them. They have time and the attention span. So create interesting audio-visual capsules or long TVCs and use mobile vans to reach them in order to explain and demonstrate.

Show evidence that it worked.

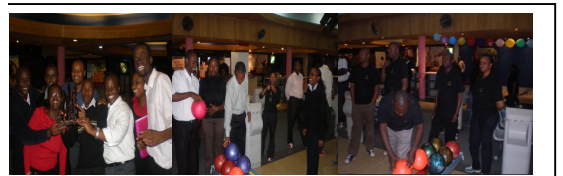
The biggest challenge in rural areas is the barrier of trial to conversion. The rural consumer seeks the comfort of numbers before he takes the plunge. Show him the evidence that it worked for others like him. Testimonials generally work better with rural consumers and because the intra-community influences are very strong, the credibility of evidence spreads faster than Twitter.

Entertain them.

With low penetration of satellite television, long distances to the theatre and a lot of spare time, the rural audience is starved for entertainment. For them, any market messaging whether its through TV or road-shows becomes another source of entertainment. Hence brands must integrate story telling as part of any communication. Not just advertising but product demo videos and brochures. The use of popular local tales, fables or heroes is most effective.

Also remember that literacy levels are quite low in large parts of emerging rural economies. Remember to leverage the power of colours, local symbols and audio-visual aids in effectively implementing the five Es.

bowling tournament



As a way of rewarding the Individual Membership category as well as giving back to the community (through supporting the Peace Village Children's Home), MSRA organizes a bowling tournament twice every year. Participants (divided into teams representing their respective companies), not only get the chance to interact and unwind, but also showcase their zeal, zest and their competitive edge in the sport that is bowling.

The team from TNS- Research International, our champions in 2009, proved their mastery of the sport by winning yet again during our first round of the game this year held on 8th July 2010. Keep it up!

SCORE BOARD...

Winning teams

1. TNS-Research International
2. SBO Research Ltd (1st Runners up)
3. Synovate Kenya (2nd Runners Up)

Best Players

1. Benjamin Gichane (TNS-Research International)
2. Chris Karimi (SBO Research Ltd)
3. Charles Nduru (Research Solutions Ltd)

If you would like to comment on the contents of this newsletter or contribute an article, please contact:

Jane Delorie: Research Solutions Ltd – email: jmd@researchsolutionsafrica.com