



SOUTH AFRICA BRAND REPORT

– CELLPHONE BRAND USERS –



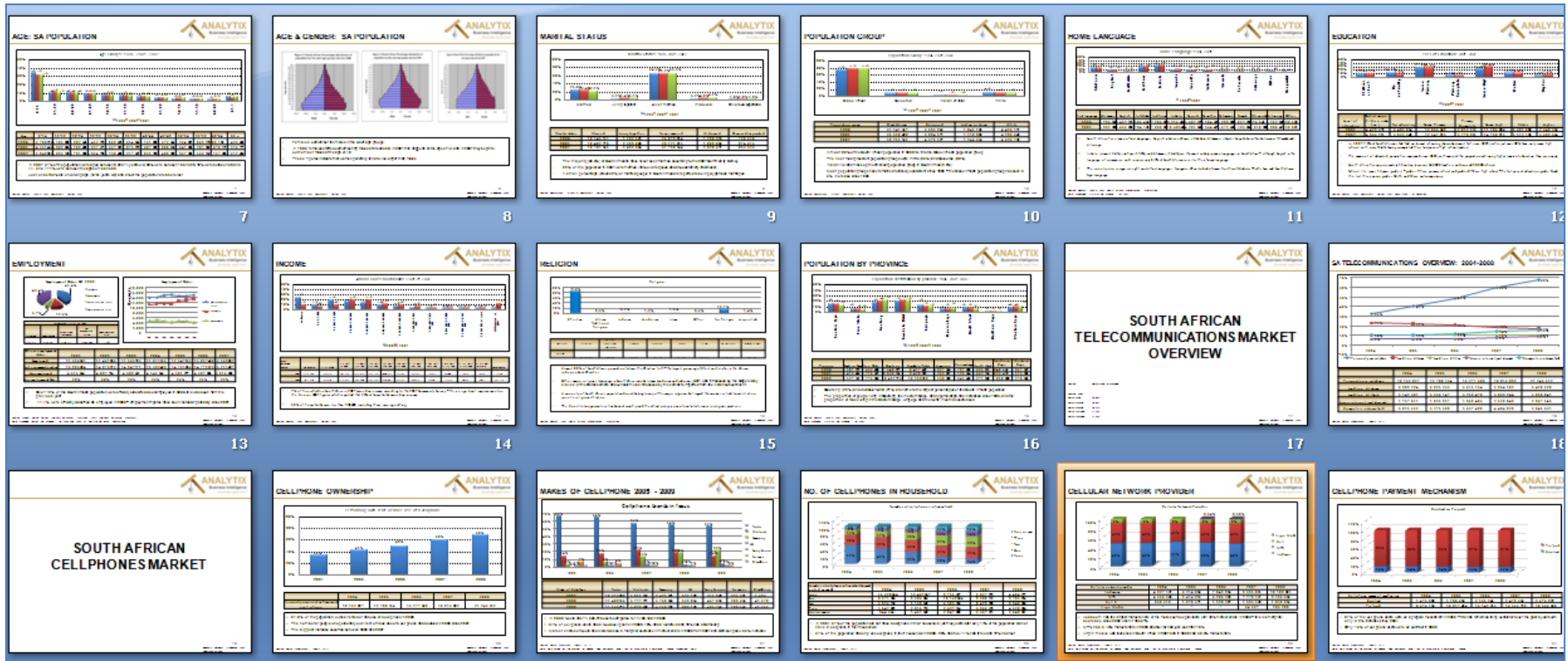
COMPILED: JANUARY 2010

REPORT OVERVIEW

Compiled: January 2010 (68 pages)

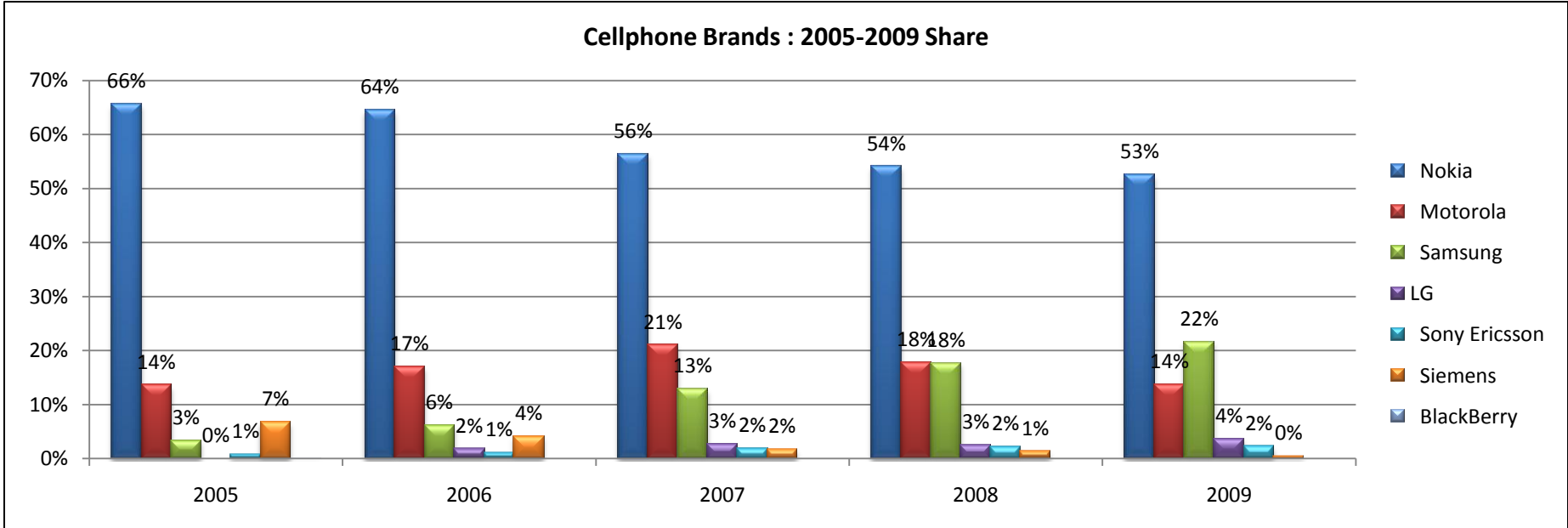
- This report examines the cellphone handset/ brands segment of the South African market.
- It answers the questions: who are the users of the various cellphone brands, what brands are they using, and how do I communicate with them?
- It provides a comprehensive profile of the cellphone handset/ brands segment, as well as a detailed segmentation by brand, namely: LG, Motorola, Nokia, Samsung and Sony Ericsson
- It examines in detail the demographics, lifestyle, media consumption, cellphone and Internet usage of the cellphone handset/ brand segment by the brands in focus, making it a vital reference report for anyone wanting to understand this segment of the market.

SCREENSHOTS FROM REPORT



68 page report with 80+ charts, graphs, tables and insights

SAMPLE FROM REPORT: CELLPHONE BRAND PENETRATION 2005 - 2009

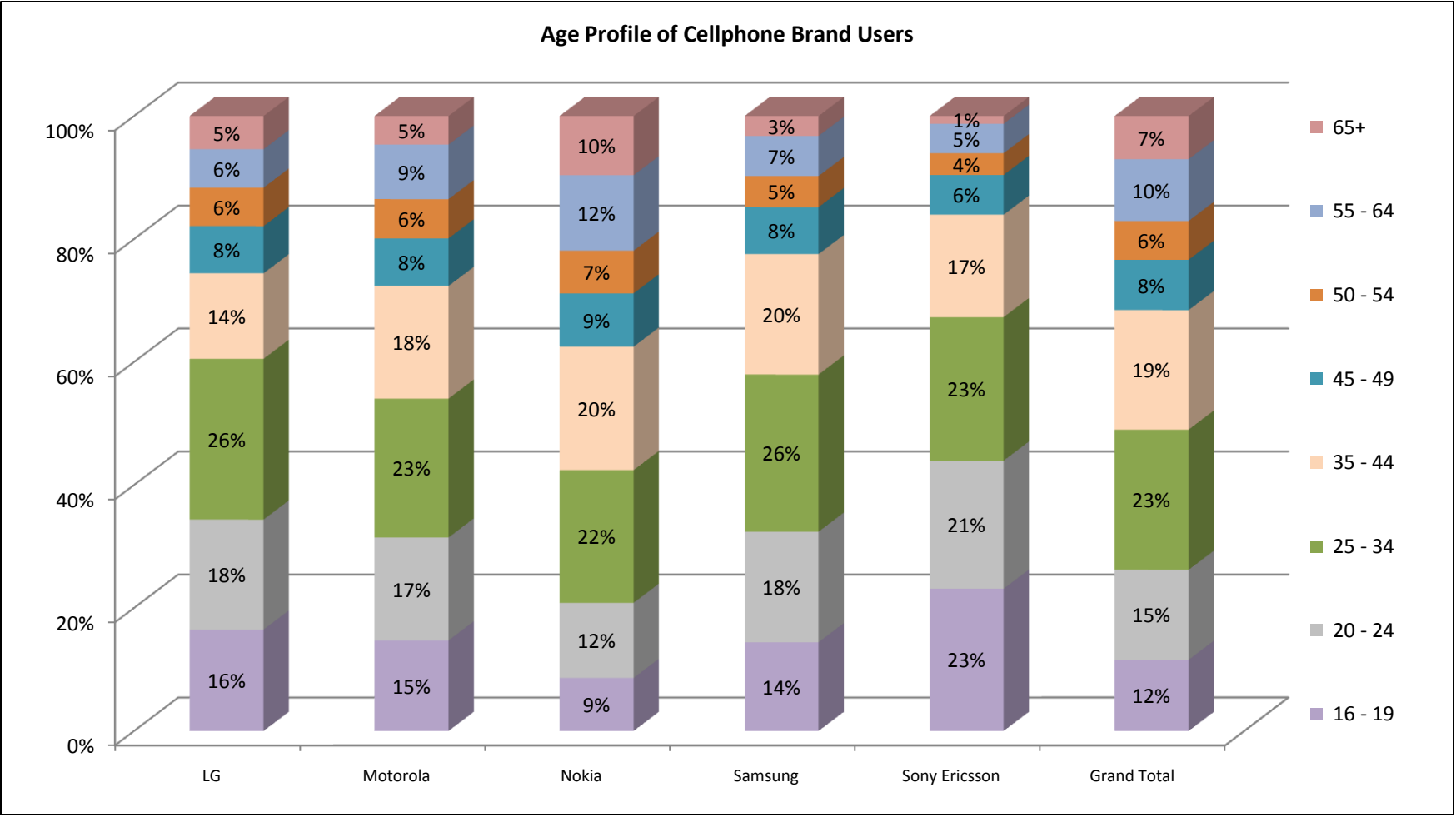


Make of Cellphone	Nokia	Motorola	Samsung	LG	Sony Ericsson	Siemens	BlackBerry
2007	10 616 600	3 955 550	2 425 591	526 102	356 849	323 601	5 494
2008	11 489 136	3 777 271	3 768 550	539 054	467 818	289 636	41 570
2009	11,565,276	3,029,660	4,760,192	809,138	493,746	100,546	45,366

- In 2009 Nokia is still the market leader among adults 16+ in SA with 11,56 million users
- However, Nokia share has declined significantly from 66% in 2005 to 53% in 2009 whilst Samsung has grown from 3% to 22%
- Sony Ericsson share has been stable at 2% and in 2009 had almost 500 000 adult users

Source: AMPS 2005-2009 (Adults 16 +)
 Note: Data based on the number of people who personally own, rent or have use of a cell/mobile phone (Weighted Data)

SAMPLE FROM REPORT: AGE PROFILE

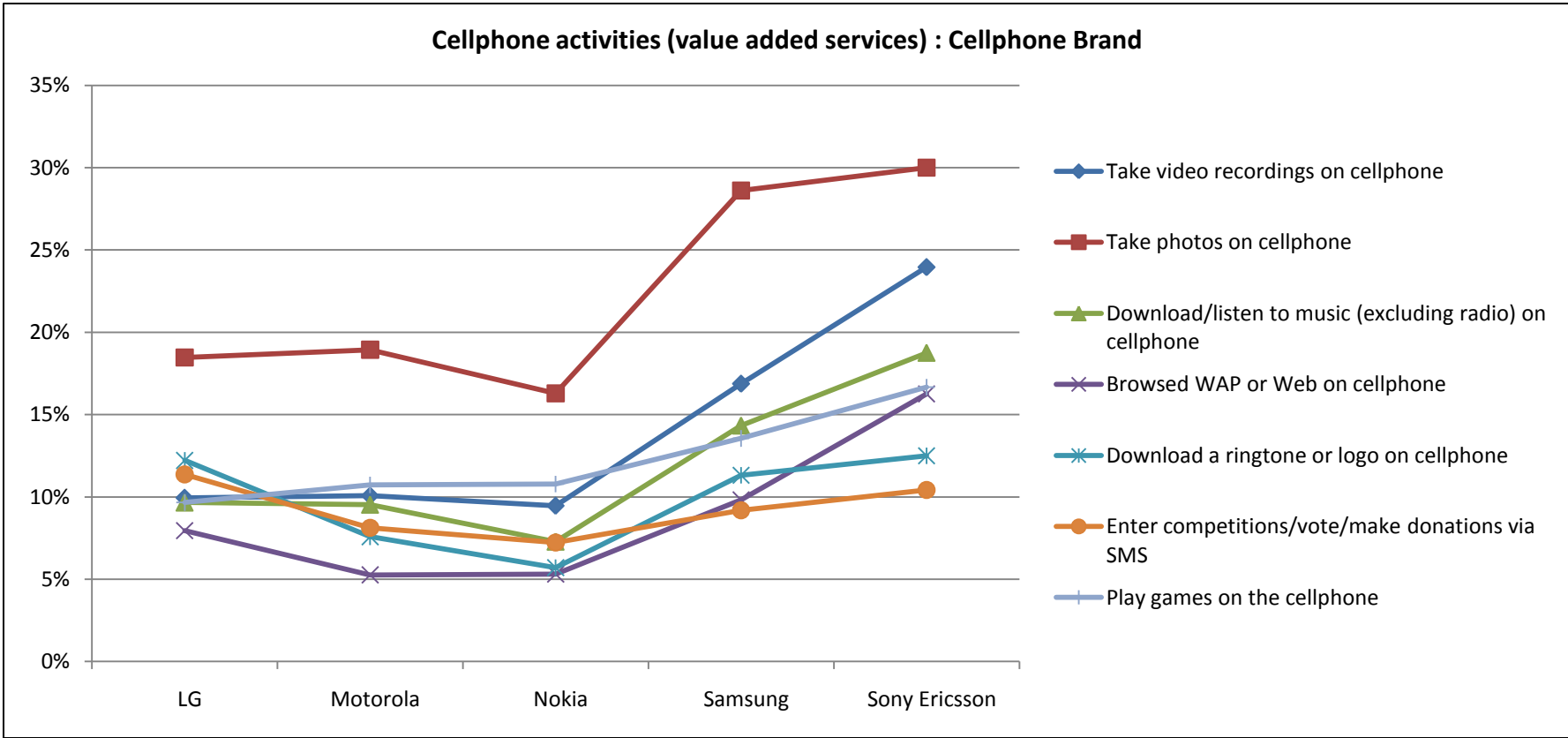


- 44% of Sony Ericsson users are between the ages of 16 to 24 years old
- Among all cellphone users, half are under the age of 35 years

Source: AMPS 2008B (Adults 16+)

Note: all figures are based on AMPS sample of make of cellphone users; sample size: 15663 (see beginning of section for breakdown)

SAMPLE FROM REPORT: CELLPHONE ACTIVITIES



● The most popular activities for Sony Ericsson and Samsung users were taking photos with their cellphone, taking video recordings with their cellphone and downloading/ listening to music (excluding radio) on their cellphone

Source: AMPS 2008B (Adults 16+)

Note: all figures are based on AMPS sample of make of cellphone users; sample size: 15663 (see beginning of section for breakdown)

Note: all figures based on the number of cellphone make users who own, rent or have use of a cellphone

SAMPLE FROM REPORT: TOP 3 RADIO STATIONS (PAST 7 DAYS)

LG	Percentage
Metro fm	21%
Ukhozi fm	12%
5fm	12%

Motorola	Percentage
Metro fm	21%
Umhlobo Wenene fm	12%
Ukhozi fm	12%

Nokia	Percentage
Metro fm	18%
RSG	13%
5fm	12%

Samsung	Percentage
Metro fm	23%
5fm	18%
94.7 Highveld Stereo	12%

Sony Ericsson	Percentage
5fm	34%
Metro fm	22%
94.7 Highveld Stereo	19%

Total users	Percentage
94.7 Highveld Stereo	18%
Metro fm	16%
5fm	15%

- In 2008, the top three radio stations listened to in the past 7 days by Nokia users were Metro FM (18%), RSG (13%) and 5FM (12%)
- Motorola users most popular radio stations were Metro FM (21%), Umhlobo Wenene FM (12%) and Ukhozi FM (12%)
- For Sony Ericsson, the most popular radio stations were 5FM (34%) , Metro FM (22%) and 94.7 Highveld Stereo (19%)

TABLE OF CONTENTS

1. **SA Population Demographic Overview (1996; 2001; 2007)**
 - 1.1. **Gender:** Male; Female
 - 1.2. **Age:** 0-14; 15-19; 20-24; 25-29; 30-34; 35-39; 40-44; 45-49;50-54; 55-59; 60-64; 65+
 - 1.3. **Age and Gender:** Age by gender pyramids
 - 1.4. **Marital Status:** Married, living together, never married, widowed, divorced/ separated
 - 1.5. **Population Group:** Black; White; Coloured; Indian
 - 1.6. **Home Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
 - 1.7. **Education:** Out of scope (children under five), no schooling , some Primary, Primary complete some High, Matric, higher
 - 1.8. **Employment:** Employed, unemployed, discouraged job seeker ,not economically active
 - 1.9. **Income**
 - 1.10. **Religion:** Christian, African Traditional Religion, Judaism, Hinduism, Islam , Other, No religion Undetermined
 - 1.11. **Population By Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West
2. **SA Telecommunications Overview**
 - 2.1. **SA Telecommunications Overview : 2004 – 2008**

TABLE OF CONTENTS

3. SA Cellphone Market

- 3.1. **Cellphone Ownership**
- 3.2. **Makes of Cellphone 2005 – 2009:** Blackberry, LG, Motorola, Nokia, Siemens, Sony Ericsson, Samsung
- 3.4. **Number of cellphones in household**
- 3.5. **Cellular Network Provider:** Cell C, MTN, Virgin, Vodacom
- 3.6. **Cellphone Payment Mechanism:** Pre-paid, Contract
- 3.7. **Cellphone: Business vs. Private:** Company, Private

4. Demographic Profile of Segments (2008)

- 4.1.. **Gender Profile:** Profile and market share of each brand by gender
- 4.2. **Age Profile:** Profile and market share of each brand by age
- 4.3. **Lifestage Profile:** Profile and market share of each brand by lifestage
- 4.4. **LSM Profile:** Profile and market share of each brand by LSM group
- 4.5. **Population Group:** Profile and market share of each brand by population group
- 4.6. **Home Language:** Profile ad market share of each brand by home language
- 4.7. **Province Profile:** Profile and market share of each brand by province
- 4.8. **Community Profile:** Profile and market share of each brand by community type
- 4.9. **Work Status Profile:** Profile and market share of each brand by work status
- 4.10. **Occupational Profile:** Profile and market share of each brand by occupation

TABLE OF CONTENTS

5. Cellphones (2008)

- 5.1. **Cellphones in Household:** Number of cellphones in household by brand
- 5.2. **Payment Mechanism:** Payment Mechanism brand
- 5.3. **Cellular Network Provider:** Cellular network provider by brand
- 5.4. **Cellphone Monthly Expenditure:** Monthly cellphone expenses by brand
- 5.6. **Cellphone Activities :** Communication services by brand
- 5.7. **Cellphone Activities:** Value added services by brand

6. Internet (2008)

- 6.1. **PC and Laptop Ownership:** Ownership of PC and Laptop by brand
- 6.2. **Internet Access (Past 7 Days):** Internet access in past seven days by brand
- 6.3. **Internet Activities: Online Purchases:** Internet purchases by brand
- 6.4. **Internet Activities:** Read news/articles; Read newspaper/magazine online; Banking; Shopping; Music downloads; Chat; Instant Messaging; Mail; Games; Search by brand

TABLE OF CONTENTS

7. Lifestyle (2008)

- 7.1. **Financial Institutions:** Financial institutions by brand
- 7.2. **Bank Accounts:** Bank accounts by brand
- 7.3. **Retail Store Card:** Retail card (yes/no) by brand
- 7.4. **Access to Electronic Equipment:** Access to electronic equipment by brand
- 7.5. **Top 10 Sports Interests:** Sports interested in by segment brand
- 7.6. **Top 10 Sports Participation:** Sports participated in the past 12 months by brand
- 7.7. **Favourite Music:** Favourite music types by brand
- 7.8. **Frequency of cinema visits:** Frequency of cinema visits in average four weeks by brand

8. Media (2008)

- 8.1. **Newspaper readership:** Top three daily and weekly newspapers by brand
- 8.2. **Magazine readership:** Top three weekly and monthly magazines by brand
- 8.3. **Free Magazine readership:** Top three “free” magazine readership by brand
- 8.4. **TV channels:** Top three TV channels by brand
- 8.5. **TV channels via DStv:** Top three TV channels via DStv by brand
- 8.6. **Radio Stations:** Top three radio stations by brand

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