



SOUTH AFRICA TELECOMMUNICATIONS MARKET



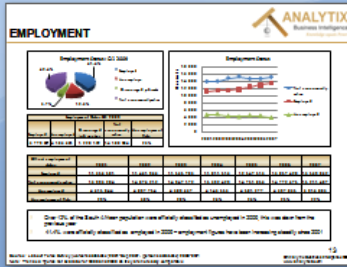
COMPILED: JANUARY 2010

REPORT OVERVIEW

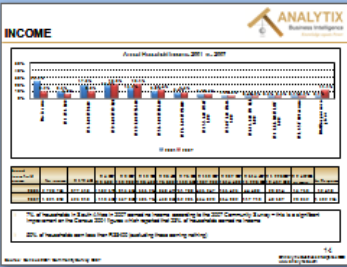
**Compiled: January 2010
(60 pages)**

- This report provides a comprehensive understanding of telecommunications usage and trends in South Africa between 2004 and 2008
- It examines key telecommunication sectors:
 - Cellphone
 - Landline at home
 - Landline at work
 - Internet
- Additional insight is gained through more detailed analysis and geo-demographic profiling of each telecommunication sector by Living Standard Measure segmentation (household affluence), Population Group, Home Language, Province and Community

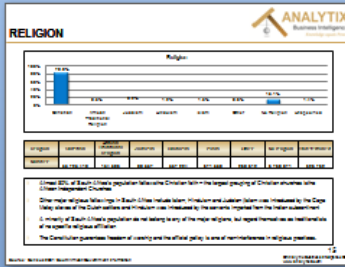
SCREENSHOTS FROM REPORT



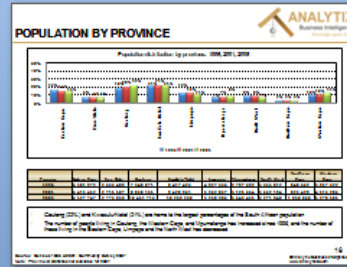
13



14



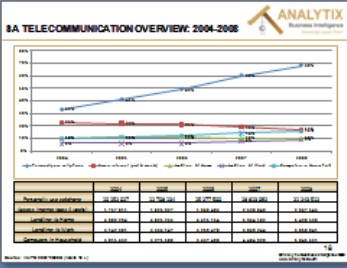
15



16



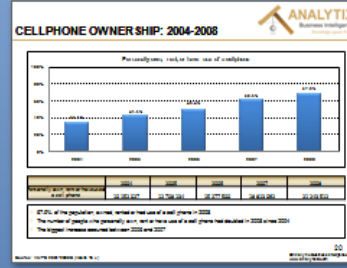
17



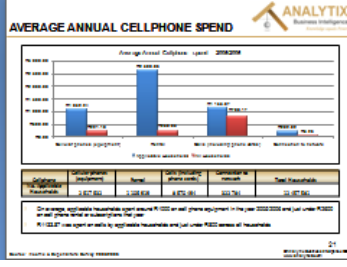
18



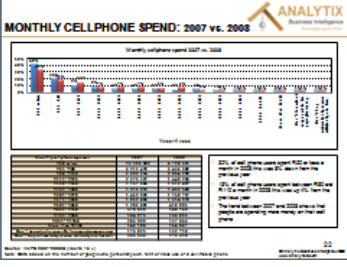
19



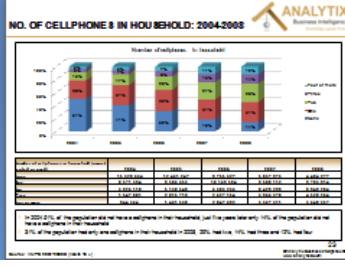
20



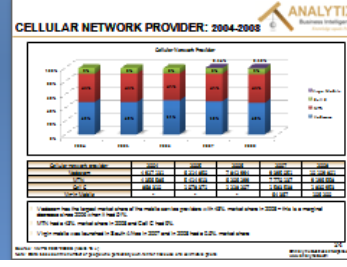
21



22



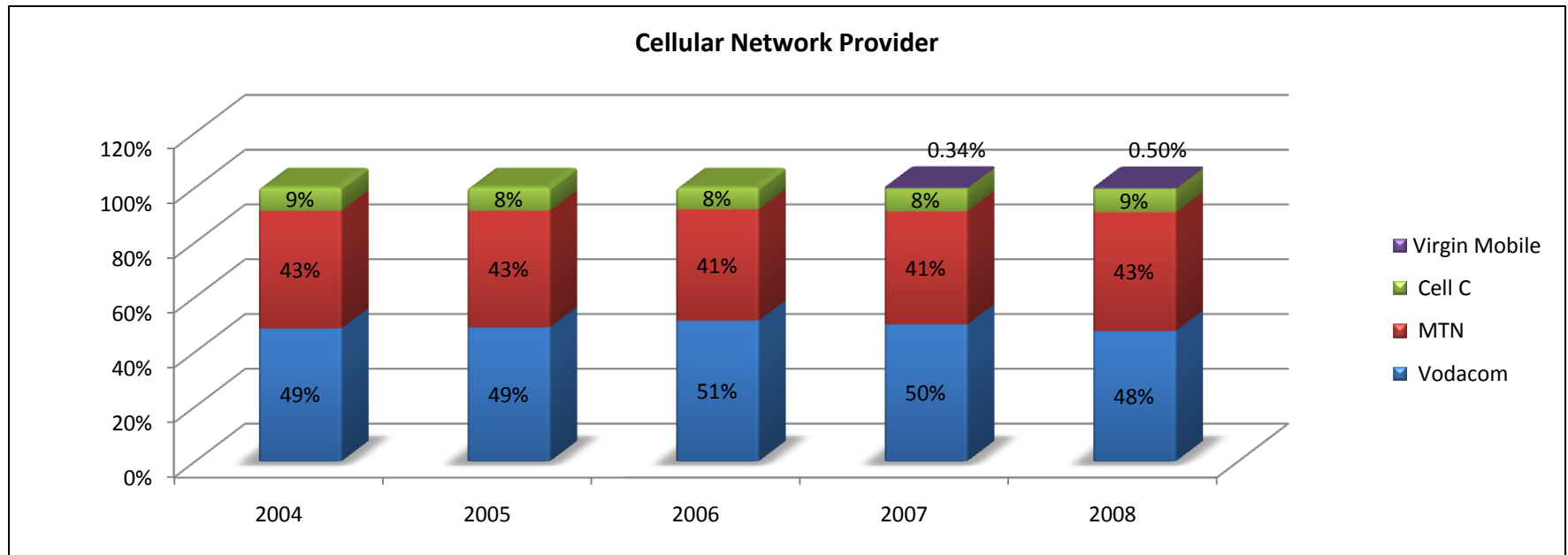
23



24

60 page report with 70+ charts, graphs, tables and insights

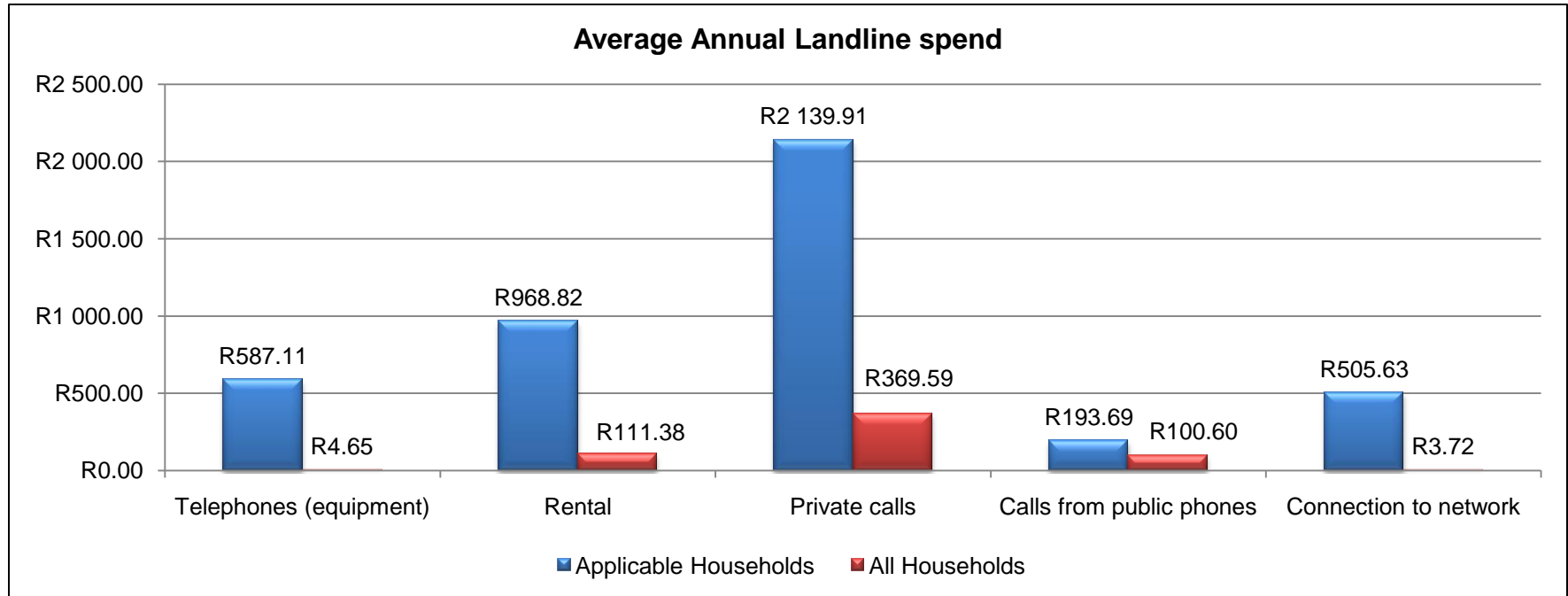
SAMPLE FROM REPORT: CELLULAR NETWORK PROVIDER (2004-2008)



Cellular network provider	2004	2005	2006	2007	2008
Vodacom	4 927 131	6 214 850	7 842 994	9 395 051	10 109 801
MTN	4 356 586	5 414 913	6 206 299	7 770 137	9 196 558
Cell C	868 310	1 078 371	1 228 207	1 583 538	1 830 953
Virgin Mobile	-	-	-	64 367	106 200

- Vodacom has the largest market share of the mobile service providers with 48% market share in 2008 – this is a marginal decrease since 2006 when it had 51%
- MTN had a 43% market share in 2008 and Cell C had 9%
- Virgin mobile was launched in South Africa in 2007 and in 2008 had a 0.5% market share

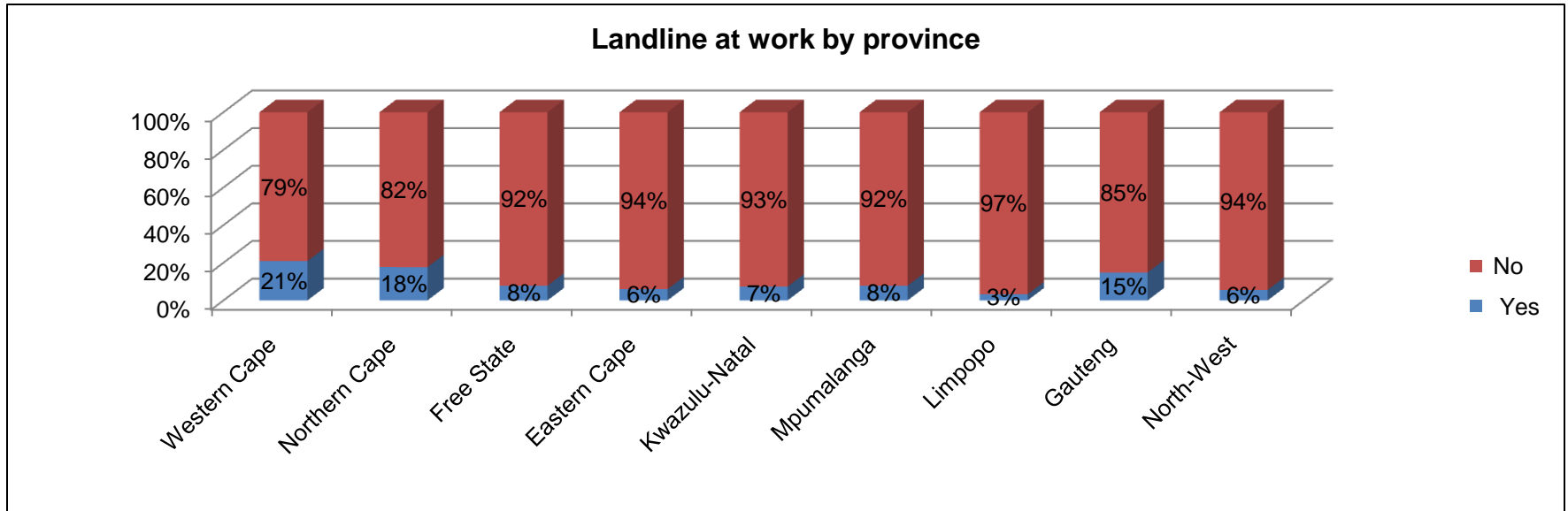
SAMPLE FROM REPORT: AVERAGE ANNUAL LANDLINE SPEND (2006)



Landline	Telephones (equipment)	Rental	Private calls	Calls from public phones	Connection to network	Total Households
No. Applicable Households	98 575	1 432 155	2 151 609	6 470 391	322 784	12 457 581

- The average annual landline costs for private calls for 2005/2006 amongst the 2.15 million households who make private calls from a landline was R2140 – across all 12.45 million households the average annual cost was R370
- R969 was spent on average on annual rental/subscription fees amongst applicable households for 2005/2006
- R194 was spent on calls from public phones amongst household who make calls from public phones – this works out to approximately R100 across all households

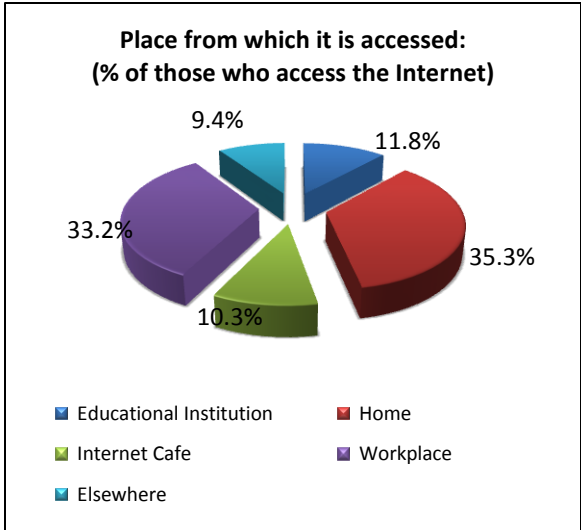
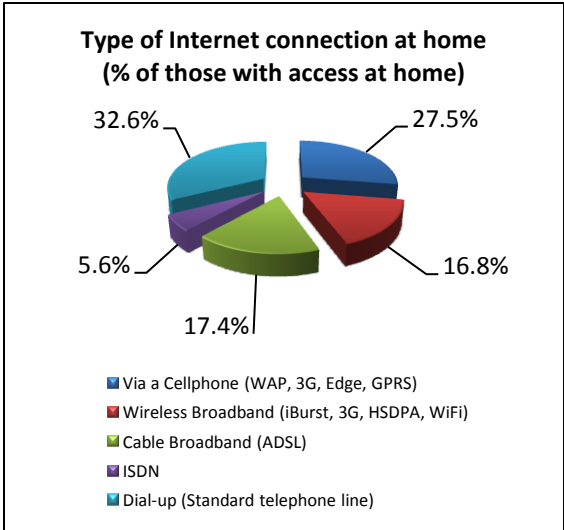
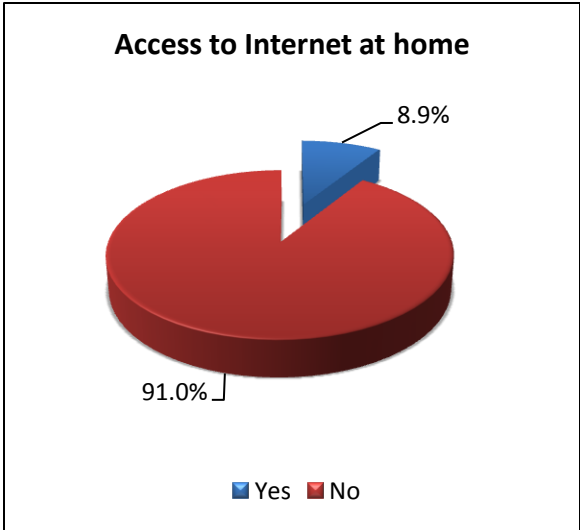
SAMPLE FROM REPORT: LANDLINE AT WORK (2008) BY PROVINCE



Landline at Work	Western Cape	Northern Cape	Free State	Eastern Cape	Kwazulu-Natal	Mpumalanga	Limpopo	Gauteng	North-West	Grand Total
Yes	647,500	137,255	156,358	277,435	468,159	182,070	109,482	956,379	124,202	3,058,841
No	2,452,766	638,047	1,848,508	4,380,174	5,917,095	2,146,989	3,265,486	5,485,765	2,111,346	28,246,175
Grand Total	3,100,266	775,302	2,004,866	4,657,609	6,385,254	2,329,059	3,374,968	6,442,144	2,235,548	31,305,016

- Western Cape (21%) has the largest proportion of respondents who have access to a landline at work followed by the Northern Cape (18%) and Gauteng (15%)
- The lowest proportion of people who have access to landline at work live in the province of Limpopo (3%)

SAMPLE FROM REPORT: INTERNET ACCESS (2008)



Description	Internet access at home		Type of Internet connection at home					If Internet is accessed, where is it accessed				
	Yes	No	Via a Cellphone (WAP, 3G, Edge, GPRS)	Wireless Broadband (iBurst, 3G, HSDPA, WiFi)	Cable Broadband (ADSL)	ISDN	Dial-up (Standard telephone line)	Educational Institution	Home	Internet Cafe	Workplace	Elsewhere
Number	2 793 714	28 511 302	769 924	469 336	486 954	157 038	910 461	307 575	921 411	269 665	866 771	246 815
Total	31 305 016		2 793 714					2 612 237				

- 91% of the population did not have access to the Internet at home in 2008
- Those who have Internet access at home predominantly use their cellphone (32.6%), dial-up (27.5%) or cable broadband (17.4%)
- Most people who access the Internet, access it from home (35%) or from the workplace (33%)

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; separated/divorced
 - 1.5. **Population Group:** Black African; Coloured; Indian or Asian; White
 - 1.6. **Home Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
 - 1.7. **Education:** Children under 5; no schooling; some primary school; primary complete; some high school; matric; higher
 - 1.8. **Employment: Status:** Employed; Unemployed; Not economically active; Unemployment Rate (2001-2007; 2009)
 - 1.9. **Income:** No Income; R1-4800; R4801-9600; R9601-19200; R19201-38400; R38401-76800; R76801-153600; R153601-307200; R307201-614400; R614401-1228800; R1228800-2457600; R2457600 +
 - 1.10. **Religion:** Christian; African Traditional Religion; Judaism; Hinduism; Islam; Other; No Religion
 - 1.11. **Population by Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West

TABLE OF CONTENTS

2. The South African Telecommunications Market Overview

- 2.1 The South African Telecommunications Market (2004-2008):** Personally own, rent or have a cellphone, Internet (Access Past 4 Weeks), Landline at Home, Landline at work, Computers/Laptops in household

3. South African Cellphones

- 3.1 Cellphone Ownership (2004-2008)**
- 3.2 Average Annual Cellphone Spend (2006):** Cellular Phones, Rental, Calls (Including Phone Cards), Connection To Network
- 3.3 Monthly Cellphone Spend (2007 vs. 2008)**
- 3.4 Number of Cellphones in Household (2004-2008)**
- 3.5 Cellular Network Provider (2004-2008):** Vodacom, MTN, Cell C, Virgin Mobile
- 3.6 Cellphone Payment Mechanism (2004-2008):** Contract, Prepaid
- 3.7 Top 10 Makes Of Cellphone (2004-2008):** Nokia, Samsung, Motorola, Sony Ericsson, Siemens, Ericsson, Alcatel, Sagem, BlackBerry
- 3.8 Cellphone: Business vs. Private (2004-2008)**
- 3.9 Cellphone Usage (2008): LSM:** LSM 1-4, LSM 5-6, LSM 7-8, LSM 9-10
- 3.10 Cellphone Usage (2008): Population:** Black, White, Coloured, Indian
- 3.11 Cellphone usage (2008): Home Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
- 3.12 Cellphone Usage (2008): Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West
- 3.13 Cellphone Usage (2008): Community:** Metropolitan area, Cities & Large Towns, Small towns & Villages, Settlements & Rural

TABLE OF CONTENTS

4. South Africa Landline: At Home

- 4.1 **Landline At Home (2004-2008)**
- 4.2 **Average Annual Landline Expenses (2006):** Telephones, Rental, Private Calls, Calls From Public Phones, Connection To Network
- 4.3 **Landline At Home (2008): LSM:** LSM 1-4, LSM 5-6, LSM 7-8, LSM 9-10
- 4.4 **Landline At Home (2008): Population:** Black, White, Coloured, Indian
- 4.5 **Landline At home (2008): Home Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
- 4.6 **Landline At home (2008): Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West
- 4.7 **Landline At home (2008): Community:** Metropolitan area, Cities & Large Towns, Small towns & Villages, Settlements & Rural

5. South African Landline: At Work

- 5.1 **Landline At Work (2004-2008)**
- 5.2 **Landline At Work(2008): LSM:** LSM 1-4, LSM 5-6, LSM 7-8, LSM 9-10
- 5.3 **Landline At Work (2008): Population:** Black, White, Coloured, Indian
- 5.4 **Landline At Work (2008): Home Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
- 5.5 **Landline At Work (2008): Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West
- 5.6 **Landline At Work (2008): Community:** Metropolitan area, Cities & Large Towns, Small towns & Villages, Settlements & Rural

TABLE OF CONTENTS

6. South Africa Internet

- 6.1 Computer In Household (2004-2008)**
- 6.2 Access To the Internet Past 4 Weeks (2004-2008)**
- 6.3 Average Annual Internet Spend (2006)**
- 6.4 Internet Access: 2008:** Internet access at home, Type Of Internet Connection At Home, Place From Which It is Accessed
- 6.5 Internet Usage (2008):** Past 12 months, past 4 weeks, past 7 days, yesterday, made purchase in past 12 months, made booking in past 12 months
- 6.6 Internet Past 4 weeks (2008): LSM:** LSM 1-4, LSM 5-6, LSM 7-8, LSM 9-10
- 6.7 Internet Past 4 weeks (2008): Population:** Black, White, Coloured, Indian
- 6.8 Internet Past 4 weeks (2008): Home language :** English, IsiZulu, IsiXhosa, IsiNdebele, Afrikaans, Siswati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
- 6.9 Internet Past 4 weeks (2008): Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West
- 6.10 Internet Past 4 weeks (2008): Community:** Metropolitan area, Cities & Large Towns, Small towns & Villages, Settlements & Rural

7. Contact Details

ABOUT ANALYTIX BI



- Analytix Business Intelligence is a South African marketing planning and business intelligence company who conduct local and global market research and analysis to help companies make smarter, more accountable decisions and improve their return on investment.
- We are an independent company with the expertise and resources to provide objective and reliable market intelligence reports.
- We have compiled and are in the process of compiling a number of South African reports with the intention of providing affordable South African market insight to companies and individuals.
- In addition, we are experts at doing desk and Internet research to create customised reports regarding consumer segments, industries or markets.
- We provide customised marketing planning, market research and analytical solutions so if you have specific needs and requirements, please contact us directly.

COPYRIGHT

Copyright in this work is vested in Analytix Marketing Solutions (Registration no: 2005/175370/23) trading as Analytix Business Intelligence and the document is issued in confidence for the purpose only for which it is supplied. It must not be reproduced in whole or in part or used for tendering or commercial purposes except under an agreement or with the consent in writing of Analytix Business Intelligence.

Analytix Business Intelligence endeavours to provide accurate information. Whilst information, advice or comment is believed to be correct at the time of publication, the publisher cannot accept any responsibility for its completeness or accuracy. Accordingly, the publisher, author or distributor shall not be liable to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by what is contained in or left out of this report.

ORDERING FORM

ORDERING INSTRUCTIONS

(1.) **Complete the order form & fax back to 086 671-2165** or email to info@analytixbi.com (2.) **PAYMENT TERMS:** Strictly 30 days from presentation of our invoice (3.) The report will be emailed in PDF format upon receipt of payment or when proof of payment has been provided (4.) All prices exclude 14 % VAT

COMPANY DETAILS

Company Name:			
Postal Address:			
Town/City:		Postal Code:	
Tel Number:		Fax Number:	
Your email address:		Billing email:	
Your name:		VAT number:	

CONFIRMATION: I/we wish to order this publication (please tick)

Title of Publication	Total Ex Vat	<input type="checkbox"/>
South Africa Telecommunications Market	R15 000, 00	<input type="checkbox"/>

ACKNOWLEDGEMENT

I am authorised to order this publication on behalf of the company and agree to the payment terms.

Client (Print Name)

Signature

Capacity

Date

CONTACT DETAILS

CAPE TOWN

Telephone: +27 (0) 21 551 7066
Fax: +27 (0) 86 671 2165

Physical Address: Unit B16
Century Square
Heron Crescent
Century City
7441
Cape Town
Western Cape
South Africa

Contact: Yashvir Maharaj
Email: yashvir@analytixbi.com
Mobile: +27 (0) 82 772 8161

JOHANNESBURG

Telephone: +27 (0) 11 258 8731
Fax: +27 (0) 11 258 8511

Physical Address: Country Club Estate
Building 2
Woodlands Drive,
Woodmead
2052
Johannesburg
Gauteng
South Africa

Web Address: www.analytixbi.com