BIZCOMMUNITY

Mobile hotspots in Africa - Q3 2011

In Q3 of 2011 a total of 3.2 billion ads were served across continental Africa. This continues a year of growth across Continental Africa characterised by 135% more traffic compared to 2010. Seven countries drew traffic in excess of 100 million ads served per quarter and three countries (South Africa, Nigeria and Kenya) saw more than half a billion ads served in Q3 2011.

Among the top markets, Ghana continued to show strong quarterly growth throughout the year. Ghana grew another 31% in Q3 to raise YTD growth to 214% compared to 2010. This reflects network stability and consistent usage of mobile internet and augurs well for content publishers and advertisers.

Further depth is seen this quarter as 26 countries (22 in the last quarter) drew more than 10 million ads.

Altogether, across continental Africa, rapid growth (54%) is expected to continue as networks stabilize with more subscribers surfing on a regular basis. Higher growth rates are possible as demonstrated by similarly disparate markets of Latin America (253%) and Europe (88%).

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