Social media drives mobile broadband revenues in Africa

According to Frost & Sullivan (F&S), a business research and consulting firm, effective regulatory environments have made Nigeria and Ghana among the most dynamic broadband markets in sub-Saharan Africa with over 150 market participants and massive terrestrial infrastructure development.

This is mainly due to the surge in mobile broadband connections in these countries.

New analysis from F&S's West and Central African Broadband Market finds that the market covering Nigeria, Ghana, DRC and Gabon earned revenues of approximately $1.2 billion in 2010 and estimates that this could reach $2.5 billion in 2017.

The low levels of broadband penetration in the four countries indicate that there are significant growth opportunities in the short-to-long term, the firm said.

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