

# What do we want to know AFRICA?

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# A Researcher is wrong person to ask

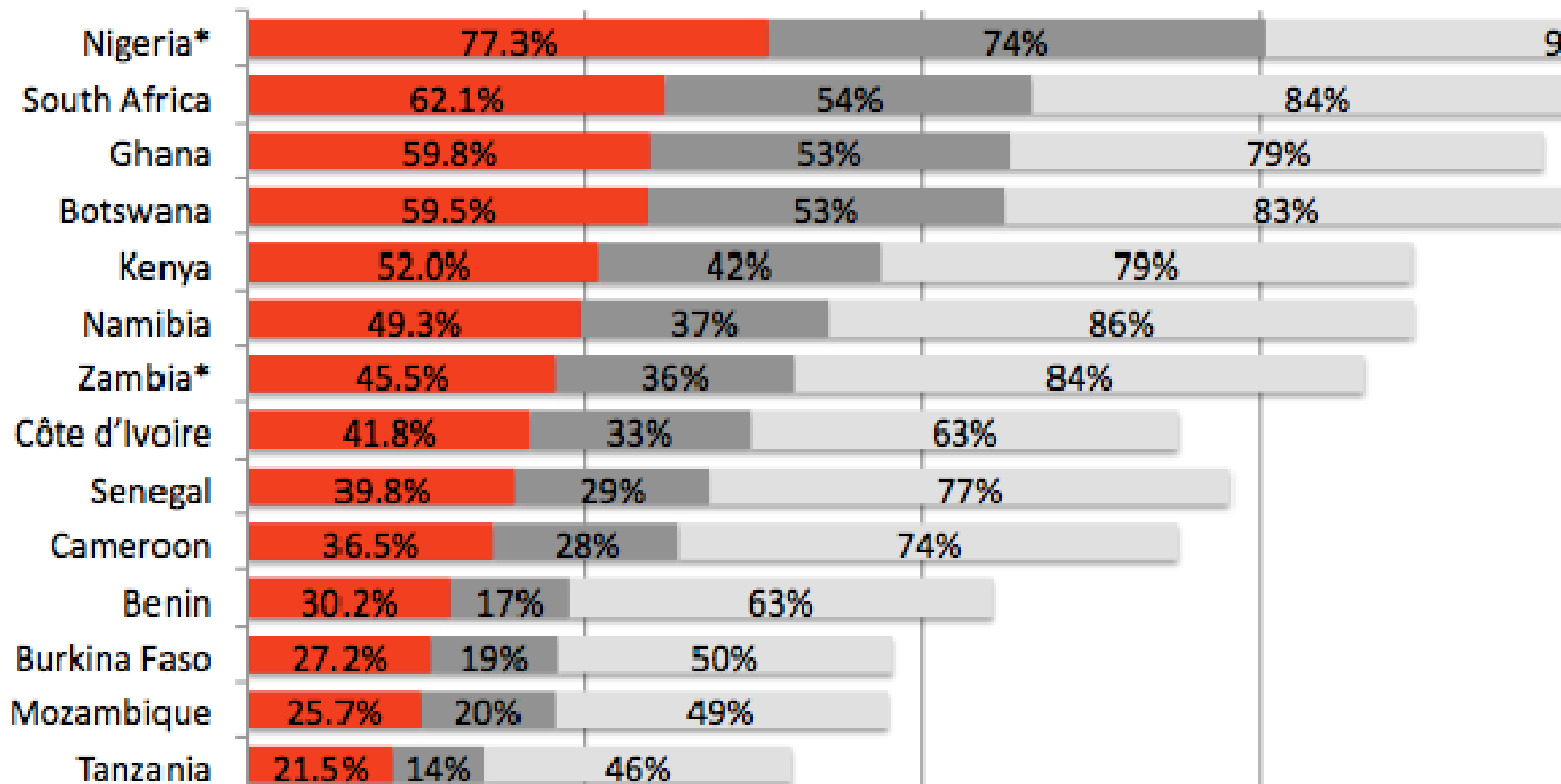
- ■ What do handset manufacturers, operators, policy makers and regulators want?
  - ■ Desired handset features
  - ■ Handsets WTP
  - ■ WTP usage
  - ■ Income elasticity
  - ■ Price elasticity

# RIA methodology: National representative not BOP

- Same sample size as representative BOP survey
- **Less cost** (just counting households for listing instead of BOP classification)
- **Compatible with National statistical framework**
  - Input / output tables to simulate impact of regulatory interventions
- **Compatible with ITU indicators**

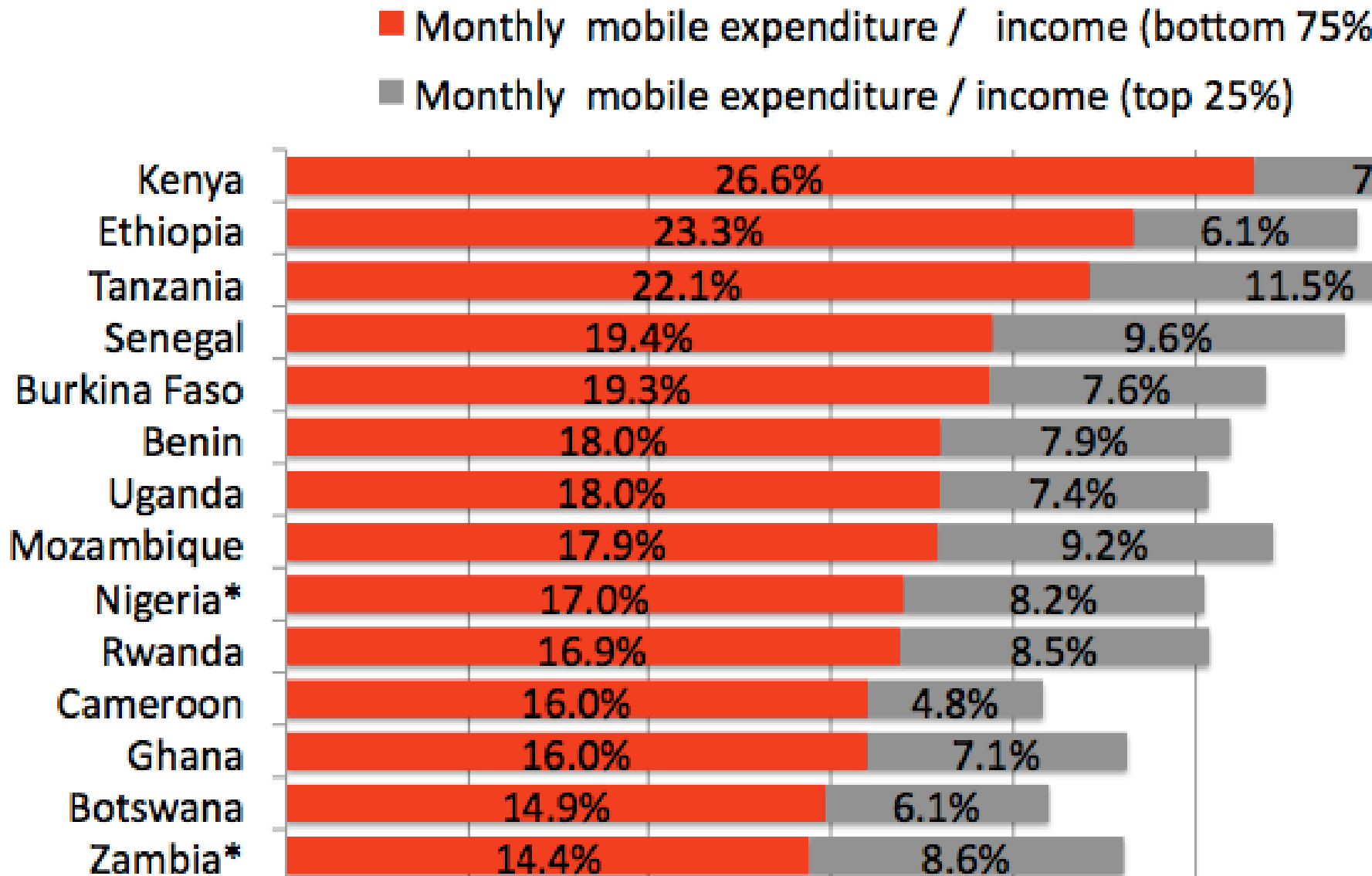
# Penetration

- Share 16+ with mobile phone or active sim
- Share 16+ with mobile phone or active SIM card (bottom 75% disposable income quartile in
- Share 16+ with mobile phone or active SIM card (top 25% disposable income quartile in



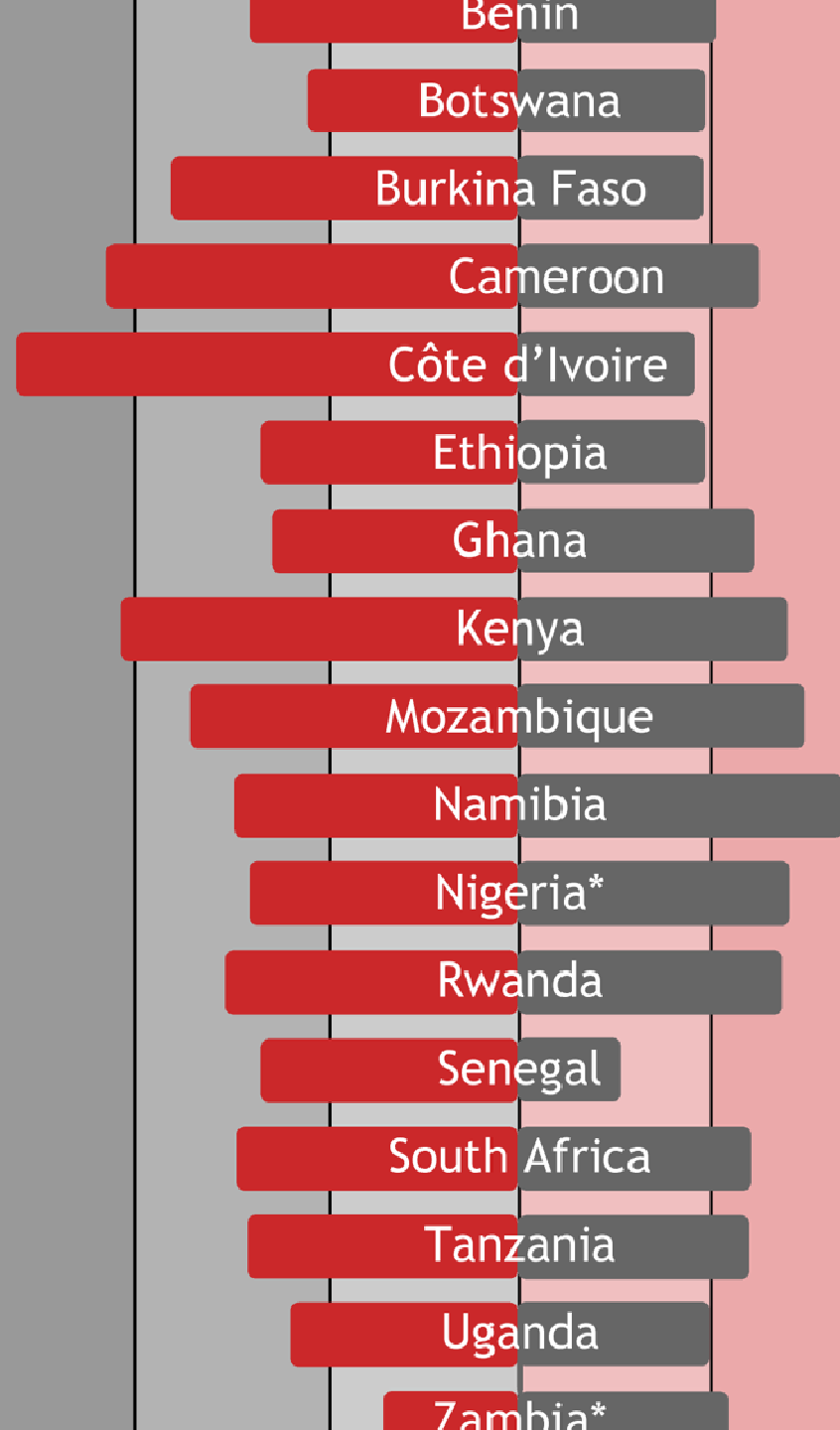
	Average willingness and ability to pay for a mobile handset in US\$	Average expected cost of a mobile handset in US\$	New users at 20 US\$ for an handset	New users at 15 US\$ for an handset
Benin	7.45	11.44	124,972	487,100
Botswana	19.14	27.38	119,014	196,400
Burkina Faso	9.00	12.84	428,593	1,243,900
Cameroon	15.34	22.16	868,037	1,732,300
Côte d'Ivoire	29.70	30.06	3,057,420	3,539,300
Ethiopia	6.06	64.19	1,436,628	1,637,600
Ghana	14.02	23.15	1,283,271	1,469,600
Kenya	17.12	26.68	2,862,457	4,165,500
Mozambique	4.00	23.20	56,457	79,800
Namibia	24.64	25.12	162,992	192,300
Nigeria*	5.65	12.57	356,907	1,004,500
Senegal	19.55	25.43	1,336,691	2,169,500
South Africa	10.05	20.11	2,250,000	2,254,000

# quartiles



	Average monthly WTP in US\$	Monthly untapped market in US\$ million	Willing and able to spend 1 US\$ or more	Willing and able to spend 2 US\$ or more
Benin	2.94	8.26	2,797,101	1,402,507
Botswana	4.28	1.47	311,446	199,511
Burkina Faso	3.13	13.71	4,371,694	1,875,897
Cameroon	3.75	13.14	3,452,460	1,855,275
Côte d'Ivoire	6.86	31.44	4,485,498	3,645,853
Ethiopia	1.53	25.68	10,231,145	3,104,393
Ghana	9.34	38.4	2,849,435	1,953,133
Kenya	3.3	25.69	5,866,299	5,235,783
Mozambique	2.96	6.7	1,407,840	1,199,763
Namibia	4.88	1.35	275,364	247,253
Nigeria*	6.09	65.25	7,989,151	6,234,943
Senegal	3.28	11.33	3,428,481	1,294,683

# of halving of call rates



# Conclusion

- ■ Knowing the willingness and ability to pay for access and usage provides
  - ■ commercially valuable data
  - ■ arguments for policy and regulatory interventions
- ■ Compliance with national statistical frameworks allows simulation of impact of regulatory interventions
- ■ Basic ICT indicators allow country benchmarking to evaluate policy and