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Mobility 2012

The Mobile Internet in South Africa 2012

Executive Summary

The Mobility 2012 project comprises two reports, namely *The Mobile Consumer in SA 2012*, comprising cellphone usage and banking trends, and *The Mobile Internet in SA 2012*, exploring online and data trends. It is based on face-to-face interviews with a nationally representative sample of South African adult cellphone users living in cities and towns, conducted in June 2012.

Mobile data slices into voice

Internet demand is slicing into networks' voice revenues as adult South African cellphone owners increasingly adjust their budgets for data use, according to *The Mobile Internet in SA 2012* report, part of the Mobility 2012 research study, conducted by World Wide Worx with the backing of First National Bank. The study shows that the proportion of the average user's cellphone spend on data has increased by half in the past 18 months – from 8% of budget at the end of 2010 to 12% in mid-2012.

Spending on voice has dropped from 77% to 73% in the same period – precisely matching the difference in data spend. Meanwhile, SMS spend remains steady at 12%, and full music tracks feature for the first time – taking up 1% of the average spend on a cellphone.

“Spend on data is a barometer for the rapid increase both in the number of Internet users in South Africa and in the intensity with which experienced users engage with the Internet,” says Arthur Goldstuck, managing director of World Wide Worx.

The biggest increases in specific uses of data on the phone were seen in instant messaging services, with more than a fivefold increase in the proportion of BBM users in the past 18 months – from 3% to 17% of adult cellphone users living in cities and towns – and WhatsApp emerging from nowhere to claim a quarter of adult cellphone users. Browsing on the phone also increased substantially, from 33% to 41% of users, app downloads rose from 13% of users to 24%, while Facebook use rose by more than half, from 22% to 38%.

“The findings represent powerful backing for our strategy of providing banking services across new channels and platforms like Facebook and the apps environment,” says Ravesh Ramlakan, CEO, FNB Cellphone Banking. “We’re keeping our fingers on the pulse of these rapid changes, and will expand and refine our offerings as the market’s use of these tools changes.”

Proportionally, the biggest growth after BBM was seen in the Twitter user base, which rose from 6% to 12% of adult cellphone owners.

“This is only the beginning: the social networking genie is out of the bottle,” says Goldstuck, “Businesses have to recognise the trend, and begin developing strategies to address it.”

Methodology

The Mobility 2012 research was conducted through face-to-face in-home interviews with 1200 South Africans across all age demographics from 16 up, and in all metropolitan and rural areas. It excluded deep-rural population, and represents approximately 18-million South Africans.

Contents

Contents include:

- Internet access on cellphones
- Internet access by device platform
- Demographics of data usage on cellphones
- Mobile browsing demographics
- Social networking and Instant Messaging on cellphones, including:
 - MXit
 - Facebook
 - Twitter
 - BlackBerry Messenger
 - WhatsApp
 - 2Go
- E-mail on cellphones
- Mobile sites visited on cellphones

Obtaining the report

The full report will be available for purchase from World Wide Worx at a cost of R13 000 (single site license) excluding VAT from World Wide Worx. The report for *The Mobile Consumer in SA* phase of the research is also available at a cost of R13 000 (single site license) excluding VAT.

To place an order, either request an order form to be mailed electronically, or send company name and address, VAT registration number, and name and e-mail address of person ordering and person who should be billed, to World Wide Worx by e-mail on info@theworx.biz or by fax on +27 11 782 7063.

Please include a purchase order number where required.

Students who wish to obtain access to the research should enquire through the libraries of acquisition departments of their universities or learning institutions.