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Where the new studies listed below are not available, clients who order these reports will be supplied with previous versions at no additional cost (excluding reports where older versions are still listed) until the new reports are ready, or with PowerPoint presentations of headline findings of the new research.

World Wide Worx also conducts commissioned research on behalf of clients in all areas related to IT, telecommunications and business strategy.

Mobility 2017

The Mobile Consumer in SA 2017

The role played by cellular, wireless and mobile technologies in the daily lives of South Africans at work, home and play. Based on face-to-face interviews with South African consumers.

Code: MC17

Available Q4 2016

Cost : R18 000 excl. VAT

The Mobile Internet in SA 2017

The growth and usage of the mobile Internet in South Africa, including the emergence of the "application Internet". Based on face-to-face interviews with South African consumers.

Code: MI17

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Internet Research

South African Social Media Landscape 2017

The most comprehensive study yet of social media in South Africa, combining the database analytics of Ornicco with the market research and analysis of World Wide Worx.

Code: SOC17

Available

Cost : R18 000 excl. VAT

Online retail in South Africa 2016

This annual study of the online retail market in South Africa examines the state of online versus traditional retail, business models and strategies, and provides statistics on the size of the online retail market in various categories and sectors. The report includes an overview of global trends and analysis of online retail in key territories.

Code: RET16

Available

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Internet Access in SA 2017

The most comprehensive yet of Arthur Goldstuck's annual study of the Internet access market in South Africa. The report is based on 22 years of studying this crucial market. The 2017 edition extends the previous edition's analysis of the impact of new undersea cables and terrestrial fibre optic networks presently being rolled out across South Africa.

Code: INT17

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Digital Africa 2017

A survey of the connectivity, social media and device landscape across 10 key African economies.

Code: AFR17

Due: Q1 2017

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Online banking in South Africa 2017

A survey of the online banking initiatives of South Africa's major banks, highlighting relative strengths and weaknesses, and quantifying the market. Includes a comparative analysis of the web site usability, security and content strategy of each of the online banking sites, namely Absa, FNB, Investec, Nedbank, and Standard.

Code: BNK17

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SME Research

SME Survey 2015

The 2015 edition of the SME Survey explores the impact of the Cloud and Government support services on the sustainability and growth of SMEs.

Code: SME15

Available

Cost : R15 000 excl. VAT

Student Research

Student High-Tech Survey 2015

The 2015 edition of the Student High-tech Survey explores the use of technology and financial services by students across all South Africa's tertiary learning institutions.

Code: SME15

Available

Cost : R15 000 excl. VAT

Free reports

Internet Matters: The Quiet Engine of the SA Economy

The 2012 report, conducted on behalf of Google, sized the South African Internet economy for the first time. Download from:

<http://www.internetmatters.co.za/>

Digital Savannah: Africa's e-commerce promise

The 2013 report, conducted on behalf of Amadeus, surveyed the state of online travel in business across Africa, and explored the continent's e-commerce promise. Download from:

<http://www.amadeus.com/blog/03/10/new-report-a-digital-savannah-africas-e-commerce-promise/>

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