Africa’s Internet – The Globe’s Right Attention
It Is Said That “Africa Is The Future”
There Are One Billion Africans – Mostly Youth!
The Digital Gold Rush Is On!
But The World Has Two Sides Of Africa To Deal With

Not All Africans Live In Grass Huts
So Where Does That Leave The African Consumer
What Is My Issue, Really?

• No content infrastructure deployments.
• Incomplete content infrastructure deployments.
• *–hearted network infrastructure deployments.
• Africa should still make its way to the world.
No Content Infrastructure Deployments
No Content Infrastructure Deployments

• The effects of lack of this:
  • All the obvious…
  • … and the latest one – speedtest.net fanaticism.
Incomplete Content Infrastructure Deployments

• Mainly to do with content.

• Content owners and content distributors enter Africa:
  • Do not deploy services, or
  • Deploy only a small handful of services they offer, if that.

• The effects of this:
  • Extremely high latency toward actual services.
  • Complexity in troubleshooting services.
**-hearted Network Infrastructure Deployments**

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- Lack of full participation in the African Internet network ecosystem.
- Price-based competition that confuses customers.
- No local support.
- Support hours based on off-continent time zones.
- Expecting to trade just on brand.
- Content owners and distributors stop just at the cusp, won’t make the jump.
- European exchange points stop just at the cusp, won’t make the jump.
- Global transit providers stop just at the cusp, won’t make the jump.
- Africa spending millions each year on “long lines” to Europe.
- Global carriers occupy #1 spot in Africa, but aren’t in Africa!
State Of The Continent

• Several content owners and distributors are in Africa today, fully!
• Many are showing interest.
• New data centres have launched, and/or are being built.
• Terrestrial fibre infrastructure is quickly developing.
• No doubts about Kenya, South Africa and Nigeria leading the way.
• West Africa is in dire need of serious help.
Final Thoughts

• We want you to come to Africa!
• But please, “Come Correct!”
Thank You

Q&A

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