Africa's Internet – The Globe's Right Attention

It Is Said That "Africa Is The Future"

COMMERCIAL–IN–CONFIDENCE

There Are One Billion Africans – Mostly Youth!

COMMERCIAL–IN–CONFIDENCE

SEACOM

The Digital Gold Rush Is On!
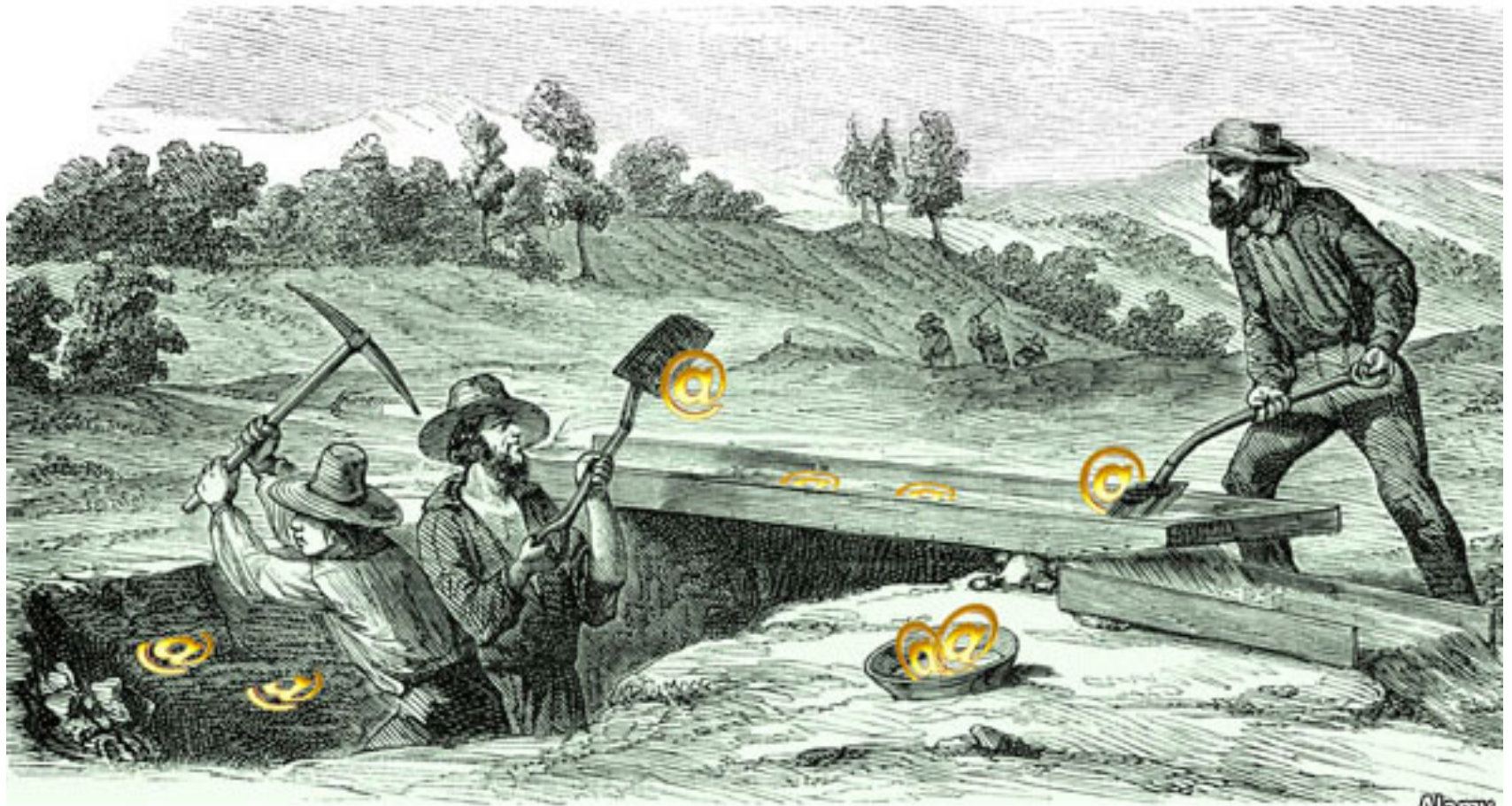
But The World Has Two Sides Of Africa To Deal With

Not All Africans Live In Grass Huts

SEACOM
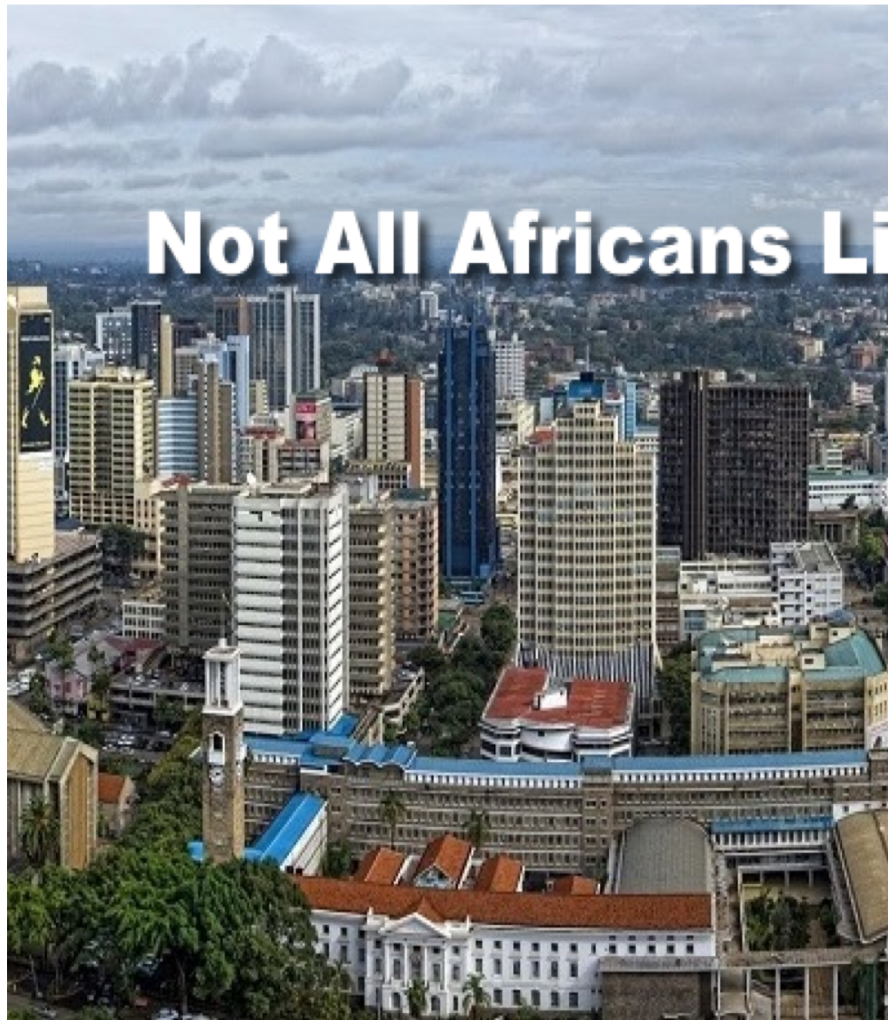
So Where Does That Leave The African Consumer
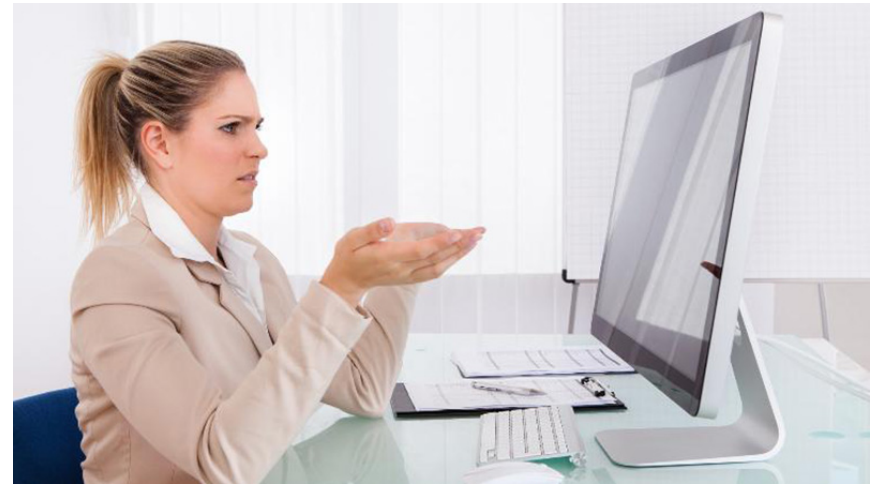
What Is My Issue, Really?

- No content infrastructure deployments.
- Incomplete content infrastructure deployments.
- *-hearted network infrastructure deployments.
- Africa should still make its way to the world.

SEACOM

No Content Infrastructure Deployments

# No Content Infrastructure Deployments

- The effects of lack of this:
    - All the obvious…
    - … and the latest one – speedtest.net fanaticism.

SEACOM

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.

SEACOM

*-hearted Network Infrastructure Deployments

| ASN name or number | | search | go to |
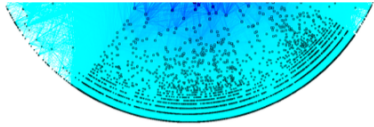
`1` `2` `3` `4` `..` `1555`

AS Rank ▲	AS Number	Organization		cone size ▽
1	3356	Level 3 Parent, LLC	🇺🇸	32759
2	1299	Telia Company AB	🇪🇺	28902
3	174	Cogent Communications	🇺🇸	26664
4	2914	NTT America, Inc.	🇺🇸	24578
5	3257	GTT Communications Inc.	🇩🇪	22113
6	6762	TELECOM ITALIA SPARKLE S.p.A.	🇮🇹	15131
7	6453	TATA COMMUNICATIONS (AMERICA) INC	🇺🇸	14688
8	6939	Hurricane Electric LLC	🇺🇸	14527
9	3491	PCCW Global, Inc.	🇺🇸	7961
10	3549	Level 3 Parent, LLC	🇺🇸	6680

- **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.**

COMMERCIAL–IN–CONFIDENCE

SEACOM

Africa Should Still Make Its Way To The World

- 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!

SEACOM

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.

SEAC⊙M

Final Thoughts

- We want you to come to Africa!
- But please, "Come Correct!"

SEACOM

Thank You

Q&A

mark.tinka@seacom.mu

COMMERCIAL–IN–CONFIDENCE

SEACOM