

NATIVE

MOBILE REPORT / SEPTEMBER 2012

AMONTHLY SNAPSHOT OF MOBILE NEWS, VIEWS, EVENTS & DEVELOPMENTS LOCALLY AND ABROAD

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SECTION 1

MOBILE EVENTS & HAPPENINGS

INTERNET AND MOBILE SHOW

- The Internet and Mobile Show is Africa's only internet business show for digital marketing and online business, bringing together small, medium and large enterprises with their marketing, advertising, social and content partners
- » Apart from NATIVE exhibiting at the event, Jason Xenopoulos and Angus Robinson were featured speakers
- » You can view Angus' presentation on "Mobile Trends for the Next 5 Years' here:
 http://bit.ly/T1dAS6 (Dropbox)



Terrapinn, 11 September 2012

THE LOERIE AWARDS 2012

- » There were only 4 golds across digital categories at the 2012 Loerie Awards, but social media played an integral role in several of the big winners even if their awards were for more traditional categories like television and film
- » Ogilvy Cape Town's 'Be The Coach' campaign for Carling Black Label was the big winner at the 34th Loerie Awards. That an idea built at its core around a relatively simple mobile mechanic should win a Grand Prix is a reminder of the potential of mobile to enable ideas that empower consumers in radical ways
- The results of this years Loeries show that in many ways, the impact of digital and social media is even more obvious



Memeburn, 25 September 2012

THE DEFINITIVE SOCIAL MEDIA BRIEFING FOR MARKETERS

- » The Who's Who of brand, retail and agency marketers gathered to debate the latest data and trends, the big platforms, added their insights and their pick of social media campaigns
- » Arthur Goldstuck released the results of the 'Social Media Landscape 2012' report, prepared in partnership with Mike Wronski of Fuseware
- » Angus Robinson was among the line up of speakers and panelists at the Social Media Briefing talking about Mxit and the emerging social media platforms
- » Other panelists included Alan Knott-Craig Jr, Toby Shapshak and Simon Dingle to name a few



Marketing Mix, 4 September 2012

WIRED WOMEN CONFERENCE

- The Wired Women Conference featured the achievements of a wide cross-section of women leaders who have harnessed technology
- "Technology, at the end of the day, is just a platform **>>** and you don't have to be a "techie" to have a career in tech"- the argument put forward by Debby Edelstein
- A common theme that ran through almost all of the talks was that, at a basic educational level, girls are not given the right idea about what career paths are available to them when it comes to information technology and are put off, because they regard technology as boring, career-limiting and anti-social



ITWeb, 17 September 2012

HEAVY CHEF: M-COMMERCE

- » Speakers, Angus Robinson and Jon Hoehler addressed the audience at the latest Heavy Chef session on the advancements that mobile shopping has made
- Jon Hoehler gave some great local and international examples of businesses using M-commerce not only for convenience but also to access a new market
- » Angus Robinson split his presentation into the supply side and demand side of commerce, and demonstrated the Mcommerce potential for each stage of the buying cycle. Angus also emphasised that it is not just about a virtual wallet, it is about everything else around that, as Mcommerce is not just a currency exchange but an added value



Heavy Chef, 28 September 2012

FINAL COUNTDOWN TO THE DIGITAL EDGE LIVE SHOW

- This year, on the 4th of October, opposition parties will take an oath before facing a Commission of Enquiry in what promises to produce the most heated debate and discussion in the history of The Digital Edge. Chaired by The Digital Edge panel and esteemed visiting Dignitary, Nathan Martin of Deeplocal fame, this will not be an event made up of PowerPoint slides, black and white bills and boring ballots there will be no routine proceedings, no democracy and certainly no bargaining council. It's digital marketing like you've never seen it before. De Facto.
- Watch the video from last year's event: https://vimeo.com/36466778#at=0



SECTION 2

MOBILE LANDSCAPE

PREPARING FOR THE HOLIDAY SEASON

- » The fourth quarter of the calendar year has always been a busy time for advertising, and particularly special for mobile advertising
- While the holidays are about family, friends, food and gifts, another fact of the holidays is lots of time in lines. Consumers have found outlets to the long lines in their mobile phones
- » Users could be clicking on ads that they may have never normally considered, simply because they are just trying to make the most of their down time.
- In short, tech product launches, and the holidays create the perfect alignment for mobile advertising which advertisers should not miss



Mobile Marketer, 13 September 2012

GIVING BACK TIME

- » A new generation of social, mobile and local apps are giving people back what's most precious to them – time
- » Angus Robinson talks about mobile as the way of the future and how SA needs to embrace this opportunity
- » The world is a changing place and businesses that put their clients' need to save time first will see great returns
- For full article see:
 http://www.native.co.za/blog-detail/giving-back-time

Angus Robinson - Director: mobile, content and community divisions of NATIVE

We undoubtedly live in a connected economy. The lines between offline and online are already blurred. With rapid urbanisation and increased mobile internet penetration, connected devices will lead to more efficient business models and a better lifestyle for those looking to save time. Now is the time for businesses to look at how they can embrace digital and especially mobile technology to better serve their clients. It's all about saving time – a precious commodity in today's world.

We are no longer limited to sitting behind a desktop computer. Today, not only are we always on, always connected, but now we have access to everything we need right in the palm of our hands. Our mobile devices are also starting to replace our wallets and remotes – becoming hybrid devices.

The next wave of connectivity will be driven by embedded technology. By 2020, our lives will be controlled and monitored for us by our smart devices. Smartphones and tablets will allow for an

integrated system of utilities. This trend is already evidenced in what people are calling 'collective intelligence' where data regarding our movements, what purchases we make and what we like – will all be stored in an integrated monitoring system that knows everything about our lives.

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MMA STUDY: MOBILE SHOULD BE 7% OF TOTAL SPEND

- When members of the Mobile Marketing Association convened for its CEO & CMO Summit, execs from brands like Toyota, Samsung and Colgate secretly met to learn about a research initiative aiming to show how mobile spend should fit into integrated campaigns
- The data from the project is now available and suggests that mobile ads should account for 7% of budgets even though the space is currently seeing spends around 1%
- » ROI firm Marketing Evolution conducted the study, which projects mobile's share of the media mix will be "at least 10%" by 2016 as consumers continue to ramp up smartphone usage



Adweek, 29 August 2012

GOOGLE CELEBRATES ITS 14TH BIRTHDAY

- The giant search engine was founded by Stanford classmates Larry Page and Sergey Brin in September of 1998. The two named their project "Google," which is a play on the word "googol," or the "mathematical term for a 1 followed by 100 zeros," per the company's About page
- So how is the corporation celebrating? Earlier this week, Google posted on the company blog its plans for the big 14: "To celebrate both our birthday and the spirit of entrepreneurship that's helped get us where we are today, we are hosting our first annual Google for Entrepreneurs Week, which will bring together more than 3,000 entrepreneurs and Googlers around the world."



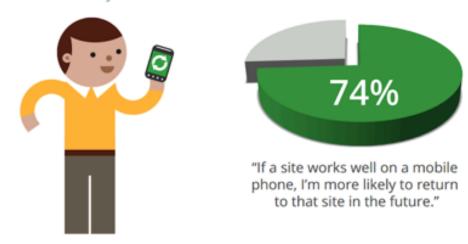


HuffPost Tech, 27 September 2012

CONSUMERS WANT MOBILE-FRIENDLY SITES

- Websites that aren't mobile-friendly annoy users and that's bad business. Consumers are doing more on mobile devices, including shopping and product research; when they do, users look for content to meet their on-the-go needs
- A recent Google survey of mobile users found that 72% of mobile users say it's important to them that websites are mobile-friendly, 96% have visited a site that doesn't't work well on their device
- Almost three-quarters of respondents said they are more likely to revisit a mobile-friendly site

Nearly ¾ of mobile users say they're more likely to revisit mobile-friendly sites.



Search Engine Watch, 26 September 2012

INMOBI ALCOHOL MOBILE ADVERTISING STUDY

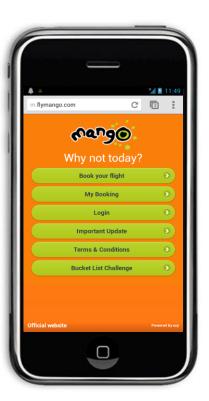
- The Alcohol industry have certainly embraced Mobile Advertising, and Rich Media in particular – running cutting edge gamification campaigns to campaigns that fully integrate creative with phone functions
- InMobi has been conducting research on how people use their mobile devices leading up to, and after purchasing Alcohol, as well as while they are drinking, in South Africa, Nigeria and Kenya
- Kenyan and South African consumers had fairly similar preferences- both markets sighted Discounts and Mobile Coupons as the proposition that would add most value to them from Alcohol brands
- Ads that get the most attention Worldwide tend to be ads that incorporate comedy well



InMobi, 3 September 2012

MANGO INCREASES **MOBILE OFFERING**

- Low-cost airline Mango is reported to have become the first African airline to offer a near complete portfolio of products and services through its mobisite and tablet applications
- The functionality will make it possible for South Africans to book and pay for flights, choose seating and purchase ancillary products on the go
- Linked to its existing Flymango.com URL, the mobisite automatically detects and adjusts to different mobile devices
- CEO Nico Bezuidenhout, said "Mobile connectivity in South Africa accounts for a significant portion of Internet users who solely connect using their cell-phones. This represents a vast, untapped online market well within our potential customer base."



Bizcommunity, 12 September 2012

NIGERIA SUPPLIES FARMERS WITH MOBILE PHONES

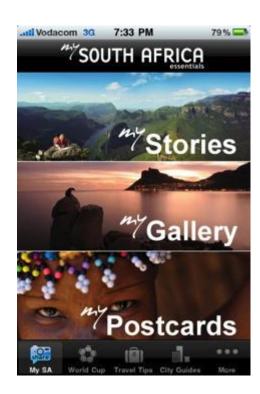
- » Nigeria's Federal Ministry of Agriculture and Rural Development has revealed the final stages of their plan to distribute 10 million phones to farmers across the country
- Minister Akinwumi Adesina: "Today, we have launched the Growth Enhancement Support Scheme through which farmers now receive their fertiliser and seed support through their mobile phones, or Electronic Wallets. By 2013, we plan to distribute 10 million mobile phones to farmers across the country to make it easier for them to access inputs. Nigeria is the first country in Africa to use electronic wallets to reach farmers with inputs," he said.



IT News Africa, 21 September 2012

COMPETITION FOR AFRICA'S NEXT BIG TOURISM APP

- » As more tourists use their mobile devices to plan their adventures, the demand for helpful and efficient travel apps has increased. Some studies estimate that as much as 88% of smartphone users use their phones to access travel-related info.
- Which is probably why Visa and South African Tourism have decided to issue a challenge to developers across sub-Saharan Africa to build the best authentically African travel app for the region's growing tourism industry
- » The competition encourages developers to create any type of travel app they want for any mobile device or platform, including iOS, Android and Windows Phone



Memeburn, 20 September 2012

SECTION 3

MOBILE HANDSETS & OPERATING SYSTEMS

IPHONE 5 AND IOS 6 LAUNCH

- » Apple unveiled their 5th Generation smartphone, the iPhone5 and iOS6 operating system
- » Its fastest, thinnest iPhone, packing a much larger screen and 4G capability
- "It is an absolute jewel—the most beautiful product we've made, bar none," Apple Inc senior Vice President Phil Schiller said as the new device rose from the stage mounted on a pedestal
- The announcement sparked an explosion of activity on Twitter. During the event, Twitter mentions about the iPhone 5 surged to more than 180,000, according to SocialBakers. In the hour leading up to the event, mentions topped 150 000



Tim Slater, 12 September 2012

APPLE RELEASES IPHONE 5 SALES NUMBERS

- » Following the successful launch, Apple announced that iPhone 5 sales topped more than 5 million over its first weekend, and that more than 100 million iOS devices are now running iOS6
- Only 9 countries contributed to Apple's selling five million iPhone 5s over its first 3 days of availability: the U.S., Australia, Canada, France, Germany, Hong Kong, Japan, Singapore, and the U.K; Apple says the phone will go on sale in 22 more countries at the end of this week week, and more than 100 by the end of the year
- » Based on those numbers, it appears that the iPhone 5 is Apple's fastest selling iOS device to date



Macworld, 24 September 2012

IPHONE 5 SA RELEASE MAY BE DELAYED

- The release of Apple's new smartphone, the iPhone 5, may be delayed in SA, and fans of the technology will either have to wait, or use a SIM card supplied by a foreign network
- This is because the new thinner, lighter iPhone 5 requires SIM technology that is currently not available in this country - the latest smart card format, the nano-SIM - and SA's network operators are unable to say when they will source the chips
- Goldstuck says, relative to the release time-frame of the iPhone 5's predecessor, SA could probably expect an early-November release, but this could be delayed



ITWeb, 20 September 2012

QUALITY OF 10S6 MAPS NOT UP TO SCRATCH

- With iOS 6, Apple removed Google Maps as the standard mapping application and replaced it with its own version
- » Apple's version, however, has prompted some users to complain about incomplete data, misplaced landmarks and incorrect directions
- » Apple has released a response to complaints about iOS 6's Maps that acknowledges the issues, at least sort of: "We are continuously improving it, and as Maps is a cloud-based solution, the more people use it, the better it will get."



TIME Techland, 20 September 2012

APPLE SNUBS NFC TECH

- » NFC is hampered by a chicken-and-egg problem. Mobile phone makers like Apple are reluctant to take on the extra cost and engineering effort of embedding NFC chips because many merchants cannot accept payments this way yet. Meanwhile, merchants will not install NFC until more consumers have the technology on their phones
- » Apple did not include NFC because it is not clear the technology solves any current problem, marketing chief Phil Schiller told AllThingsD
- » Apple will likely wait to enter the payments business aggressively, Rick Oglesby of consulting firm Aite Group, and others said
- » Apple took a similar approach to 4G LTE wireless technology, waiting until coverage was wide enough this year to unveil an iPhone that uses it, Oglesby noted



ITWeb, 14 September 2012

SAMSUNG MOCKS IPHONE 5

- » Following the launch of the iPhone 5, Samsung has come out with a new advertising campaign where the South Korean smartphone maker picks some choice features to mock such as the new dock connector, larger screen and LTE, which is supposedly old news by those with Samsung's Galaxy S III in its print and TV ad
- » Samsung also adds a humorous twist, showing how one individual is saving a spot for his parents in line while he plays on his S III
- » Using the the tagline: "It doesn't take a genius." This new one follows a similar vein to earlier ads by saying "the next big thing is already here."
- Watch the ad here: http://youtu.be/nf5-Prx19ZM



Memeburn, 20 September 2012

GOOGLE IMPROVES APP DISCOVERY

- » Google is aiming to make it easier for marketers to promote applications via mobile advertising with a new round of tools, including bidding tools and ad formats
- Although mobile advertising can be effective at getting users to notice and download an app, discovery continues to be one of the biggest issues for marketers. In addition to the new advertising tools
- "Our goal is to help advertisers with apps drive valuable installs at scale and promote their apps in a way that makes them stand out from the crowd," said Chrix Finne, product manager of mobile ads at Google, Mountain View, CA



Mobile Marketer, 13 September 2012

GOOGLE JOINS PHOTO-SHARING WAR

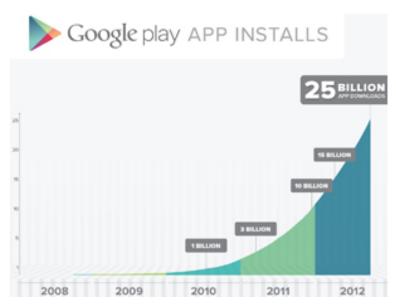
- Google has acquired Nik Software, the German developer behind popular photo app Snapseed, the mobile photo-editing and sharing app that was named the iPad App of the Year in 2011
- The mobile application uses a multi-touch photo-editing interface, and allows users to apply various professional effects to photographs Google's senior VP of social, Vic Gundotra, made the announcement of the acquisition in a post on Google+. Gundotra says: "We want to help our users create photos they absolutely love, and in our experience, Nik does this better than anyone."
- Snapseed has about 9 million users, but lacks the social networking aspect and sense of community that is already baked into Instagram



ITWeb, 18 September 2012

GOOGLE PLAY STORE REACHES 25BN DOWNLOADS

- The Google Play store has notched up 25 billion app downloads and announced that it has a total of 675 000 apps and games
- The new milestone further closes the gap between Apple's App Store and Google Play. The App Store reached the 25 billion downloads milestone in March this year, and currently has 700 000 apps and games available for download
- Earlier this month, Google also announced that 500 million Android devices have been activated globally, with 1.3 million added every day. This exceeds the figure of 400 million iOS devices sold to date, announced by Apple at the iPhone 5 product launch



ITWeb, 27 September 2012

RIM SECURES LICENSING DEAL WITH MICROSOFT

- Research In Motion's (RIM's) shares jumped yesterday after it signed a patent licensing deal with Microsoft to use one of the technology company's file storage systems
- » Microsoft said the patent being licensed by RIM greatly expands the size of files that flash memory devices can handle and increases the speed at which those files can be accessed. The technology also provides the ability to seamlessly transfer data between a variety of different devices





ITWeb, 19 September 2012

RIM HAS HIGH HOPES FOR BLACKBERRY 10

- » RIM said the release of BlackBerry 10 will give the ailing company a "clear shot at being the number three platform on the market"
- » RIM CEO Thorsten Heins made the comments at a special press event held at BlackBerry Jam Americas, shortly after he unveiled the latest beta version of BlackBerry 10
- » Heins says RIM is pushing a new smartphone interaction model – it's not just building a device now, but an "entire mobile computing platform"
- » Heins has said that countries like SA and Nigeria are "priority one" markets for RIM and will be among the first to receive the Blackberry 10 next year



ITWeb, 26 September 2012

'BBM' BECOMES OFFICIAL ENGLISH WORD

- » The Collins English Dictionary has said 'BBM' will be included in the latest edition, making the term officially part of the English language.
- According to Research In Motion (RIM), this decision is reflective of the messaging service's global popularity. Over 56 million people worldwide use BBM, with 70% of users 'BBMing' daily
- » TA McCann, VP, BBM and Social Communities at BlackBerry maker RIM, said: "The inclusion of BBM in the Collins English Dictionary recognises its status as one of the world's most popular mobile social networks."



ITWeb, 14 September 2012

AMAZON LAUNCHES NEW TABLETS

- » Amazon is taking aim at the high-end tablet market, and the iPad specifically, with the unveiling of the nextgeneration Kindle Fire tablets
- » Amazon CEO Jeff Bezos said at the launch event: "We are not building the best tablet at a certain price; we're building the best tablet at any price."
- » The pricing of the tablets is kept low through the inclusion of ads called "special offers" that appear when the screen is locked and in the corner of the home screen.
- » Taking a swing at Apple, Bezos said at the event that that there is little justification for overpriced tablets, and Amazon's goal is to make money when people are using their devices rather than just when they buy them



ITWeb, 7 September 2012

HUAWEI JOINS OS WARS

- » There are literally dozens of infringement cases around the world that could change the way companies license products and build handsets, and some companies are taking matters into their own hands
- » Handset manufacturers have been testing the waters with building their own operating systems in-house, rather than license Android, Windows Phone, or other platforms. Samsung has Tizen, Nokia has Symbian (though the company is ramping down Symbian in light of its partnership with Microsoft), Mozilla is building Firefox OS
- Soon Huawei may bring yet another platform to the ever crowded table "in case other companies won't let us use their system one day." - Wan Biao, CEO, Huawei Device



Into Mobile, 25 September 2012

SECTION 4

MOBILE NETWORKS

MTN TO LAUNCH 4G BY END OF THE YEAR

- » MTN will launch commercial 4G (Long Term Evolution) services in Johannesburg, Pretoria and Durban before the end of the year
- » Currently the operator has 250 LTE-ready sites (mostly in Gauteng), and it will have 400-500 base stations enabled for 4G by the end of the year
- » MTN is pushing ahead to launch 4G, despite any clarity from the Department of Communications and Icasa around the allocation of additional spectrum - a process that has dragged on for years.
- » MTN says 4G services are "unlikely" to launch in Cape Town in the immediate future, due to "challenges" around spectrum in the city



ITWeb, 19 September 2012

VODACOM ALSO SET TO LAUNCH 4G IN 2012

- » Recently appointed Vodacom CEO Shameel Aziz-Joosub, said that Vodacom's network will be 100% LTE ready in some cities this year. The first cities to be lit up will be Johannesburg, Pretoria and Durban
- » Cape Town will take more time as the company still have upgrade work to complete, said Aziz-Joosub
- » Currently, 75% of Vodacom's network has been upgraded to be LTE ready, said Aziz-Joosub. He said the company is busy building its transmission network as it is vital that consumers have a good experience
- » Vodacom is moving away from using Telkom for backhaul and is rolling out is own fixed transmission network, which Aziz-Joosub says helps with call quality and trims dropped calls



TechCentral, 26 September 2012 ITWeb, 28 September 2012

CELL C JOINS 4G RACE

- » Cell C has now revealed that it will also switch on a 4G mobile network using LTE technology in 2012, but the company is not saying where this network will be built or how many towers will be supported
- » Knott-Craig wouldn't reveal details about Cell C's 4G plans for competitive reasons, but the initial focus will be on urban rather than rural areas
- In an interview with TechCentral, Knott-Craig said that instead of each of the operators building its own national LTE network, it would make much more sense for them to work together to build one wholesale network whose prices are regulated



TechCentral, 2 October 2012

ASA FAVOURS MTN IN 'MARKETING WAR'

- » Cell C has been ordered to withdraw its recent television and radio advertisements, after MTN accused the operator of disparaging its "Zone" and "Mahala Thursdays" promotions via suggestive words and exclamations.
- » Following the launch of Cell C's "99 Cents For Real" marketing campaign in May, MTN filed two urgent complaints against Cell C with the Advertising Standards Authority of SA (ASA). It cited contravention of the section of the ASA Code that deals with disparagement and comparative advertising.
- the ASA ruled in favour of MTN, upholding its complaints with regards to both Cell C's radio and television adverts, and directing the company to withdraw them both – with immediate effect – and not use them again in their current format.



ITWeb, 11 September 2012

CELL C'S EFFORTS PAY OFF

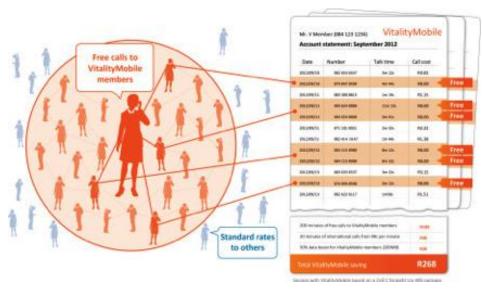
- » Cell C currently has 9.4 million customers, and is signing up 700,000 new subscribers each month according to Cell C CEO Alan Knott-Craig
- » However, it is currently not clear what Cell C's net additions are as this is a figure which the company would not disclose
- » Knott-Craig has attracted a lot of attention in the local cellular space by slashing voice and data prices, and by introducing innovative new contract packages
- » To date Vodacom and MTN have not responded to Cell C's price moves in the voice space, which may assist Cell C to gain market share, especially in the price sensitive prepaid market



BusinessTech by MyBroadband, 19 September 2012

DISCOVERY AND CELL C PARTNER UP

- Discovery Vitality and Cell C announced the launch of VitalityMobile, a partnership that will give Vitality members access to free calls when calling other VitalityMobile members
- » Gidon Novick, CEO of Discovery Vitality said, "The genesis of VitalityMobile was the compelling trend of technology as an enabler to healthy living. VitalityMobile is an extension of this approach given strong evidence of the impact of community engagement in improving health status"
- » VitalityMobile is available to all 1, 6 million Vitality members in South Africa across fitness levels and Vitality statuses



MyNewsDesk, 28 September 2012

CELL C AND VODACOM REVISE ROAMING AGREEMENT

- » Cell C has revised its roaming contract with Vodacom, the updated terms of which are effective immediately.
- » The agreement allows Cell C customers to roam on Vodacom's network where there is limited Cell C coverage
- » Though neither party is commenting on the specific terms of the new deal, TechCentral has established reliably that the contract now allows Cell C to roam on Vodacom's third-generation (3G) mobile network. Previously, the deal extended only to the company's 2G network



TechCentral, 17 September 2012

VODACOM FORTIFIES SA APPS

- » SA's first mobile operator has enlisted some of the industry's biggest players in a venture aimed at strengthening the mobile application ecosystem in SA, and is set to launch SA's first multi-platform mobile app development workshop next month
- » Prins Mhlanga, managing executive of digital media at Vodacom, says industry players involved in the drive will present their best practice software engineering techniques, and provide insights on some of the most advanced mobile application software development tools.
- We hope this programme will encourage local developers to get actively involved in the creation of an ecosystem of local apps in SA."



ITWeb, 13 September 2012

UYS TO MOVE TO REMGRO

- » Vodacom's former CEO, Pieter Uys, will join investment holding company Remgro from next April
- » Vodacom announced Uys' surprise resignation as CEO in July and said he would be replaced by Shameel Aziz-Joosub
- » Earlier this month, Uys stepped down from the board and his position was taken up by Aziz-Joosub, who will also take up the role of MD of Vodacom SA
- » Remgro says Uys will join its management team from next April and will also serve on the management board. "His proven operational expertise and knowledge of new technology will be an asset to the company."



ITWeb, 25 September 2012

SECTION 5

MOBILE BANKING

MXIT MONEY STUDIES USERS IN TESTING PHASE

- » Mxit Money is a platform which uses Standard Bank's Instant Money services to allow Mxit users to move money around with a number of different functions. It is available as a service within Mxit or as a standalone iPhone app
- » Since its launch in August, Mxit Money has been an invite-only testing phase comprising a few thousand users, some of whom have been given money to use
- » The ability to purchase airtime and electricity has already proved popular. Then the usual remittance activity, with people sending money to relatives in other places. "We're also seeing a bit more social stuff, like people approaching each other for R50 loans," Mxit Money CEO Kevan Christmas said
- » Recent news is that FNB has integrated its eWallet service into Mxit Money, its mobile commerce platform, to create FNB Moola+

Freedom to write the future

Africa's biggest bank meets Africa's biggest social network





BDlive, 2 October 2012 Daily Maverick, 5 September 2012

ETISALAT NIGERIA INTRODUCES MOBILE MONEY SYSTEM

- » Mobile operator Etisalat Nigeria has entered into a partnership with four local banks to introduce a mobile money payments and transfers in the country
- The mobile money system, called Easywallet, is planned by the company to give Etisalat subscribers easy access to cash transfers and payments.
- The four banks involved in the partnership include First Bank, GTBank, Stanbic IBTC Bank and Zenith Bank
- » Furthermore, the application supports English, Hausa, Igbo and Yoruba and is compatible with all makes and models of phones, smartphones and tablet devices
- Etisalat Nigeria chief executive officer, Steven Evans, said "By enabling people to use their mobile phones as mobile wallets, we hope to deliver lasting benefits not just for our customers, but also for the Nigerian economy."



ITWeb Africa, 17 September 2012

APP SUITE NOW AVAILABLE FOR ANDROID TABLET, IPHONE AND IPAD

- » Less than a month after launching the Nedbank App Suite to Android handset users, the app is now available to consumers using Android tablets, iPhones and iPads
- "Through the launch of the app suite Nedbank has taken a step closer to achieving our goal of empowering clients to do all their banking even more securely, anytime, anywhere.' says Anton de Wet, Managing Executive, Client Engagement.
- » BlackBerry and feature phone users won't have to wait long to experience the safety and convenience of the Nedbank App Suite with the complete roll-out anticipated to take place before the end of the year
- » Consumers using the Microsoft operating System will have access to the Nedbank App Suite next year



Nedbank, 25 September 2012

NEDBANK TESTS MYFINANCIAL LIFE

- Nedbank launched its personal financial management service, MyFinancialLife, to staff ahead of its planned public launch
- "We believe that allowing our staff first-hand experience of interacting with this exciting new innovative tool, before launching it to the market, will ensure an improved client experience," says Nedbank
- The service will be available to both Nedbank and non-Nedbank clients and will be free of charge
- The new service will provide six core functions at launch: net worth calculation, spend analysis, budgeting, saving for a goal, customisable alerts and a calendar view



ITWeb, 3 September 2012

FNB OFFERS FREE DATA ACCESS

- In a convergence of banking and telecommunications, customers who use First National Bank's (FNB's)Internet service provider (ISP), FNB Connect, now get free access to their voice over IP (VOIP) services and the FNB Banking App
- Farren Roper, head of FNB Connect ISP and business operations, says the offer is a bid on FNB's part to encourage banking via its digital channels. "Our ADSL clients already have free access to FNB sites, but with the shift towards app banking, we wanted to extend the free access to our Banking App clients as well."



ITWeb, 11 September 2012

FNB DELIVERS 100 000 SMART DEVICES

- South Africa's First National Bank (FNB) has so far delivered up to 100,000 smart devices to its banking customers since the firm started selling smartphones and tablets in October last year
- This is according to the company's chief executive officer, Michael Jordaan, who made the announcement via his Twitter account
- "Today FNB passed 100 000 smart devices delivered to customers," Jordaan tweeted



ITWeb Africa, 27 September 2012

SECTION 6

SOCIAL MEDIA

SOCIAL MEDIA BREAKS BARRIERS IN SA

- » Social networking in South Africa has crossed the age barrier, the urban/rural divide and even the relationship gap, according to The South African Social Media Landscape 2012 study
- At the end of August, 5.33-million South Africans were using Facebook on the Web, 2,43-million were on Twitter and 9,35-million on Mxit
- » Because Facebook does not measure mobile-only usage among those who have registered via their cellphones, the full extent of its penetration is significantly understated: primary research by World Wide Worx shows that 6.8million people access Facebook on their phones
- » For more on the latest stats on the social media landscape go to: http://www.worldwideworx.com/socialmedia2012/



World Wide Worx, 4 September 2012

INSTAGRAM, FACEBOOK DEAL FINALISED

- » Facebook's acquisition of popular social photo-sharing application Instagram is finally official and the team behind Instagram will now move to Facebook's offices
- The deal only officially closed on 31 August- placing the value of the deal at \$715.38 million (since Facebook's share price was at \$18.06 at the time
- "While our team is making the short move to the Facebook offices, Instagram isn't going anywhere. The Instagram app and its features will stay the same, and we'll keep working together to build a better Instagram for everyone."
- » Facebook's VP of engineering, Mike Schroepfer also reiterated that Instagram will continue as an independent product and Facebook will help grow the service with its engineering team and infrastructure



ITWeb, 7 September 2012

FACEBOOK PUSHES INTO E-COMMERCE WITH GIFTS

- » Facebook announced the new "Facebook Gifts" service, which allows users to purchase and send real gifts to friends
- The new service is initially being implemented in the US, and Facebook says it will be rolled out gradually to the rest of its user base
- » Users will now be able to send gifts directly from birthday reminders or from friends' timelines. After choosing a gift, the user can add a card and then send, while also posting a notification of the gift to a friend's timeline, or choose to send it privately
- "Your friend can then unwrap a preview of the gift and it will show up on their doorstep a few days later," says Facebook. "You can pay right away or add your payment details later. Your friend provides their address."





ITWeb, 28 September 2012

FACEBOOK AIMS TO REACH NEXT BILLION USERS

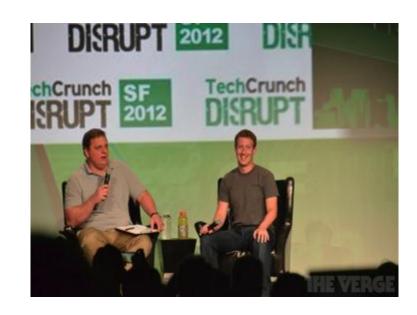
- Through a series of canny partnerships, acquisitions, and roll-outs, Facebook has made its service usable for anyone, whether they're using the latest iPhone or a five year old gray-market Nokia with a black and white screen. In many cases, users don't even have to have a data plan.
- » In May 2010, Facebook announced Facebook Zero. It is a simplified, text-only version of Facebook
- » In the 18 months after Facebook Zero launched in Africa, the number of Africans on Facebook ballooned by 114% (In the 10 months since then, the number of users of Facebook in Africa grew only 18%.)
- » Facebook's strategy to reach its next billion users is to convince them that Facebook and the Internet are the same



Quartz, 24 September 2012

ZUCKERBURG ADMITS HTLML 5 MISTAKE

- » Speaking publicly for the first time since Facebook's IPO listing in May, CEO and founder Mark Zuckerberg said the biggest mistake the social network has made as a company is betting too big on HTML5
- » Zuckerberg said many people underestimate how fundamentally good mobile is for Facebook as a company, and many commentators also tend not to realise how much progress Facebook has made in mobile over the last six months
- "The biggest mistake we made as a company was betting too much on HTML5, instead of native... We burnt two years," said Zuckerberg.
- » Adding to that, Zuckerberg said Facebook realised that "good enough is not good enough" when it came to the Facebook mobile experience, hence the decision to start from scratch and develop native applications



ITWeb, 12 September 2012

FACEBOOK LAUNCHES MOBILE AD NETWORK TRIALS

- Facebook's mobile usage has skyrocketed in the past year, and the common wisdom is that Facebook will have to find a way to monetise its users on mobile. But capitalizing on the mobile opportunity may not fully require Facebook to monetise them directly
- » Facebook announced that it has launched a trial of a mobile ad network that allows ad exchanges to target mobile ads to iOS and Android users based on Facebook's vast trove of user data
- » Facebook is providing data to existing ad networks and exchanges as AdAge notes, will likely be sharing a minority of the revenue generated by ad sales involving targeted using Facebook's data



Econsultancy, 19 September 2012

FACEBOOK HAS THE DATA ADVANTAGE

- » Brands and agencies are always looking for new ways to deliver ads with greater relevance
- "Facebook has a big advantage when it comes to data," Dave Martin, senior vice president of media at Ignited said. "They own more valuable data on more consumers than any other network by far
- "It will be worth it for a lot of advertisers who rely on data for targeting their digital and mobile ads to test the new network," he said
- The new mobile advertising strategy reflects the first big move by a social network into the ad network space
- » This is significant because social data can offer fresh insight into consumer behavior that can help drive results for mobile advertisers



Mobile Marketer, 20 September 2012

FACEBOOK FINDS NEW WAY TO SELL ADS

- In recent weeks, Facebook has begun selling ads in a new way that makes its massive inventory much more valuable—three times more valuable, according to one company buying the inventory and reselling it.
- This new method is called re-targeting. It has been used by ad-sellers outside of Facebook for years now.
- Facebook, however, only began selling re-targeted ads this summer, when it opened something called the Facebook Exchange, better known as FBX in the industry.
- FBX is what it sounds like: an exchange. Facebook has selected a dozen or so companies that will buy Facebook ad inventory and sell it to marketers using re-targeting.



Business Insider, 25 September 2012

DROPBOX INTEGRATES WITH FACEBOOK GROUPS

- » Facebook users will now be able to share Dropbox files, pictures, and folders to their friends and contacts in Facebook Groups
- Once you've linked your Facebook and Dropbox accounts, you will be able to browse and select files from your Dropbox just as if you were selecting from your own computer and then share them to your group. They'll immediately show up on your group's wall, and any updates or changes you make to the documents will automatically be shared to the group as well



FACEBOOK DELETES FAKE ACCOUNTS

- » Facebook has finally gotten round to deleting thousands of fake user accounts and removing illegitimate likes in a bid to clean up the social network
- Its not clear quite how how many accounts have been wiped out, but plenty of pages have seen massive drops in their fan numbers
- » Zynga's Texas HoldEm page lost 96,000 likes in a single day; Lady Gaga lost 31,700 "fans" in the same period
- » No doubt some people will be upset to see fan counts drop. But more importantly, getting rid of all these fake accounts should mean less spam — and that's good for everyone



Gizmodo, 27 September 2012

TWITTER CEO REVEALS FUTURE PLANS

- » Twitter will soon roll out a free tool for users to handpick and publish selections of tweets, reflecting the company's commitment to remain a neutral, interactive platform rather than become a media company, CEO Dick Costolo said
- » The new tool will allow users, including journalists, to manually curate and display tweets to accompany breaking news events
- » Costolo dismissed speculation that Twitter had plans to operate like a traditional media company. But the company has promised to unlock Twitter's full interactive potential once it has regained control over how users access Twitter across desktop computers and mobile devices



Reuters, 21 September 2012

TWITTER MAKES DESIGN CHANGES TO PROFILES

- » Twitter has unveiled a redesign of its mobile apps and changes to its main site, which serve the long-term goal of tightening the Twitter ecosystem and strengthening its position in the social media landscape
- One of the key features of the redesign is the new "header photo" for Twitter profiles. The update appears to borrow from some of the features of rival social networking platforms Facebook and Google+, especially with the new focus on images and mobile.
- » Twitter product manager Sachin Agarwal says the new profiles will help users get to know each other through their pictures. "Photo streams now appear below anyone's most recent Tweets on iPhone, Android and iPad."



ITWeb, 19 September 2012

MYSPACE GEARS UP FOR COMEBACK

- Myspace, the site that used to be the most
 popular social network in the world, is on the verge of a re-launch
 with a completely new look and user interface
- Justin Timberlake, who took an ownership stake in Myspace, took the wraps off the new Myspace by tweeting a link to a preview video: http://vimeo.com/50071857
- » The preview video shows a completely rethought and redesigned service that allows users to sign in with Twitter or Facebook and import content from other platforms – including photos, videos and playlists
- » This new look and feel reflects one of the trends Angus Robinson mentions in his mobile trends presentation on the move to more visual content

This is Myspace

ITWeb, 25 September 2012

MXIT ACQUIRES MOTRIBE

- » Motribe has been working closely with Mxit over the last few months for the platform
- » The most successful apps include MxPix (an Instagram-style photo sharing and filtering app that hit a million users in just over a month) and JudgeMe, an app that allows people to meet each other by uploading, browsing and judging their photos.
- » The company was founded by Vincent Maher and Nic Haralambous in 2010 and currently employs a staff of about 10 people
- The deal will see Mxit absorb all of Motribe including its staff, effectively making it a division of Mxit
- » It will also see Haralambous, Motribe's current CEO, leave the company while CTO Vincent Maher will become co-Head of Community at Mxit with Peter Matthaei



Ventureburn, 23 September 2012

2GO BECOMING MXIT'S BIGGEST COMPETITION

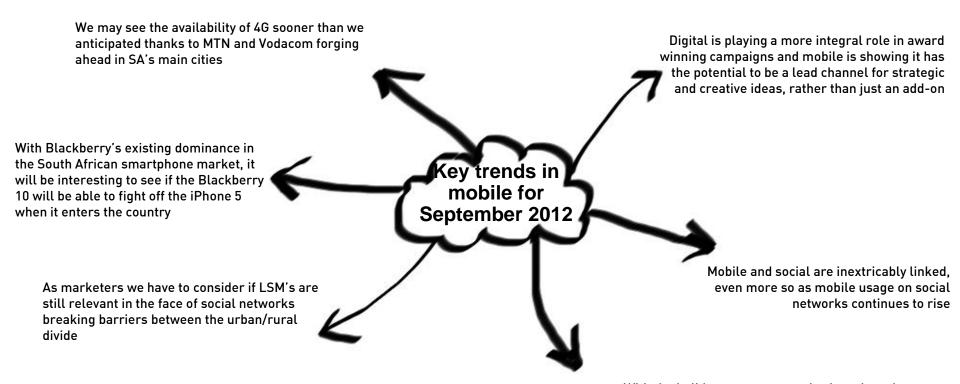
- 2go, which was founded five years ago, has 1,5m active users in SA but this pales next to the more than 9m active users in Nigeria. It claims it has has more than 21m users across Africa, Indonesia and India and focuses specifically on the feature-phone market, though it is looking to offer smartphone applications, too.
- 2go is a direct rival not only to Stellenbosch-based Mxit, but it also competes with Research in Motion, with its BlackBerry Messenger (BBM) platform, and the fast-growing, cross-platform WhatsApp.
- The company makes money not only from selling content and access to online chat rooms but also through advertising. The bulk of this revenue comes from clickable ads it displays on the 2go start-up splash screen.
- "We've seen amazing engagement rates with some campaigns because we can target by age, gender, or even handset type," says director Marc Herson



TechCentral , 19 September 2012

SECTION 7

SUMMARY & CREDITS



The hype of the launch of the iPhone 5 turned out to be major let down, that lacked the wow factor everyone was expecting

With the holiday season on our horizon, brands are gearing up for the influx of mobile usage – taking into consideration that consumers will be using a combination of search, social media and location based services

CREDITS



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