Introduction & Contribution
Ringier Africa AG

eCommerce Week 2018
Development Dimensions of Digital Platforms

Leonard Stiegele
General Manager, Ringier Africa AG
who we are
Sub-Saharan Africa’s leading media and marketplaces group outside South Africa.
we are present in markets with 15+ platforms.

Our Media

Our Production Brands

Our Marketplaces

+ Our Production Brands
the 360° breakdown

What we do with our platforms...

...to serve the mass market
what we look for

The basis of our business is the explosion of mobile internet use in Africa in the past years – especially by young people.
Sub-Saharan Africa Internet Users

Internet penetration is growing significantly across Sub-Saharan Africa. And users are eager for local content. This is a big opportunity.
Sub-Saharan Africa
Active Social Media Users in millions

18.0
6.7
4.6
3.20
2.60
0.6

Social
African internet users are very social, want to share and express themselves. This is unique.
Nigeria

- **Populous**: 185 Million Population
- **Young**: +50% under 20 Population
- **Mobile**: +2.89% Avg. Yearly GDP per Capita Growth 2006 - 2016
- **Growing**: 30% Smartphone Penetration
- **Digital**: 94% Mobile Penetration
- **Digital**: 47% Internet Penetration

Ghana

Populous

28 Million Population
+56% under 24 Population

+7.7% Avg. Yearly GDP per Capita Growth 2006 - 2016
21% Smartphone Penetration

Growing

28.4% Internet Penetration

Mobile

132% Mobile Penetration

Digital

Kenya

Populous
48.5 Million Population

Young
+59% under 24 Population

Mobile
+2.9% Avg. Yearly GDP per Capita Growth 2008 - 2016
44% Smartphone Penetration
96% Mobile Penetration

Growing
89% Internet Penetration

Digital

Uganda

- **Populous**
  - 40 Million Population

- **Young**
  - 64% under 20 Population

- **Mobile**
  - 5.6% Avg. Yearly GDP per Capita Growth 2006 - 2016
  - 4% Smartphone Penetration
  - 56% Mobile Penetration
  - 19% Internet Penetration

**Growing Digital**

Sénégal

15.4 Million Population
62% under 24 Population
1.2% Avg. Yearly GDP per Capita Growth 2008 - 2016
21% Smartphone Penetration
117% Mobile Penetration
23.4% Internet Penetration

Côte d’Ivoire

- **23 Million** Population
- **57.9% under 24** Population
- **4.2%** Avg. Yearly GDP per Capita Growth 2006 - 2016
- **16%** Smartphone Penetration
- **122%** Mobile Penetration
- **22%** Internet Penetration

We have often been surprised by the high growth and learnt a lot in Africa.
And exemplary number: 148 million

...views of our videos in Africa online per month
...and about 100 million user-reach cross-platform

beating global benchmarks in distribution power
Our Learnings from Sub-Saharan Africa/Outside South Africa
The Sub-Saharan African digital eco-system (1)

**Users:**
- Internet and social media usage rates are continuing to grow rapidly with the proliferation of cheap smart phones and reducing mobile data rates – sophisticated use of mobile, video etc. en masse.

**User Behavior:**
- Users are open to online opportunities to cover basic needs – of communication, information and non-physical trade, and desires – of entertainment and connection.
- They are still much less inclined to **physical eCommerce**, as the underlying infrastructure does not support large-scale local uptake.
Corporate Behavior:
- Corporates are now thriving to move online and digitize. They lack behind in sophistication of data, availability of technology and tracking on the one hand, but naturally embrace the newest, natural forms of digital advertisement and other forms of digitization.

Investors:
- Primarily strategic Chinese and early-stage American investors are dominating the current VC scene in Africa, but newly-raised Africa-focused European technology funds are showcasing a growing European interest.
- However, overall too little funding is present in the eco-systems to embrace all opportunities and foster more digital entrepreneurship.
Our Recommendations
Best Practices:
- Active learning from other markets that have established thriving internet eco-systems and forward-looking corporates is crucial. → What have other countries done to attract high-growth technology companies and made them thrive?

Understand Unique Advantages:
- With best practices in place, different markets have unique opportunities – embrace them!
→ For example, how can digital use a large single market economy or a well-positioned regional hub?
What we see as crucial for SSA countries to embrace (2)

Ease of Doing Business:
- Entrepreneurship is difficult enough. It should be easy to start a company; operate it in the legal and regulatory environment and get it funded.
→ What are the basic needs for entrepreneurs & corporates and how can they be facilitated?

International Investors:
- International investors will be crucial both from a financial as well as from a knowledge-transfer perspective to boost the digital economy in SSA
→ Investors should be deliberately attracted to invest in SSA.
Thank you.

Contact

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