

Advertising in the competitive telecommunications, broadband and connectivity landscape

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The telecommunications and broadband sectors are amongst the most competitive industries in SA - not to mention critical for economic growth and improvements in society. On 31 May 2019, Brand Intelligence™ firm, Ornico and Financial Mail will host the next AdForum event, where a panel of advertising industry experts will analyse recently flighted print, television and radio advertising in the sector, including a look into the trends taking place around connectivity in SA, advertising spend and market engagement.



The poster features a textured grey background with a vertical line separating the left and right sides. On the left, the 'financialmail Ad FORUM' logo is displayed, with 'financialmail' in a yellow box and 'Ad FORUM' in large black letters. On the right, it says 'in association with' above the Ornico logo, which includes a stylized red and black figure and the text 'ornico KNOW HOW TO GROW'. The main title 'TELECOMS AND BROADBAND ADVERTISING BORN FOR THE INTERNET' is centered in bold black text. Below this, three paragraphs of text are followed by a yellow horizontal line. The bottom left contains event details: '31 May 2019 | Houghton Golf Club', 'To RSVP, contact Jade Fleishman', and 'FleishmanJ@tisoblackstar.co.za'. On the right side, there is a decorative graphic of colorful human figures in green, orange, yellow, and purple. At the bottom, there are logos for 'theredzone' (with 'fm' in a red circle) and 'tiso blackstar events.'.

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KNOW HOW TO GROW

TELECOMS AND BROADBAND ADVERTISING BORN FOR THE INTERNET

Good advertisers promote products, but great advertisers turn simple products into an enchanting experience.

Telecommunications and broadband connectivity advertising is about turning simple product descriptions into fascinating stories, making their services and products even more desirable than others.

Out of 10 ads being reviewed, which brand has the smartest, most enchanting ad and which hasn't quite understood their customers?

Join Phumi Mashigo and her skillful panel as they discuss ways to succeed in the fast paced telecommunications and broadband connectivity market.

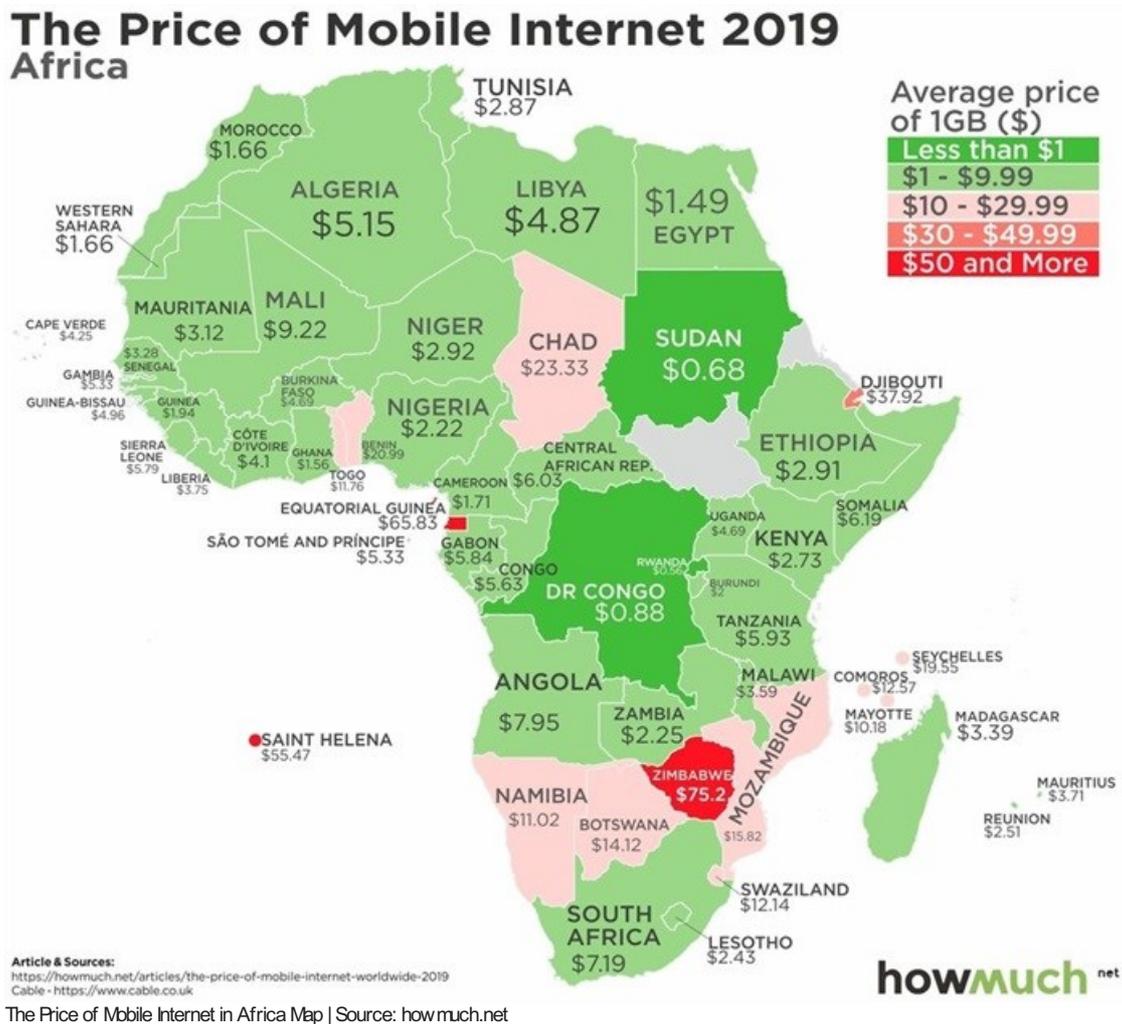
31 May 2019 | Houghton Golf Club
To RSVP, contact Jade Fleishman
FleishmanJ@tisoblackstar.co.za

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There has been much movement in the mobile telecommunication industry, together with massive changes in the past year brought about by data-only network operator Rain increasing its market share. Rain announced earlier in the year that it would be the first company in SA to launch a commercial 5G network. This comes about through a partnership between Rain and Huawei - which is said to be a first on the African continent and one of the first in the world.

The high cost of data in SA is an ongoing debate and data cost discussions have pointed to MTN and Vodacom charging higher data prices in SA than they do in other parts of the continent. This may be changing in the future. Pricing strategies are certainly reflected not only in mobile network operators' advertising, but among broadband providers as well.

A visualisation map by Howmuch.net reveals that data in SA costs more than in most African countries at \$7.19 per gigabyte (GB). South Africa is ranked in position 143 out of a total of 230 countries measured in [the report](#). When compared to countries such as Sudan, where it costs customers \$0.68 per GB, and the Democratic Republic of Congo's \$0.88 per GB, South Africans certainly pay more. That said, Zimbabwe has, by far, the highest data costs in Africa and the world at \$75.20, according to the report.



A GSMA report on Africa's mobile economy predicts that GDP contribution, as a result of mobile technologies, will increase from 6.7% in 2015 to 7.6% of GDP in 2020. This amounts to an estimated \$210bn as African countries see benefits from improved productivity and changes in the nature of work.

For more information on the AdForum event, which takes place at the Houghton Golf Club on 31 May, or to book your ticket, contact Jade Fleishman on (011) 280-3402 or fleishmanj@tisoblackstar.co.za.

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