

Advertising in the competitive telecommunications, broadband and connectivity landscape

Issued by [Ornico](#)

20 May 2019

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.



financialmail Ad FORUM

in association with
ornico
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

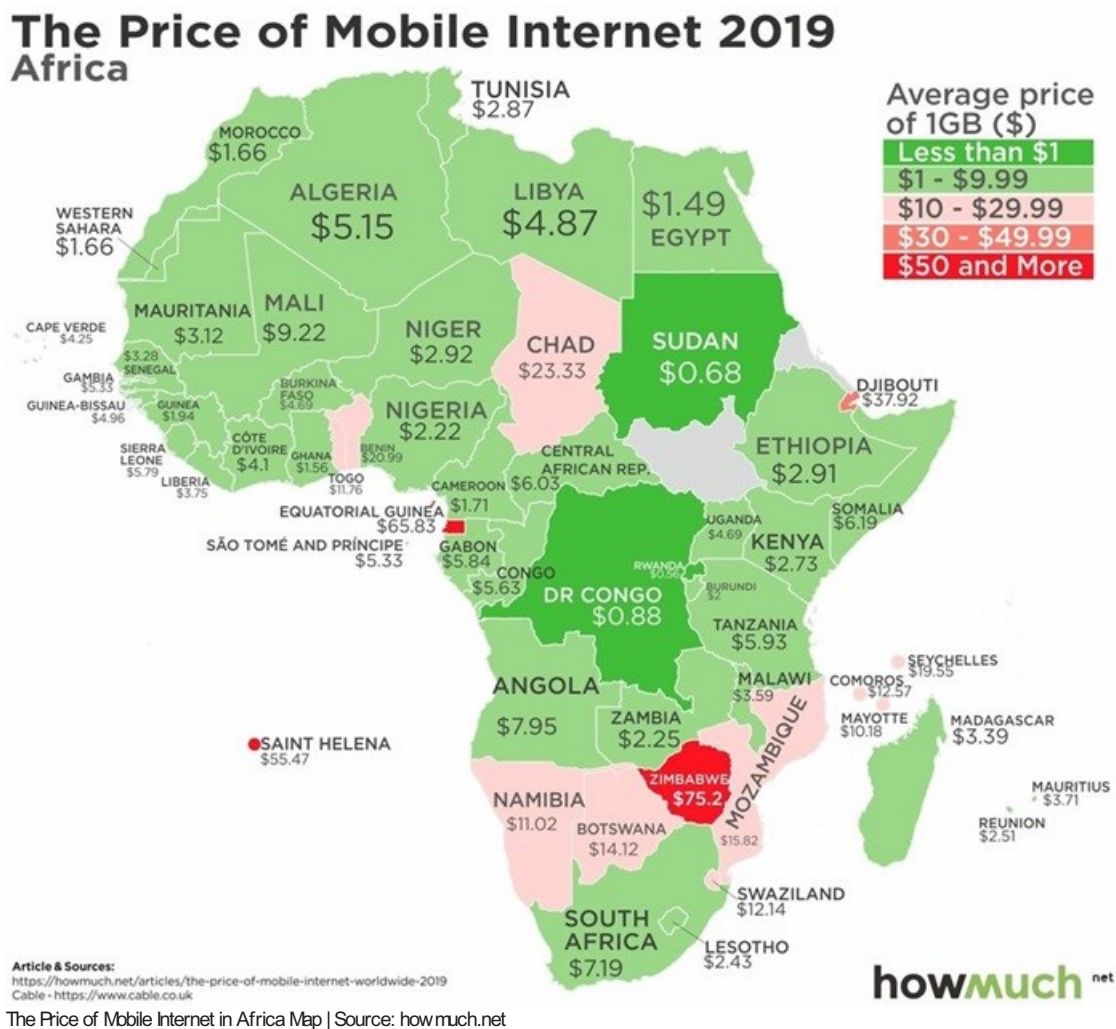


[click to enlarge](#)

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.



[click to enlarge](#)

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.

- **Provide your insights for the 2024 Social Media Landscape Research** 16 May 2024
- **Ornico celebrates win at the Global AMEC Awards 2023** 29 Nov 2023
- **Ornico launches the 2nd annual edition of the SA PR Measurement Landscape Report** 28 Nov 2023
- **Ornico launch webinar: 2nd annual edition of the SA PR Landscape Report** 16 Nov 2023
- **Calling all communicators: Participate in the 2nd Annual SA PR Measurement Landscape Report Survey** 12 Oct 2023

Ornico



Ornico provides brand, media and reputational intelligence and research to provide an independent view of brand performance. Gain the competitive edge by making strategic marketing and communications decisions to outsmart the competition.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>