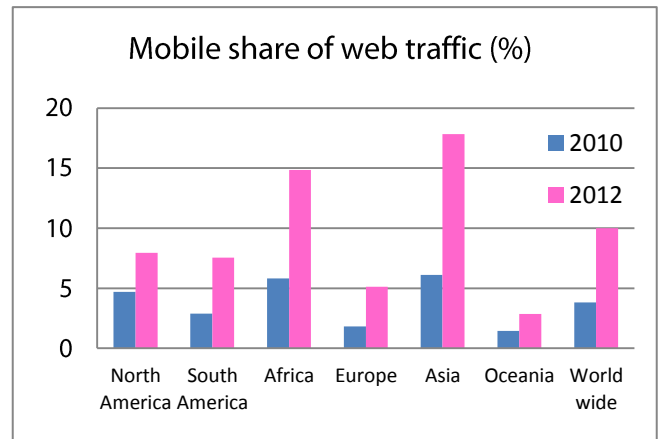


# Africa is going online and going mobile – in 2012, Africa’s share of mobile internet traffic was second in the world while its smartphone growth rate led the world

Africa’s share of internet via mobile increased by over 150% between 2010 and 2012, growing from 6% to 15%. While second to Asia, the African share of internet traffic via mobile is well above the global average and projected to continue its growth.



This growth is likely driven by growth in smartphone usage and sales. Smartphone growth in the Africa/Middle East region was expected to be 28% in 2012, the highest growth rate in the world.

