

ICT's Role towards a knowledge economy

Local Content for growth of Internet usage

David Ndungu

Marketing Manager

Microsoft East & Southern Africa

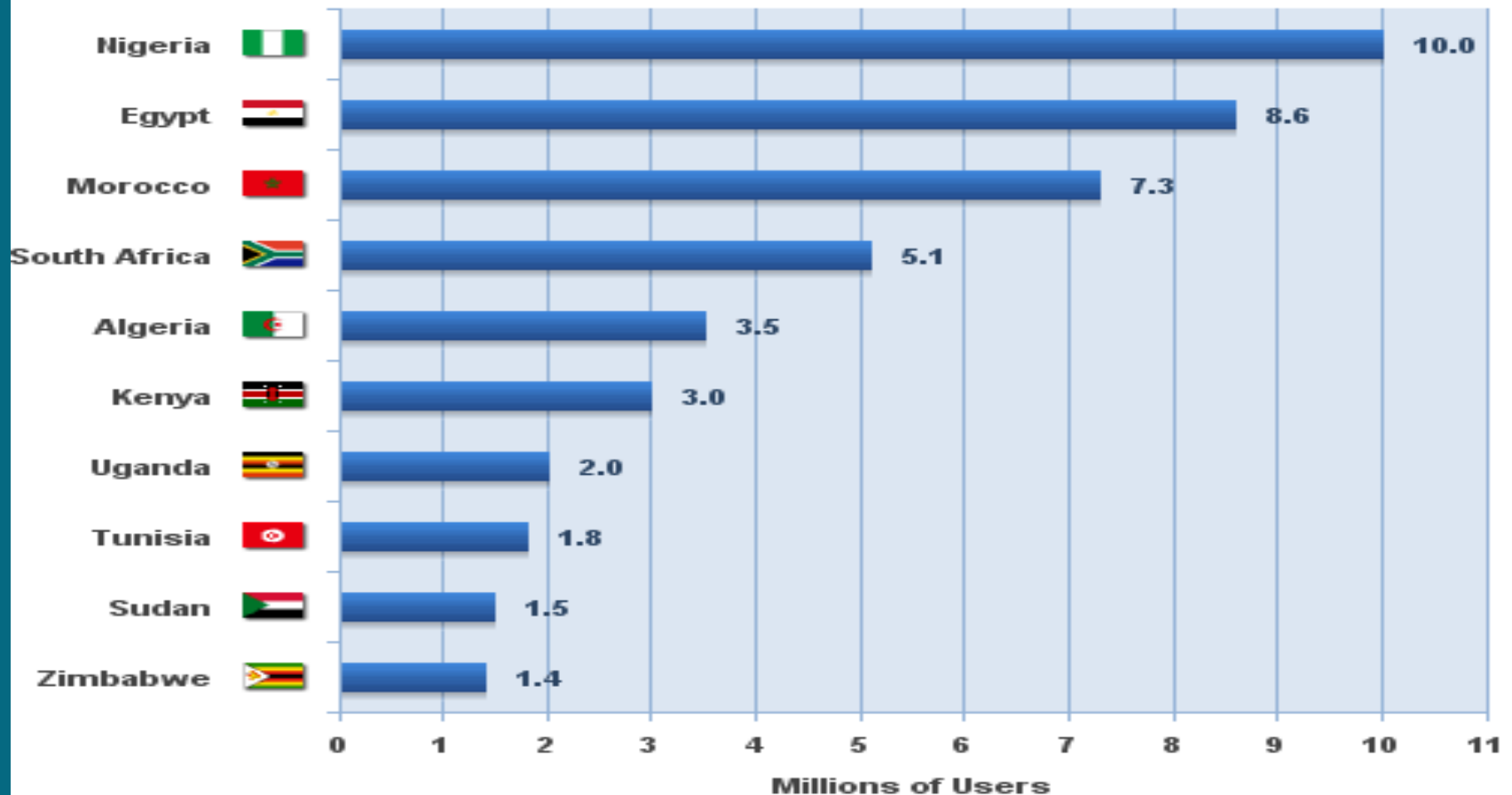
To put it in context....

Africa

- 955 million people
- 51 million users
- 1 million broadband subscribers
- Africa has 3.5% of all internet users in the world

To put it in context....

Africa Top 10 Internet Countries



Source: Internet World Stats - www.internetworldstats.com - June, 2008
Copyright © 2008, Miniwatts Marketing Group

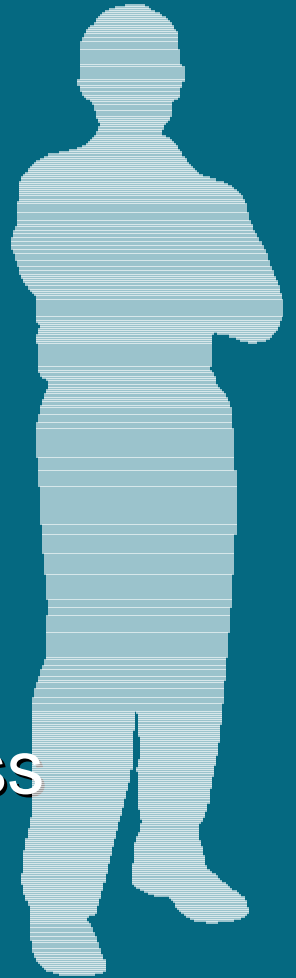
Kenya To put it in context....

- 37 million people
- 3 million users (8% of total population)
- 1,400% growth in number of internet users in the last 8 years
- Exponential growth in the available bandwidth
- What are we doing on the internet?



What do we do online?

- Webmail (90%)
- Facebook and other social networking sites
- YouTube
- Instant messenger & chatrooms
- Research
- Consumer to business; business to business
- Other



A case for more local content

- Delivered through local developers, digitization and Web 2.0
- More transactional
- Legal framework

DESKTOP



ONLINE



DEVICES



Relevance for Social & Economic Growth

Can our information be found?



Universities have access to the tools

- Microsoft IT Academy
- Live@Edu
- MSDNAA
- Strathmore University
- Nairobi University
- Jomo Kenyatta University
- Maseno University
- Masinde Muliro University
- Daystar University
- USIU
- Egerton University



Microsoft®

Your potential. Our passion.™

© 2007 Microsoft Corporation. All rights reserved. Microsoft, Windows, Windows Vista and other product names are or may be registered trademarks and/or trademarks in the U.S. and/or other countries. The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation.

MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.