June 17-19, 2014 | Cobb Galleria | Atlanta, Georgia

WebRTC IV
CONFERENCE & EXPO

The Longest Running Global
WebRTC Ecosystem Event

#webrtcexpo | @webrtcexpo

www.webrtcexpo.com

The Global View

Tim Panton

Westhawk

Speakers

- David Alozie
  - Etisalat Nigeria

- Chip Wilcox
  - Temasys

The Picture of Africa in the WEBRTC 6.2Billion users forecast come 2018

David Alozie

Etisalat Nigeria

- **D-** DREAM ACHIEVER
- **A-** ANALYTIC
- **V-** VISION DRIVEN
- **I-** INSPIRATIONAL
- **D-** D.I.N.

The African situation

- Perception/awareness
- availability of internet
- cost of mobile internet
- The Telcos (fight or friendship)

Image Source: www.athletesforchange.org

OPPORTUNITIES

- **cheap calls and free roaming**
- **Entertainment & Education**
- **job market**
- **financial institutions**
- **health (telemedicine)**
- **Contact centres**

Image source: www.newsfromatlantis.com

The Little Red Dot and Asia

Chip Wilcox

Temasys

About Me (& Temasys)

A Long And Winding Road…

- 20+ years in Financial Services, Healthcare, Consulting, Digital Media,& Advertising
- Call Centers, System Integration, Web Services, Product Ops, Corporate Development, and more…
- Heavily dependent upon Real-Time Comms
- Relocated to Asia (Singapore) in 2006
- Last favorite gig? Product Manager for Y!IM (SEAsia)
- Joined Temasys in Jan 2014

Current Interests

- Leadership
- Personal Development for Everyone
- Sustainability

Asia: Massively Mobile and Complex

Asia

- Population ~4 billion in 2014
- 1 billion internet users @ June 2012 - 44% of world
- Mobile is critical: ~50% of world's mobile subscribers ~2014
- 3.3 billion people using mobile devices ~2014
- Early adoption of 3G+, now 4G/LTE rolling out
- Yes, India and China are massive markets, but…local players dominate, the barriers to entry are high, barriers to success are higher

SE Asia (SG, ID, MY, PH, TH, VN)

- 500+ million population
- 10+ religions
- 300+ ethnic groups
- 700+ languages

Source: http://www.internetworldstats.com/asia.htm

Thank You

Please remember to complete an evaluation of today's sessions

Questions (hidden)

1. Power issues – brown outs ? Solar?
2. Bandwidth – not evenly distributed (codecs)
3. Telco opposition or support
4. OTT vs incumbent
5. Social issues – privacy
6. Language – script/fonts/timbre

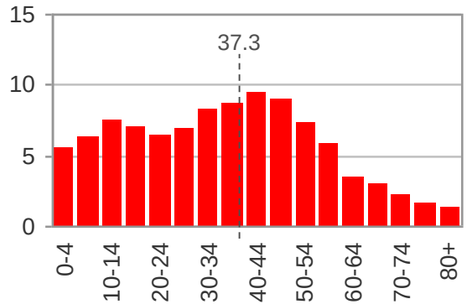
Singapore

Online Users: 3.6m
Online Penetration: 82%

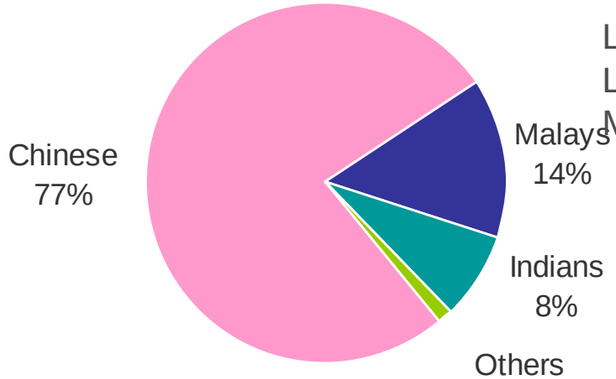
Mobile Connections: 4.0m
Mobile Penetration: 90%

- Highest per-capita income in Asia outside Japan
- Developed nation status; most wired in SEA
- Success outwardly defined – 'The 5 Cs'
- Transparent; rules-driven culture

Age Structure

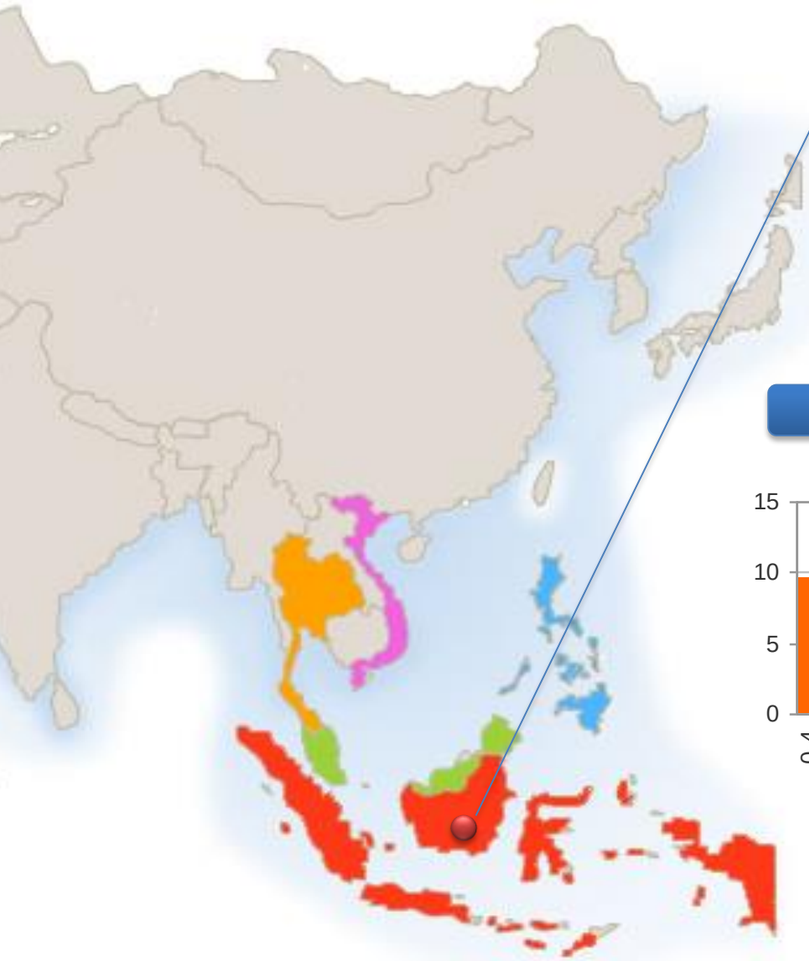


Ethnic Composition



Literacy: 92.5%
Languages: English / Mandarin / Malay / Tamil

Indonesia

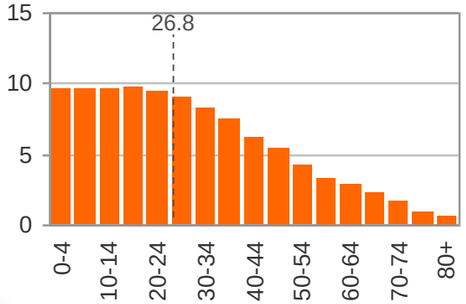


Online Users: 11.7m
Online Penetration: 5%

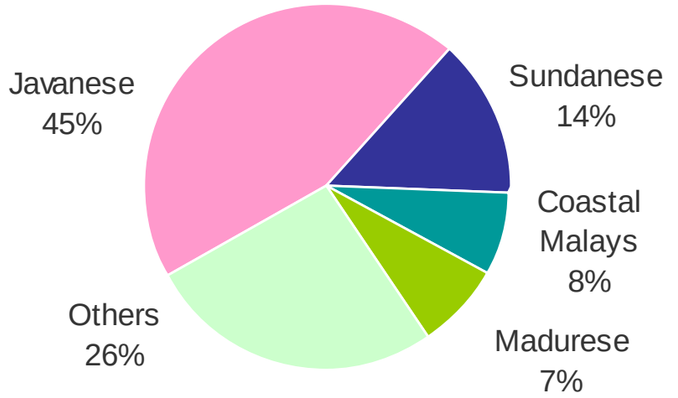
Mobile Connections: 56.3m
Mobile Penetration: 23%

- World's fourth largest consumer market
- Home to the world's largest Muslim population
- Middle-class strugglers disillusioned with the system
- Devotion to God; Family is next cornerstone

Age Structure



Ethnic Composition



Literacy: 87.9%
Languages: Bahasa Indonesia/English