

# Hotspots : Africa , Q3 11

1. In Q3 of 2011 a total of 3.2 billion ads were served across continental Africa. This continues a year of growth across Continental Africa characterized by 135% more traffic compared to 2010. Seven countries drew traffic in excess of 100 million ads served per quarter and three countries (South Africa, Nigeria and Kenya) saw more than half a billion ads served in Q3 2011.
2. Among the top markets, Ghana continued to show strong quarterly growth throughout the year. Ghana grew another 31% in Q3 to raise YTD growth to 214% compared to 2010. This reflects network stability & consistent usage of mobile internet and augurs well for content publishers and advertisers.
3. Further depth is seen this quarter as 26 countries (22 in the last quarter) drew more than 10 million ads.
4. Notable this quarter is the return of mobile internet usage to Libya. Traffic is expected to continue growing although this may take awhile to return to levels reached at the end of 2010.
5. Altogether, across continental Africa, rapid growth (54%) is expected to continue as networks stabilize with more subscribers surfing on a regular basis. Higher growth rates are possible as demonstrated by similarly disparate markets of Latin America (253%) and Europe (88%).

Country	Cost Per Click
South Africa	\$0.13
Kenya	\$0.06
Egypt	\$0.03
Sudan	\$0.03
Ghana	\$0.02
Morocco	\$0.02
Nigeria	\$0.02

#	Africa	Q1 11	Q2 11	Q3 11	YTD vs 2010
1	South Africa	614,375,252	595,366,394	595,443,877	83%
2	Nigeria	473,396,342	680,534,694	554,131,443	265%
3	Kenya	537,655,503	555,088,842	501,348,131	136%
4	Egypt	288,715,395	497,186,485	411,765,561	281%
5	Sudan	125,466,128	278,413,382	216,132,922	244%
6	Ghana	89,323,017	163,768,432	214,444,067	214%
7	Morocco	30,556,541	105,702,812	105,832,458	665%
8	Guinea-Bissau	47,438,010	93,007,389	73,204,848	39220451%
9	Ethiopia	16,943,828	41,776,836	57,982,824	876%



#	Africa	Q1 11	Q2 11	Q3 11	YTD vs 2010
10	Tanzania	15,853,139	34,218,554	52,476,804	159%
11	Libyan Arab Jamahiriya	164,672,040	41,310	48,435,486	38%
12	Tunisia	23,723,716	36,523,038	36,305,163	303%
13	Cameroon	6,165,443	15,441,911	30,345,417	574%
14	Zimbabwe	6,557,741	16,678,398	28,494,660	2972%
15	Côte d'Ivoire	9,278,543	7,065,851	22,377,922	145%
16	Zambia	4,457,976	11,796,310	19,755,173	382%
17	Mauritius	9,558,756	18,628,932	19,269,415	147%
18	Malawi	6,972,855	10,443,142	19,018,286	367%
19	Namibia	12,274,846	17,502,539	18,820,688	134%
20	Uganda	5,743,394	9,666,791	18,639,072	642%
21	Mozambique	13,024,804	28,671,906	18,510,841	313%
22	Congo, Democratic Republic of the (former Zaire)	14,372,402	17,511,334	17,273,904	521%
23	Senegal	2,699,225	8,464,692	12,861,500	221%
24	Botswana	11,293,276	66,416,041	11,684,583	1508%
25	Algeria	4,680,574	9,187,049	11,090,653	227%
26	Liberia	2,991,349	7,535,036	10,120,564	202%
27	Burkina Faso	1,134,465	3,435,422	5,913,576	174%
28	Rwanda	1,948,176	4,773,823	5,807,885	262%
29	Angola	13,556,981	6,752,628	5,532,374	197%
30	Equatorial Guinea	972,965	1,602,513	4,692,418	412%
31	Madagascar	536,635	2,617,928	4,486,554	110%
32	Swaziland	1,718,552	1,834,442	3,432,335	117%
33	Niger	824,137	2,439,811	3,227,730	265%
34	Gambia	530,501	1,693,038	2,740,257	300%
35	Mauritania	138,467	947,852	2,688,177	1183%
36	Lesotho	1,042,253	1,286,743	1,914,754	133%
37	Mali	2,915,969	2,162,227	1,732,404	80%
38	Djibouti	312,808	604,022	1,333,148	261%
39	Sierra Leone	372,862	1,012,468	1,132,073	2053%
40	Benin	817,256	4,084,878	905,893	380%
41	Burundi	976,824	712,308	832,137	170%
42	Gabon	162,943	239,962	720,956	162%
43	Togo	266,449	431,656	700,483	89%
44	Chad	435,834	332,378	378,374	35%
45	Seychelles	301,516	358,276	326,901	144%
46	Cape Verde	129,813	488,807	295,218	243%
47	Congo, Republic of	51,198	76,811	92,120	324%
		<b>2,567,336,699</b>	<b>3,364,526,093</b>	<b>3,174,652,029</b>	<b>135%</b>

(Comoros and Sao Tome & Principe have no recorded traffic to date).