





Mobile broadband connects the unconnected			
 The Location Sandton, a wealthy business and shopping district in northern Johannesburg, is one of South Africa's key commercial hubs. Three miles to the southeast of Sandton, lies one of Johannesburg's oldest and poorest communities, the township of Alexandra. Situation/Context South Africa, with a population of 47 million, has a broadband penetration rate of 0.7% (or 350,000) while the average for OECD countries is 15.5%. Mobile broadband is now proving to be the fastest growing way to connect to the Internet even though ADSL has been available since 2003. With support from MTN SA and the GSM Association's Development Fund, the Alexandra Community Payphone site was made a part of the MTN@cccess project, a nationwide scheme to bring broadband and computing to low-income townships. Alexandra is unique in providing connectivity as it utilizes HSDPA, while the other sites provide access with EDGE at speeds around 256 kbps. 	 Focus Area Expose low-income townships to broadband and computing Boost education and healthcare Provision of a platform for entrepreneurship Implementation of 3G/HSPA services MTN South Africa founded a community payphone kiosk in June 2006. It offers the very poor community access to voice telephony services, and for the first time, cheap access to the Internet. The MTN@ccess community Internet café enterprise offers convenient access to health and education information as well as job vacancies and advice for finding employment. It is supported by an online portal developed by MTN, featuring a variety of useful and up-to-date local information. The café also provides business support services such as fax, photocopying, scanning and printing services. Alexandra's mobile broadband provides speeds in excess of 1.4 Mbps to it's three Internet connected PCs. 		
 The operator used, and operator benefits/business case/model The MTN@ccess projects are proving to be commercially viable project reached profit within two months of opening. MTN SA is now currently evaluating the best way to move forwa provide a full-packaged Internet café in a box, complete with m provide business and management advice to the entrepreneurs 	and do not require ongoing donations or charitable support. The ard and multiply. One approach is on a franchise basis; another is to ble broadband. Alternatively a third party could be introduced to		



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and the	o bs ervthing you could	CV's	Careers	Welcome to MTN@ccess, experience a whole new world of news, information and opportunities. Be a
possibly need for a successful career	Tenders		part of the internet now!	
Email Become a part of the Internet and create your own email address	MTN	Yahoo	Jobs Write and register your CV plus apply for jobs	
	Hotmail		Email	
	ducation	Aids	Universities	The new way to get in touch with everyone and anyone MTN: <u>www.mtnloaded.co.za</u>
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Check what the government is doing	Labour	National Lottery	Know your rights Labour: <mark>www.labour.gov.za</mark> Business	
Business Want to become your why boss? These sites will help make it happen	Business Tips	IDC	Start your own business, be your own boss The Industrial Development Corporation: <u>www.idc.co.za</u>	
	SAB Kickstart	Start Up Loans	Sport	
S/	port the latest information	Soccer	Rugby	Soccer: www.bsi.co.za Entertainment
for all your favourite sports				



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 The benefits when using 3G/HSPA services Benefiting the rural masses by providing: E-learning courses and access to new information Healthcare – Timely medical diagnosis and emergency help Local government initiatives Market rates for crop produce Live television, weather and info on fertilizer/pesticides Video conferencing Surveillance Example of results from Community Information Centers (via EDGE) driven by Grameenphone Cost for CIC set-up PC Equipment: Taka 80,000 Edge modem: Taka 13,000 Monthly service charge (No charge the initial 10 months) Service offerings Browsing per hour: Taka 20 Enail account set-up: Taka 20 School results: Taka 10 Per page printing: Taka 5 Skype with video per hour: Taka 50 Payback: 9 months Most popular services: Job search and printing government documents 	<image/>



































