

Perhaps an even more fundamental question mark surrounds the way the ICT industry tracks its development and evaluates its performance. A consistent message emanating from the forums was that traditional key performance indicators may need to be revisited. Current measures of mobile penetration do not cater for multiple SIM ownership, for example, while the business case for fiber rollout requires an understanding of existing service performance rather than mere availability. Meanwhile, in the world of applications, greater insight is required around customer usage. Download levels from mobile application stores may only tell half the story if consumers only use them once or twice. Deeper granularity on this score can only boost innovation in the long term.

