

Webinar on brand intelligence trends and insights in telecommunications in South Africa

Issued by [Ornico](#)

29 Oct 2020

Join Ornico and leading industry thinkers on Tuesday, 10 November 2020, at 10am, as we discuss current and future trends that are shaping the telecommunications industry in South Africa. The conversation will include changes and trends in advertising, leading stories and the impact of access to affordable data - among others.



The graphic is a dark blue rectangular banner. On the left, the Ornico logo is at the top, followed by the title 'BRAND INTELLIGENCE® TRENDS AND INSIGHTS IN TELECOMMUNICATIONS IN SOUTH AFRICA' in large white capital letters. Below the title, it says 'Join Ornico and leading industry thinkers as we discuss some of the recent and future trends shaping the telecommunications industry in South Africa.' The date and time '10 November 2020 @ 10:00' are in large blue text, followed by 'Register here: <http://jo/my/telco>'. At the bottom left, it says 'Follow Ornico for updates, trends and insights:' with icons for Facebook, Twitter, and LinkedIn. On the right side, there are four hexagonal portrait photos of the speakers: Melody Maker, Samuel Mungadze, Raj Wannappa, and Oresti Patrício. Each photo is accompanied by their name and title in small white text. The background of the graphic features a faint pattern of white hexagons.

BRAND INTELLIGENCE® TRENDS AND INSIGHTS IN TELECOMMUNICATIONS IN SOUTH AFRICA

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Melody Maker
Digital Partner
M&C Saatchi Abel

Samuel Mungadze
Senior Journalist
ITWeb

Raj Wannappa
Founder and CEO
Future Horizon Technologies

FACILITATED BY:
Oresti Patrício
CEO, Ornico

According to a report by Cable.co.uk, a UK price comparison website which compared 228 countries by mobile bandwidth pricing, South Africa was ranked at 148 and was among the most expensive countries for mobile data. ITWeb senior journalist, [Samuel Mungadze](#), further writes that following investigations, the Competition Commission recommended that MTN and Vodacom reduce their mobile data pricing by half.

Telecommunications, broadband and general affordable access to the internet are said to have the ability to improve business and create jobs. [According to Makhtar Diop](#), the World Bank's Vice President for Infrastructure, Africa's working-age population is expected to increase by some 450 million people between 2015 and 2035 where affordable internet access will mean creating millions of job opportunities.

In this Brand Intelligence® webinar discussion on Telecommunications Trends in South Africa, Ornico is joined by:

- Melody Maker, Digital Partner at M&C Saatchi Abel;
- Raj Wannappa, Founder and CEO, Future Horizon Technologies and
- Samuel Mungadze, a Senior Journalist at ITWeb.

The discussion will cover some of the advertising, communication and industry trends that are shaping the telecommunications sector in South Africa.

The discussion will venture into some of the trends that were accelerated during the Covid-19 pandemic as more people relied on internet access for work, news and communication.

Brands and their marketing teams, agencies, as well as any other interested parties are invited to join this discussion and participate in the conversation.

To join us for this free-to-access event, please enter your details below to register:

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