

How Fibre To The Home can roll out free Wi-Fi and change SA

Tim Genders
COO - Project Isizwe



5TH OCTOBER, 2017



PROJECT
ISIZWE

2017 BICSI SOUTH AFRICA CONFERENCE, CAPETOWN

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Project Isizwe – City of Tshwane Network



Winner of the 2016 Wi-Fi NOW Award in the Affordable Connectivity



Winner of the 2016 World Wi-Fi Day Award in the Most Innovative City or Government Programme to Bridge the Digital Divide



Winner of 2015 Africom Awards in the Best Connectivity Solution for Africa and in the Best App for Africa



Winner of the 2016 FIRE Africa Awards, in the category Internet and technologies for social inclusion, strengthening democracy and the exercise of rights and freedoms

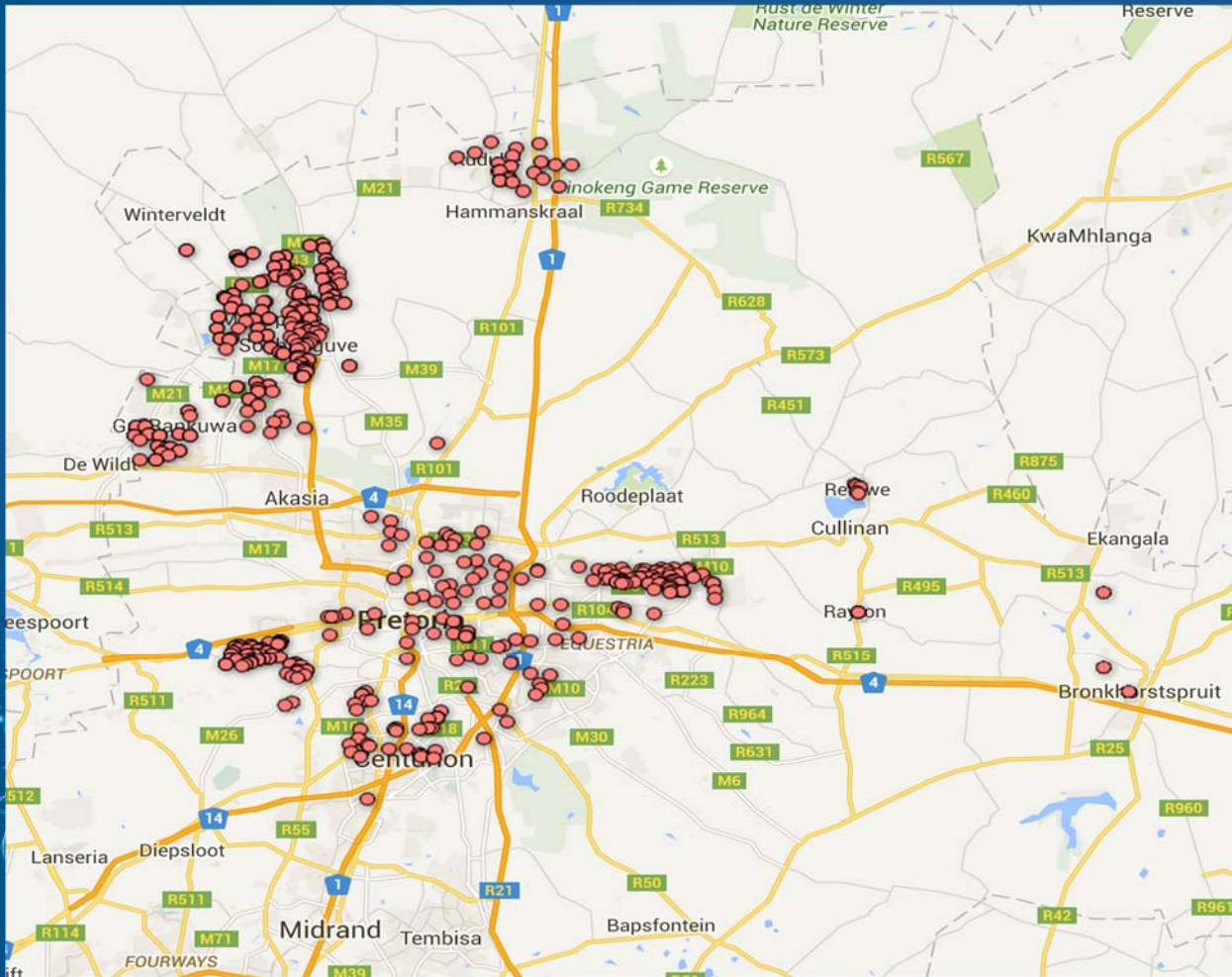


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Project Isizwe – Tshwane Network



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- 600,000 users a month
- 500 MB a day
- Up to 15 Mbps speed
- 1050 Free Internet Zones

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Project Isizwe – Tshwane Network

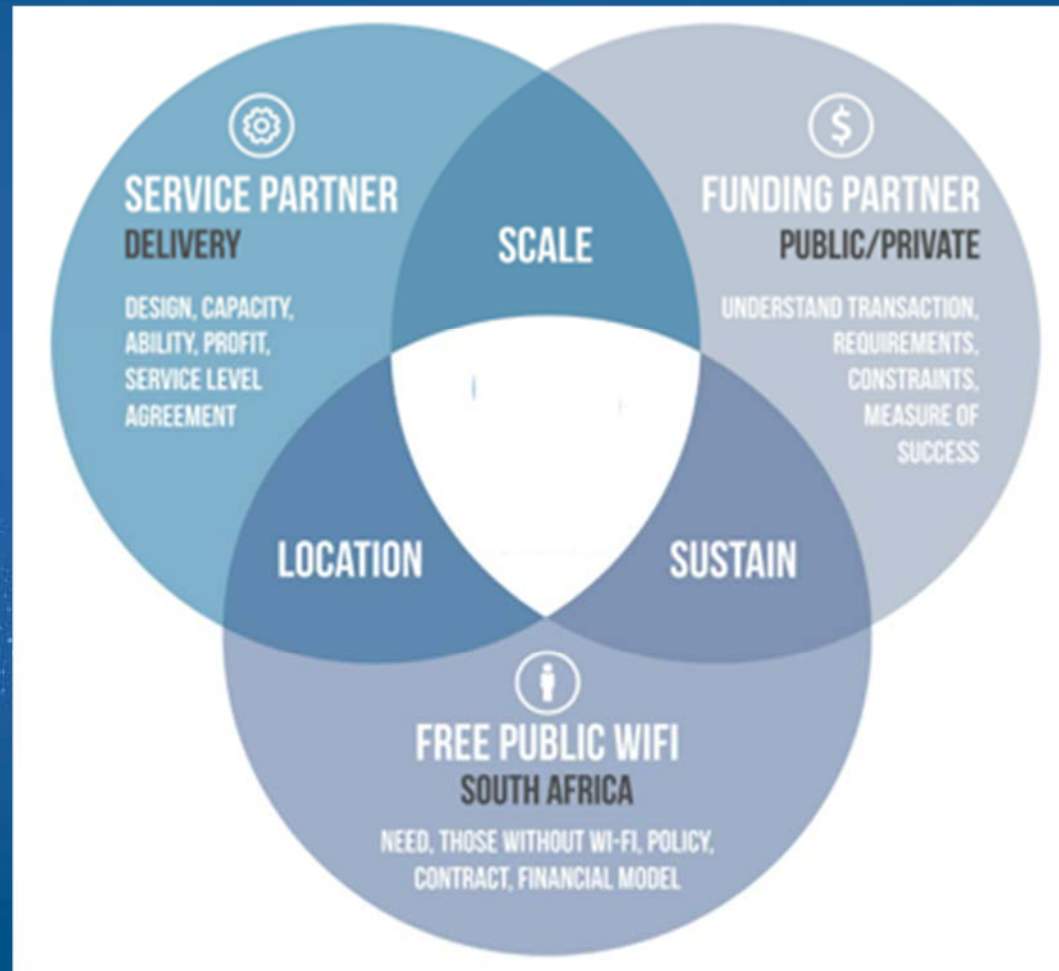


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Project Isizwe - Density

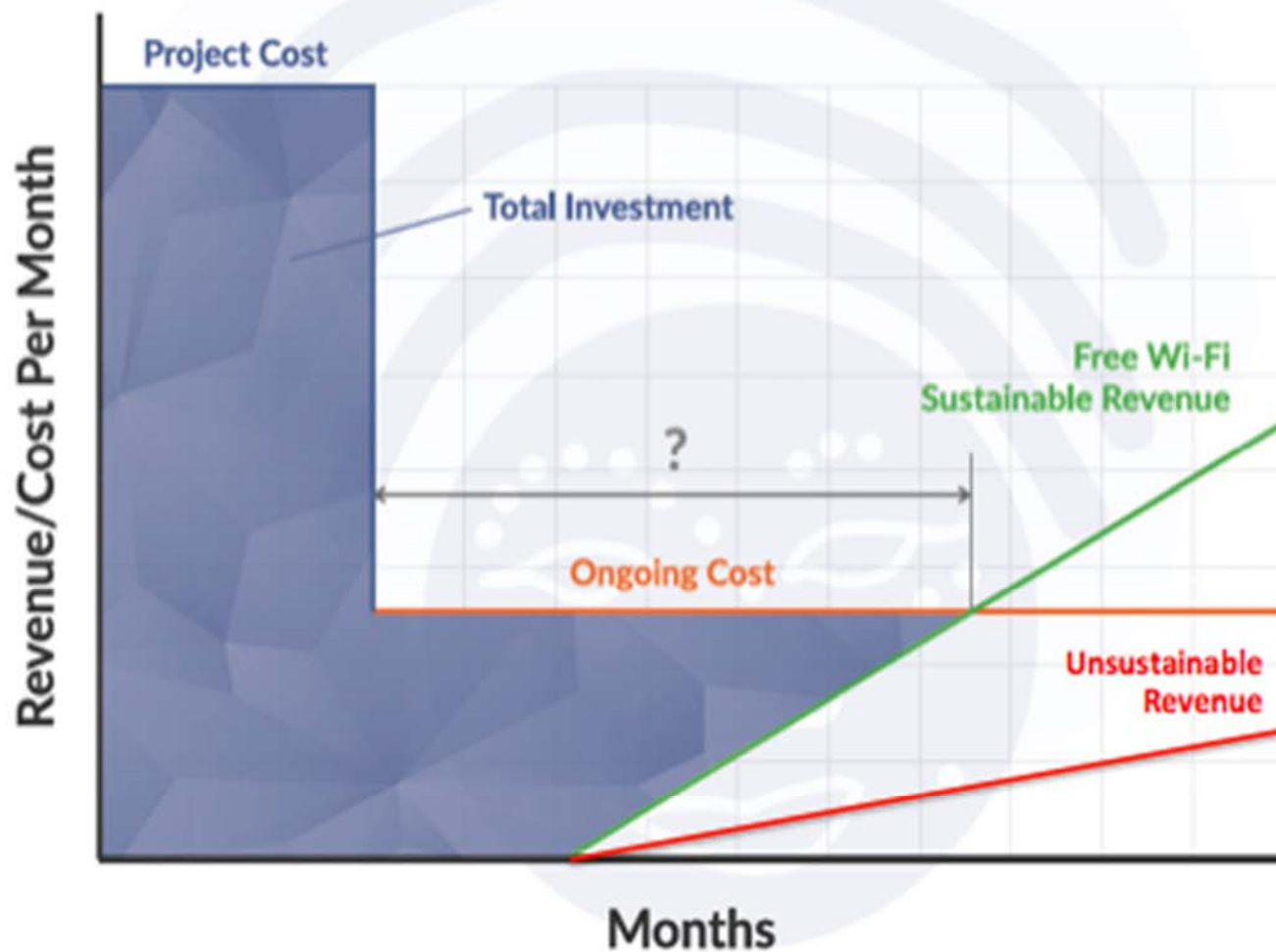


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Free WiFi for South Africa

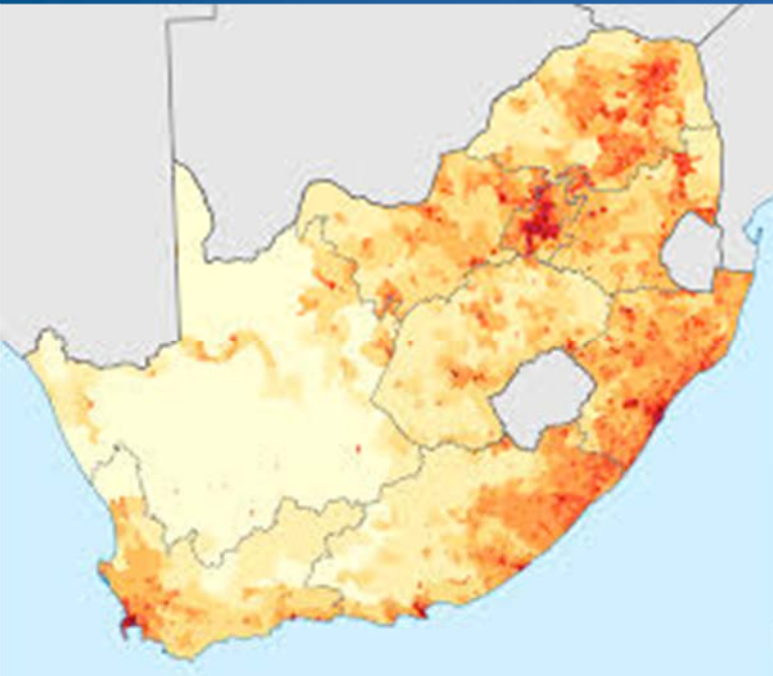
FREE WI-FI INVESTMENT MODEL



Project Isizwe - Density

High Density

- Lower Capital cost per person
- Lower on-going cost
- Higher revenue potential



Municipality Contract role



Revenue



Upliftment



Municipality – The Anchor Tenant



aeris
Transforming Utilities with IoT

LEARN HOW

A promotional banner for Aeris, featuring the company logo and the text "Transforming Utilities with IoT". Below the text is an orange button with the text "LEARN HOW" and a right-pointing arrow. The background of the banner shows splashing water.

An illustration of IoT devices and a SIM card. It includes a blue smartphone, a blue SIM card with "m2m" written on it, and a blue power line tower. The background is white with faint binary code (0s and 1s) scattered around.

Municipality – The Anchor Tenant

City of Tshwane

Electricity losses - 12% of R10.8 billion = R1.3 billion

Water losses – 36% of R3.5 billion = R1.2 billion

Total: = R2.5 billion

4% Reduction in Water and Electricity losses pays for Free Wi-Fi

Electricity loss – 11.5%

Water loss – 34,5%



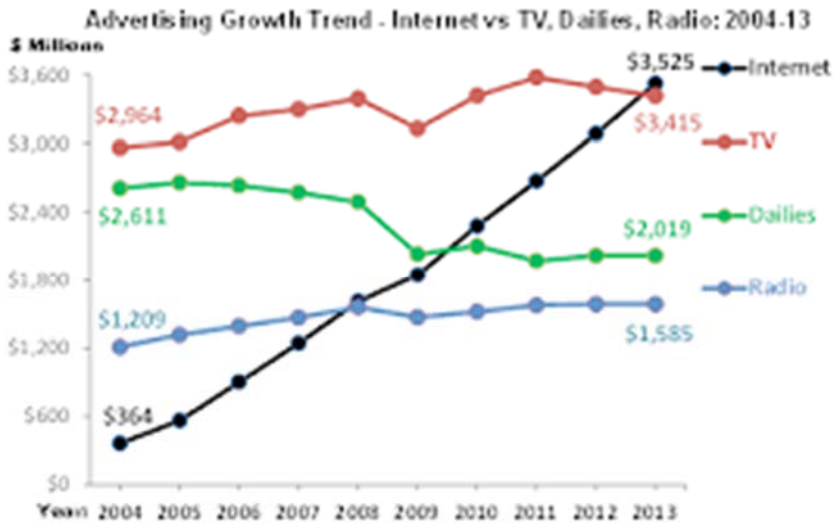
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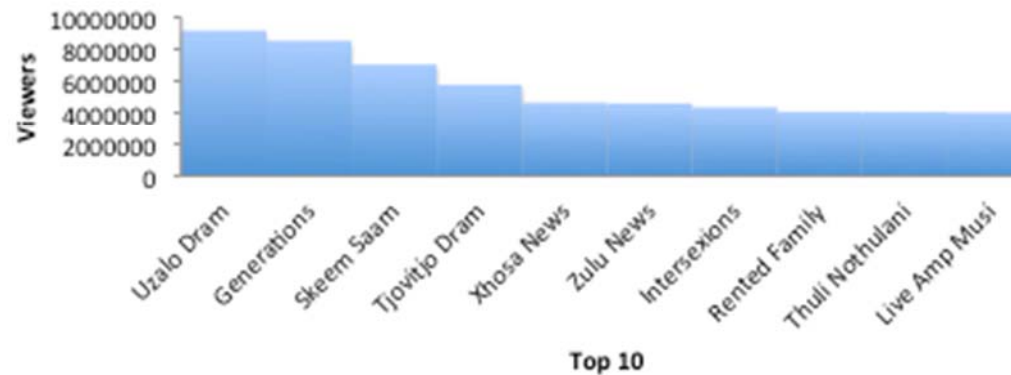
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TV - Where are we going?



- ## SA TV Advertising Budget
- R17 billion a year – PwC report
- Free Wi-Fi within walking distance of every citizen
 - 10 million for R1.2 billion
 - SABC loss R1.1 billion

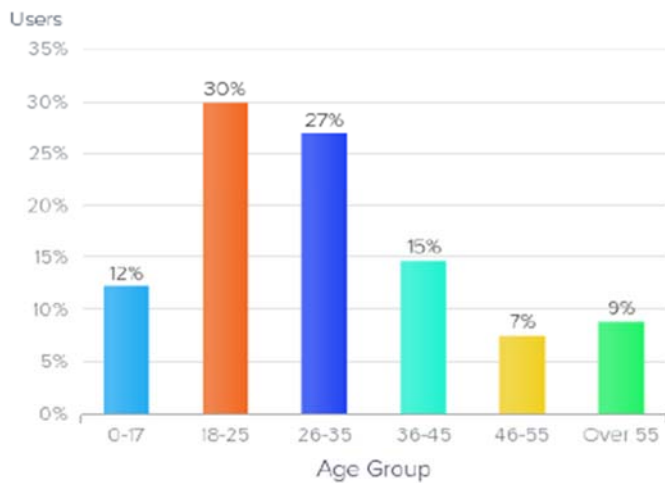
TV Shows August 2017



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Revenue 1) Wi-Fi Advertising

User Age Groups



Audience Analytics

Overview Profiling Habitation Wi-Fi Traffic Audience Traffic Interests

Filter:

Branch

Visits in the Past Week

645 414

Total Devices

1 053 441

Total Users

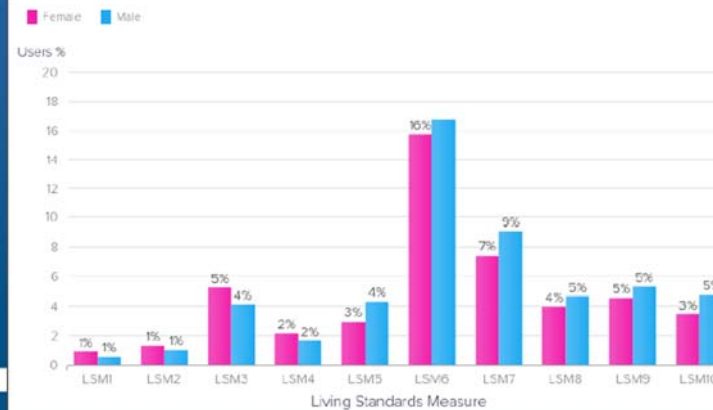
947 915

Total Visits

10 069 560

Lifetime Values

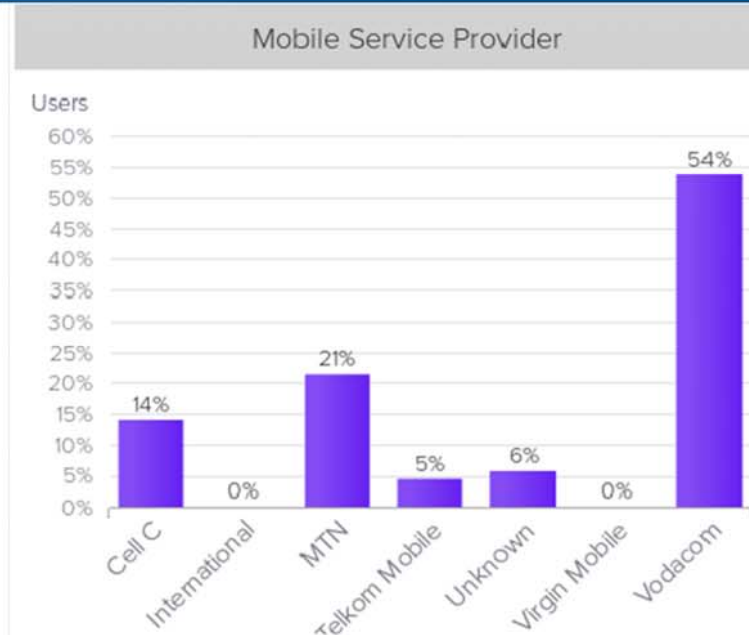
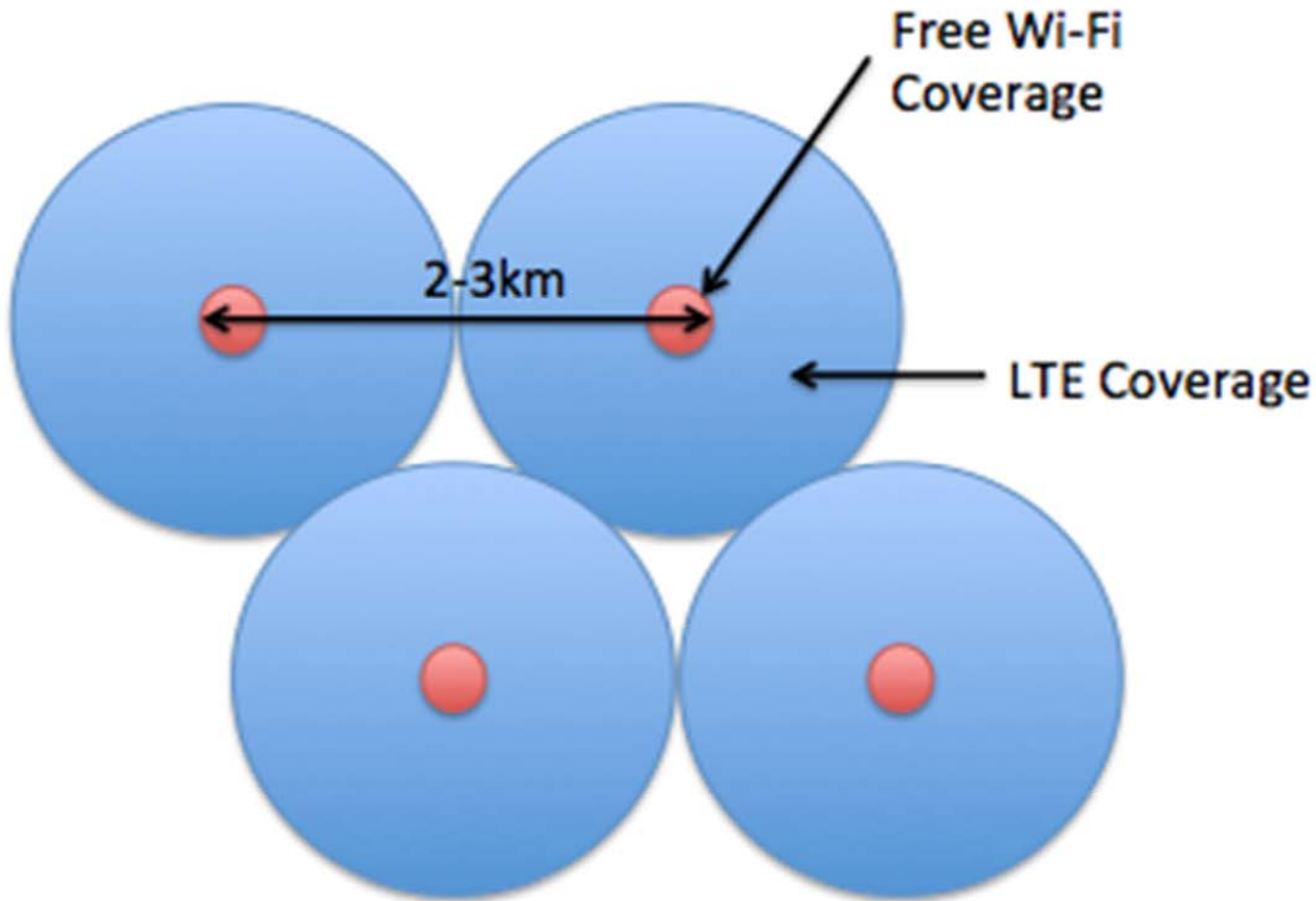
User Living Standards Measure by Demographic



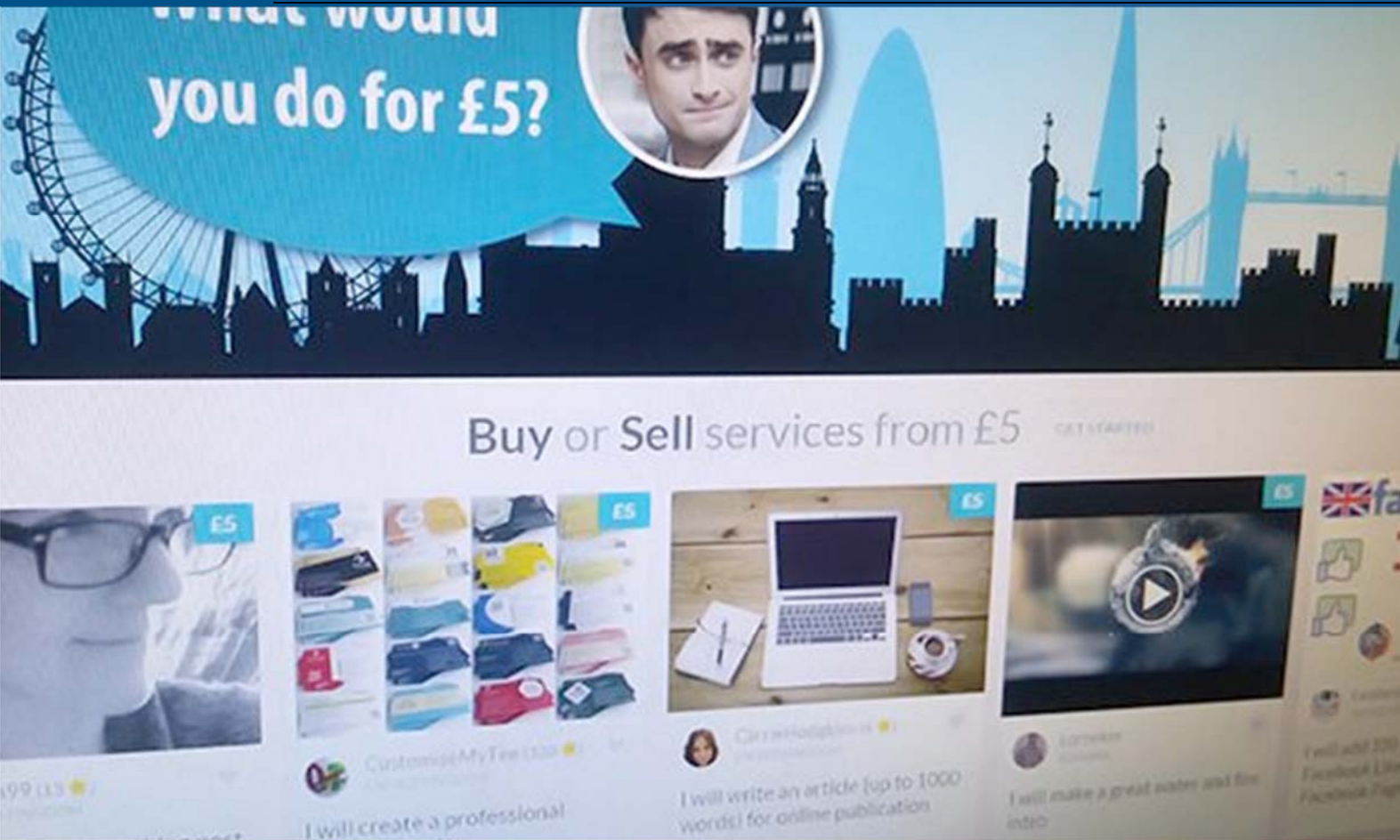
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Revenue 2) MNO LTE



Revenue 3) Micro Jobbing

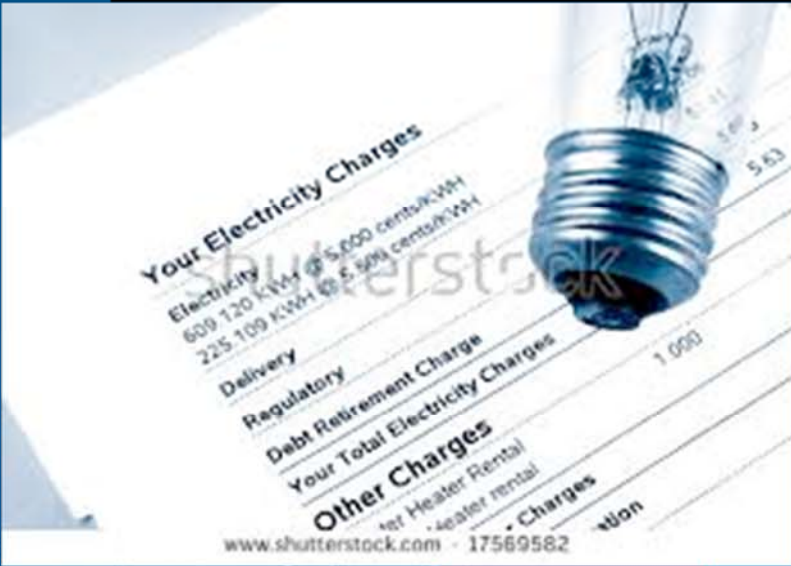


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Revenue 4) Payment of Bills



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Revenue 5) FTTH roll-out



Free Wi-Fi Hot spot for every 5km wayleave granted

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