

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.



**BRAND INTELLIGENCE®
TRENDS AND INSIGHTS
IN TELECOMMUNICATIONS
IN SOUTH AFRICA**

Join Ornico and leading industry thinkers as we discuss some of the recent and future trends shaping the telecommunications industry in South Africa.

10 November 2020 @ 10:00
Register here: <http://jo/my/telco>

Follow Ornico for updates, trends and insights:
[Ornico Media Information](#) [@ornicomedia](#) [Ornico](#)

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:

- **Provide your insights for the 2024 Social Media Landscape Research** 16 May 2024
- **Ornico celebrates win at the Global AMEC Awards 2023** 29 Nov 2023
- **Ornico launches the 2nd annual edition of the SA PR Measurement Landscape Report** 28 Nov 2023
- **Ornico launch webinar: 2nd annual edition of the SA PR Landscape Report** 16 Nov 2023
- **Calling all communicators: Participate in the 2nd Annual SA PR Measurement Landscape Report Survey** 12 Oct 2023

Ornico



Ornico provides brand, media and reputational intelligence and research to provide an independent view of brand performance. Gain the competitive edge by making strategic marketing and communications decisions to outsmart the competition.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>