



ZA, in love with Direct Carrier Billing

DCB MARKET IN ZA 2022

Total ZA DCB Market

DCB market in ZA will surpass...

\$89M

in 2022

\$159M

in 2026

Where Do South Africans Consume Digital Content From?

SMARTPHONES

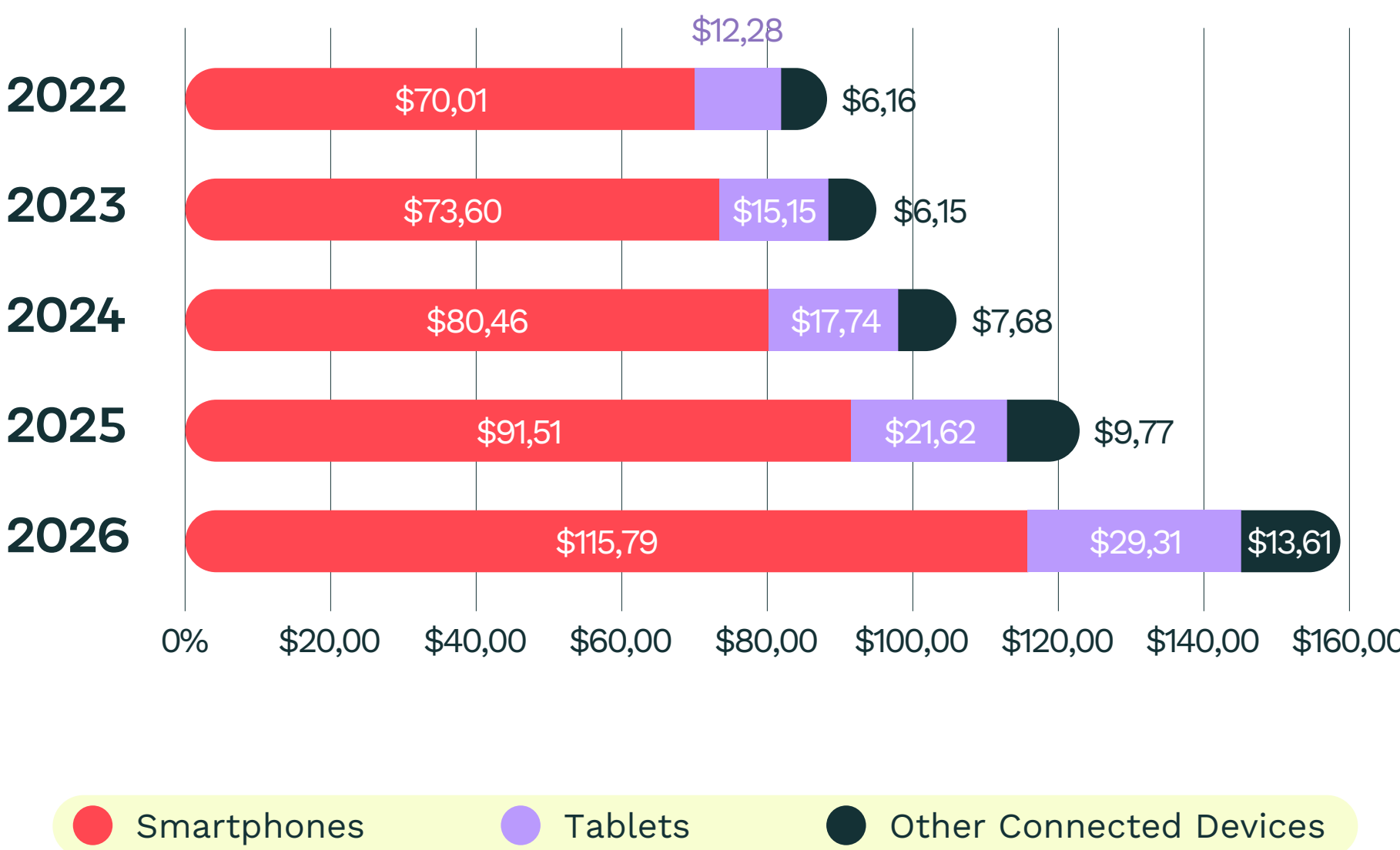
Smartphones are the most used devices to consume digital content. It is estimated that in the next four years, they will obtain a steady growth of 14%.

TABLETS

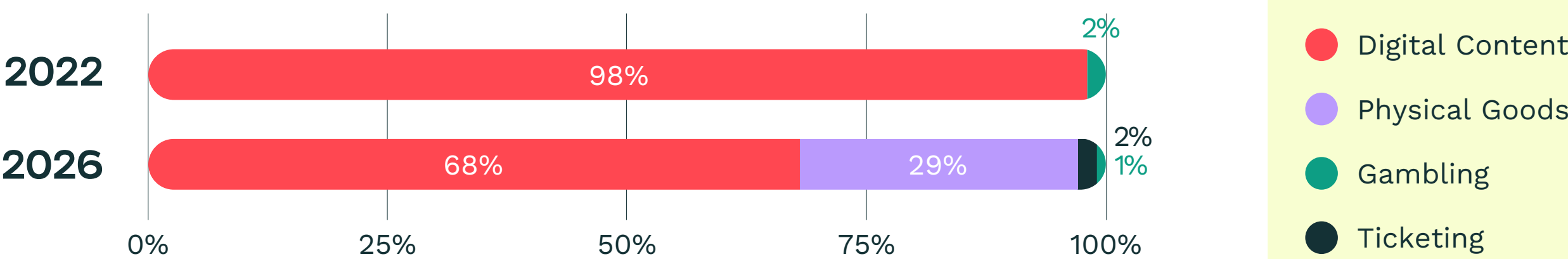
The tablet is a fundamental device for South African users since an exponential growth of 24% is expected in the next four years.

OTHER DEVICES

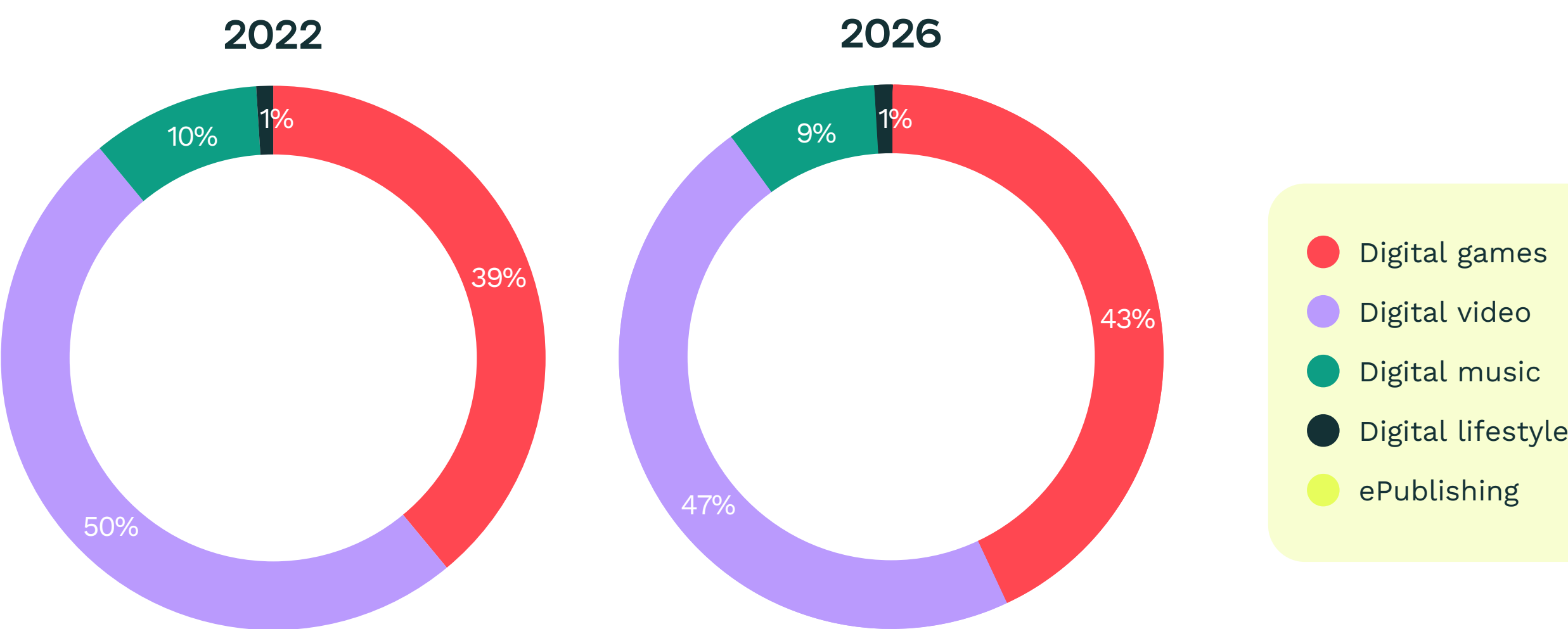
Connected devices are not far behind and will register a year by year growth rate over 23% in the coming years.



Total ZA End User DCB Spending, Split By Category

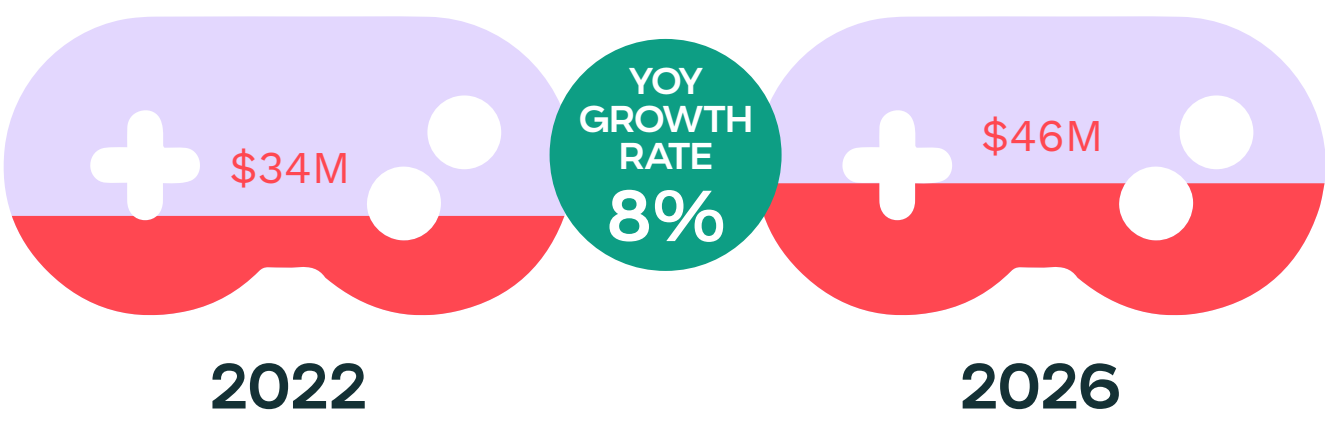


Total ZA End User Digital Content Spending Via Carrier Billing

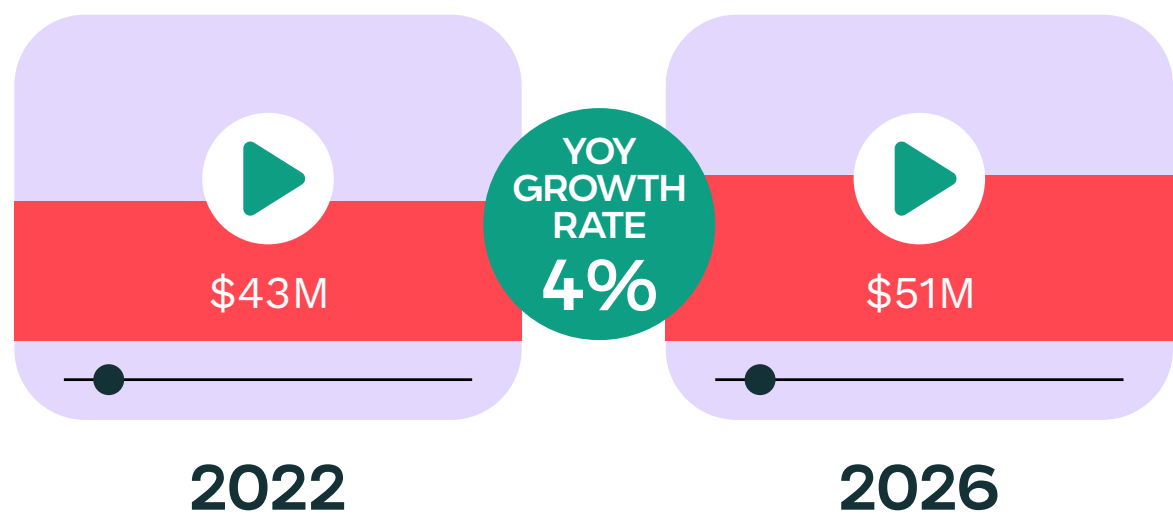


Zoom Digital Content Top 3 Industries

ZA DCB GAMES MARKET



ZA DCB VIDEO MARKET



ZA DCB MUSIC MARKET

