Connected Society
GSMA

ARE AFRICAN GOVERNMENTS PROVIDING UNDERSTANDABLE AND ACCESSIBLE CONTENT FOR THE 'MOBILE FIRST' CONTINENT?
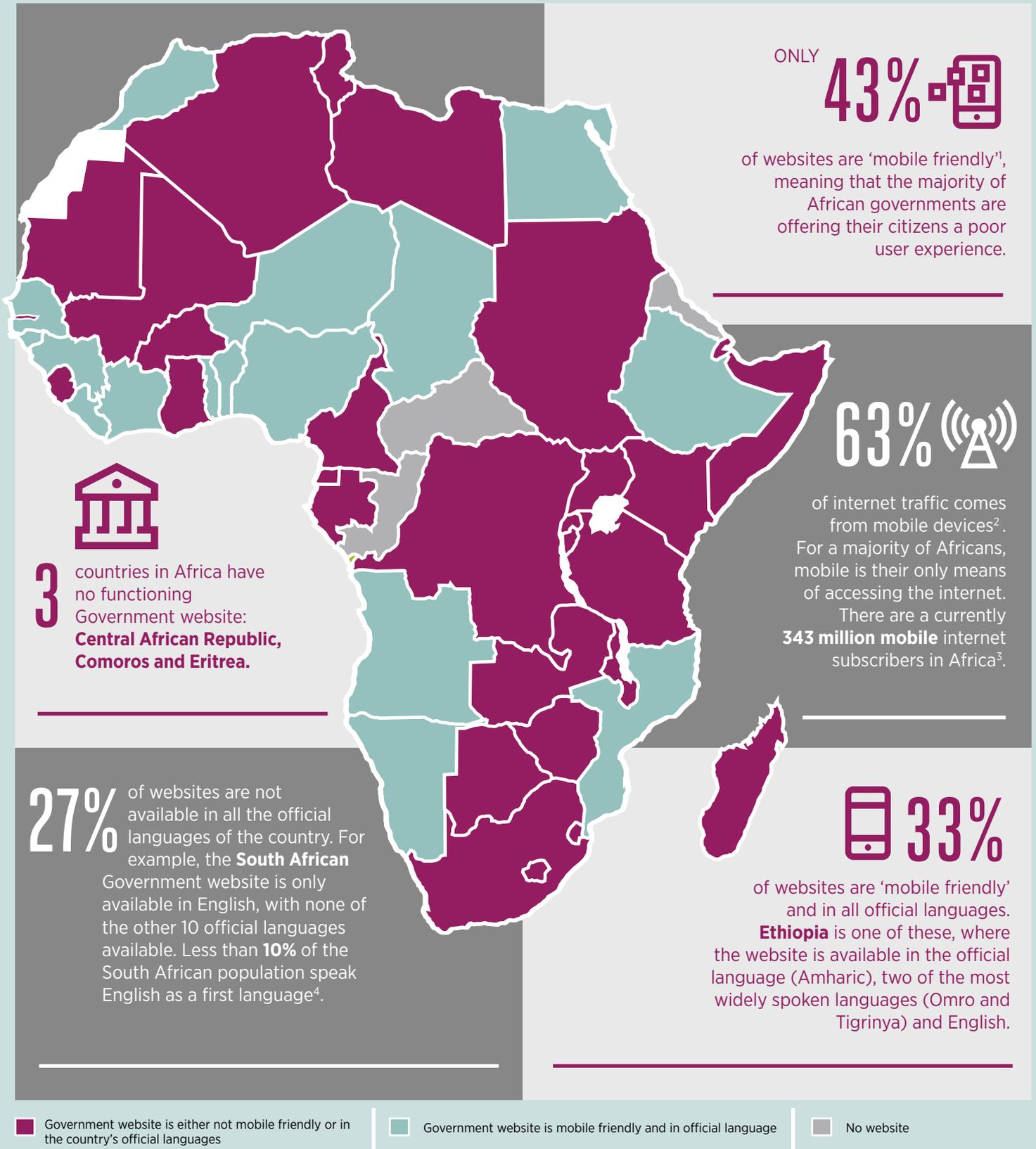
The rapid growth in internet access over the last decade opens up new possibilities for governments to make the services and information they offer citizens more efficient and widely available. However, despite the promise that eGovernment has to aid the development of African countries, many governments are failing to provide websites that are understandable or accessible to this 'mobile first' continent.

ONLY **43%**
of websites are 'mobile friendly'[1], meaning that the majority of African governments are offering their citizens a poor user experience.

3 countries in Africa have no functioning Government website: **Central African Republic, Comoros and Eritrea.**

63%
of internet traffic comes from mobile devices[2]. For a majority of Africans, mobile is their only means of accessing the internet. There are a currently **343 million mobile** internet subscribers in Africa[3].

27% of websites are not available in all the official languages of the country. For example, the **South African** Government website is only available in English, with none of the other 10 official languages available. Less than **10%** of the South African population speak English as a first language[4].

33% of websites are 'mobile friendly' and in all official languages. **Ethiopia** is one of these, where the website is available in the official language (Amharic), two of the most widely spoken languages (Omro and Tigrinya) and English.

■	Government website is either not mobile friendly or in the country's official languages
■	Government website is mobile friendly and in official language
■	No website

1 As defined by Google's Mobile-Friendly automated test. This analyses features of webpages such as the size of the page, text or links, to determine if the page can be comfortably viewed on a mobile device. Correct as of 21/11/16, 2 StatCounter, Nov 2016, 3 GSMA Intelligence, Q2 2016, 4 South African Census 2011