Tunisie Telecom’s & Education: From Connecting to Building EcoSystem

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Connecting Education Sites to the World

Partnership with Ministry of Education
EDUNET PROJECT: Connecting Education Sites

- Basic telephony
- Leased Lines
- Basic coverage

- Broadband Access: ADSL,
- Wireless VSAT et 2G/3G
- Full Coverage

- 500 College/H.Schools, ~200 Universities,.. with Fiber Optic
- 2000+ Schools, 1200 Colleges/H.Schools with ADSL
- 2500 Mobile 2G/3G access
- 80 Colleges/H.School connected with VSAT
to ....Building the Ecosystem

- Students, Parents
- Education Bodies
- Telecom Operators
- Contents Providers
- Pedagogy Experts
- Solution Providers/vendors
m- Education by TT & Partners

Un contenu applicatif éducatif riche et varié

Une connexion 3G très haut débit

un écosystème éducatif connecté

Des tablettes de différentes tailles et capacités
Back-up
Next Step: m-Education

**m-education Value Chain**

**Supply of Mobile Education**
- Device Manufacturers
  - Manufacturers of:
    - Mobile phones, incl. smartphones
    - Personal listening devices
    - E-readers
    - Lightweight portable computers
    - Games consoles
- Mobile Network Operators
  - Mobile network operators (MNOs)
  - Cloud-based service providers
  - GPS navigation
- Content & Software Providers
  - Publishers
  - Search engines
  - Software and app developers
  - Platform/LMS providers
  - Curriculum & learning providers
  - Games developers
  - User generated
- Distributors
  - Education Authorities
  - Awarding bodies
  - e-Tailers
  - Retailers
  - Libraries
  - Publishers

**Demand for Mobile Education**
- Policy Makers
  - National Government
  - Employers and employer organisations
  - Local/regional Government
  - Awarding bodies
  - NGOs and NPOs
- Education Authorities
  - Education ministries
  - National/specialist education agencies
  - Local/regional education bodies
  - Educational companies
  - Regulatory bodies
  - Curriculum authorities
- Educators
  - Elementary, Junior High, Senior High Schools
  - Colleges of technology
  - Junior Colleges
  - Universities
  - Specialist training colleges

**Enablers**
- Academic institutions and researchers
- Industry and member associations
- Think tanks
- NGOs and NPOs
- International organisations

**End-users**
- Teachers
- Students
- Employee
- Administrator

Source: GSMA
Next Step : m-Education

**m-Education Business Model**

### Key partners
- Platforms Providers
- Content Providers
- Publishers
- Mobile operator

### Key activities
- Platform management
- Marketing
- Educational content creation

### Value proposition
Educational content available to learners anytime, Anywhere and on the move.

### Key resources
- HR: Educators, Managers
- Digital contents

### Customer relationships
- Automated
- Indirect marketing approach

### Customer segments
- Public sector education institutions
- Lifelong learners
- Students
- Job seekers
- Employees workplace training

### Channels
- Connected portable devices: smartphones, tablets, e-readers...
- LMS Plateform: Learning Management Systems
- App. stores

### Cost structure
- Variable costs
- Cost-driven
- Cost-sharing

### Revenue streams
- Per-user fees / subscriptions
- Per-event charges
- Data access
- Third party funding

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Strictement confidentiel – Groupe Tunisie Telecom