

# *“The e-Content sector should be booming in the very near future”*

How would you define the meaning of e-Content in your country in terms of its true meaning and practical implication?

E-content includes all kinds of content created and delivered through various electronic media from ‘old media’ such as print and radio to the increasingly sophisticated electronic tools which are used singly or in combination today to create sounds, images and text. E-content is a form of communication and in order to communicate effectively one has to reach the target audience. The practical implications are a need to focus and respond to the requirements and orientation of the audience. In a context where much of new media is dominated by content, culture and technology that is either not relevant or not accessible to the majority of the population creating useful and entertaining e-content requires huge amounts of creativity both at ‘information’ level as well as the ‘technology’ level. Currently much e-content is geared to the needs of the relatively well off and literate population, located in larger urban cities, who are familiar with and able to interpret foreign media. There are major opportunities in terms of adapting the production of content to take into account the interpretation of images, voice and text across gender and culture and for the wider population

## factfile

Population of the country: 23,382,848 (2008)  
Total no of Universities: 8 Public and 1 Private  
Number of Individuals with Internet Access: 368,000  
Internet hosts in Ghana: 24,018 (2008)  
No. of individuals with computers: 60,000  
Total number of household having TV/cable TV: 1,730,000  
Total Number of PC installations: 112000  
Literacy Rate: 64.5%  
Number of telephone connections: 443,000 (2005)  
Total number of mobile connections: 11 Million  
Percentage of youth population: 6079540 (approx)  
Total Number of PC installations: 5 per 1,000 people (world-bank.org)  
Total numbers of universities: 12% of literate population: 57.9 (2000 census)  
Percentage of educated population: 61.2 (2000 census)  
Percentage of youth population: 20 %

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## 5 pillars

### *of e-Content development in Ghana*

- ↳ Innovation and Creativity
- ↳ Talent and Training
- ↳ Partnership
- ↳ Reward and recognition of talent
- ↳ Intellectual property

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**Q** What is the current status of e-Content in your country - across all industry and aspects?

E-content in Ghana is very vibrant and is in a state of rapid expansion. There are a very large number of radio and TV stations; use of mobile phones is widespread. There are a number of Government policies to bring down the cost of access to the Internet as well as to improve overall access to Internet services nationwide. There is, therefore, the opportunity for a very fast growth in production of web-based e-content as well as use of the mobile platform.

**Q** What area of e-Content is best developed in your country? For example, e-health, e-biz, e-culture, e-gov, e-entertainment, e-learning, e-science, or e-inclusion.

E-business and in particular e-banking; e-government, e-learning in particular institutions of higher learning and e-culture linked in with the tourist industry.

**Q** Which sector in your country is more aggressive in developing e-Content - business or private sector; government or civil society?

Business and private sector including the local FM stations, web-design companies video production houses etc are actively developing e-content but Government and Civil Society are also very active.

**Q** How would you describe the gradual progress of development of e-Content in your country in terms of its rise? Any timelines?

The first Internet dial up subscriber was registered in 1993 in Ghana. In 1994, the first private FM station was launched initially with a strong opposition from the Government of that

time. The first independent private community radio station went on air in 1998. Today, Government of Ghana places emphasis on providing nationwide access to the Internet and encouraging the establishment of e-content businesses and attracting IT investments in general.

**Q** How would you describe the major bottlenecks on the path of e-content development in your country?

Training - the availability of training in the latest content development technologies is limited.

Access to the latest tools - for example, it is difficult to buy some of the software that is required since there are no local agents.

Infrastructure in terms of access and distribution.

Despite the above in many cases the huge amounts of raw talent and creativity prevail.

**Q** In majority of the countries, e-Content development is significantly dependent on ICT infrastructure and ICT facilities. But, in some countries that are quite developed, ICT has become part of daily life and e-content development is primarily subjected to the initiatives of an individual/organization/government, etc. Whereas, in some countries, especially those, which are developing and under developed, e-content development is largely dependent on ICT infrastructure. What is the situation in your country? Please explain in detail.

There is still a great deal of dependence on infrastructure, but at the same time relatively new technologies with simplicity in use and access e.g. camera phones are making content creation far easier in terms of accessibili-

ty and cost. The widespread use of radio and mobile phones mean that e-content is widely available and the percentage which is locally created is rising. The challenge is to increase the amount of local content that is available in local languages and for illiterate as well as literate people and which is of real relevance to their daily needs. There are high demands in the area of entertainment when it comes to e-Content.

**Q** How would you describe the ICT scenario in your country? Please describe in terms of infrastructure, penetration, acceptance and policies.

Extremely dynamic; the national backbone is under construction, there is an independent National Communication Authority, the Ghana Information ICT Directorate has been established. The Ghana ICT Policy has been in place since 2003. Government policy is intended to support business growth and attract investments in this sector.

**Q** How do you see the future of e-Content development in your country?

Exciting! The raw talent in terms of creativity is available, the market is growing there is every indication that this sector should be booming in the very near future.

**Q** Please explain which medium is the most preferred medium for e-content development? Print? Or TV? Or Internet/Web? Or Radio? Or Mobile/Wireless? Or a combination of some of these?

Currently the most preferred medium for e-content development is radio. There is increasingly more use of content applications on mobile phones. Internet is growing rapidly and print is under stress.

## Best Practices

### E-BUSINESS

**HFC Bank**  
[www.hfcbankgh.com](http://www.hfcbankgh.com)  
Focused on customer needs, this site provides a varied sophisticated and basket of financial services (business to business and business to consumer).

**Biogas Technologies**  
<http://www.biogasonline.com/>  
This site presents solutions for appropriate waste management systems that process organic waste into useful energy and nitrogen-rich plant fertilizer.

**ASV Homes**  
<http://www.asvhomes.com/>  
This company provides facilities for citizens to purchase their own homes with flexible payment terms.

**Corporate Varieties, Ghana**  
<http://www.corporatevarieties.com/>  
This catalogue sites presents its stock of the biggest collection of top-range corporate advertising and promotional gifts in Ghana.

### E-CULTURE

**The Joseph Project**  
<http://www.thejoseph-project.com>  
This exciting website and

its related project create a bridge between different periods of history from before the slave trade to modern day as well as creating a bridge between Ghanaian and Diaspora cultural heritage. Cultural assets are presented clearly and informatively.

**National Commission on Culture**  
<http://www.ghanaculture.gov.gh>  
This government website promotes the development of an integrated National Culture, as well as providing information on implementation of programmes for the preservation, promotion and representation of tradition and values of Ghana.

**Hospitality Ghana**  
[www.hospitalityghana.com](http://www.hospitalityghana.com)  
Hospitality Ghana makes the tourists' experience in Ghana a memorable one and as hassle free as possible.

**House of Culture**  
<http://www.houseofculture.gh>  
The House of Culture is a foundation established as part of the Ghana Netherlands Chamber of Commerce and Culture (GHANECC). By offering various courses about the Ghanaian and Dutch culture it aims to create better understanding for different values in society.

### E-ENTERTAINMENT

**Ghana Base**  
<http://www.ghanabase.com>  
This site supports interactive entertainment and showcases the cultural diversity of the Ghanaian music scene online.

**The Ghana Cedi**  
<http://www.ghanacedi.gov.gh>  
The Ghana Cedi website provides Banks, rural banks, savings and loans companies, other financial institutions and the general public the following guidelines on the implications of the re-denomination of the cedi as regards consumer pricing, exchange rate quotations, accounting systems and banking transactions. It also gives the opportunity to its visitors to download The Ghana Cedi converter software unto their mobile phones. Other downloads available are conversion charts, re-denomination posters and video presentations on the Ghana Cedi.

### E-GOVERNANCE

**Bank of Ghana**  
<http://www.bog.gov.gh>  
This site serves as a window to the investment community both within and outside Ghana on monetary policy as well as providing insight into the workings of the economy.

It also informs the general public on latest developments relating to Bank of Ghana activities.

**Ghana Telecom**  
[http://www.ghanatelecom.com.gh/gt\\_home/](http://www.ghanatelecom.com.gh/gt_home/)  
Ghana Telecom offers a wide range of telecommunication, telephone, mobile and Internet services and customised telecom solutions, such as leased line, ADSL or V-SAT in Ghana.

**Energy Commission of Ghana**  
<http://www.energycom.gov.gh/>  
The Energy Commission controls importation and sales of products that meet minimum efficiency and performance standards approved by the Ghana Standards Board as a means of improving the efficiency of energy use.

### E-INCLUSION

**Kasahorow**  
<http://www.kasahorow.com/>  
Kasahorow's mission is to enable local languages remain a viable form of communication for all aspects of life.

### E-LEARNING

**Kumasi Virtual Center for Information Technology**  
<http://kvcit.org/>  
The VKCIT website served

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as an easy medium for acquiring knowledge and skills for active E-learning communities through interactive, personalized and distributed learning resources; creating active e-learning communities and target models and solutions for corporate training, supporting first steps in multimedia.

**Africa Institute of Journalism & Communications (AIJC)**  
<http://www.aijcghana.com/>

AIJC is a creative leadership and training institute. It aims to deliver an enriched learning experience and to promote professional development.

**Ghana Institute of**

**Journalism (GIJ)**  
<http://www.gij.edu.gh/index.asp>

The GIJ trains young women and men in the skills and techniques of journalism, mass communication, advertising and public relations.

**Prempeh college**  
[www.prempeh.org](http://www.prempeh.org)  
This alumni site gives both

current and old students the possibility to interact and support the school.

**SoftMaths**  
Presented in a compact disk format, this interactive CD gives Junior Secondary School students an opportunity to work through their curriculum and syllabus.

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