



1st African Ministerial Forum on ICT integration in Education & Training



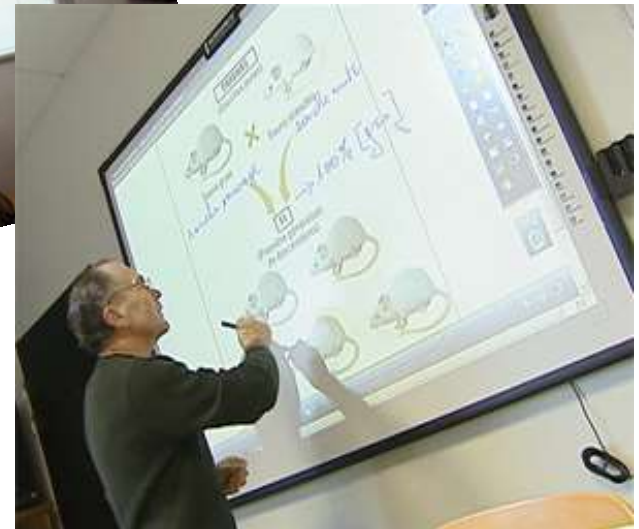
Tunisie Telecom's & Education : *From Conneting to Building EcoSystem*



Mokhtar Mnakri,
Chairman & CEO, Tunisie Telecom

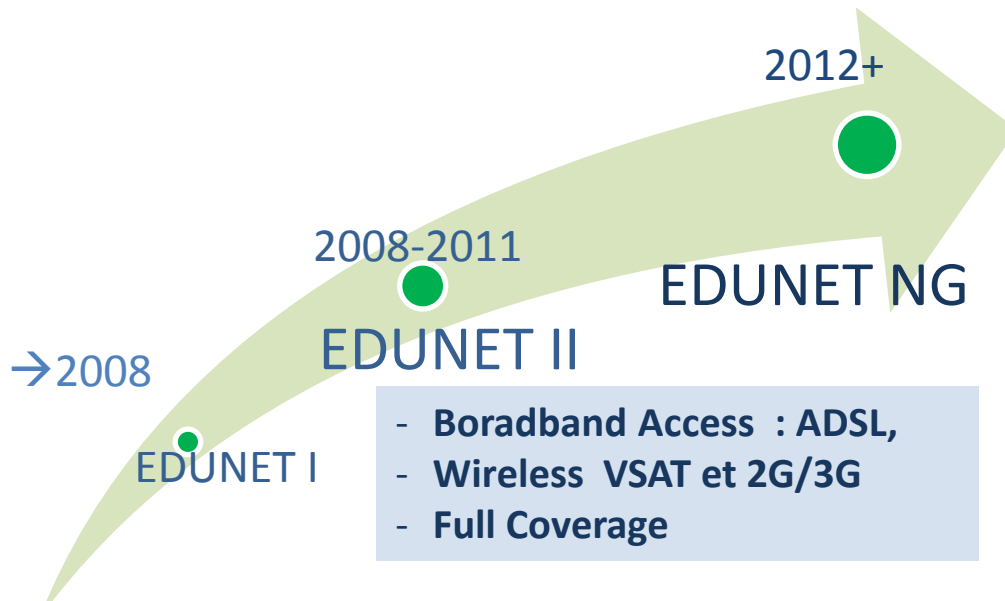
9-10-11 December 2013
Hotel Ramada Tunis, Tunisia.

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

- : More
- F.O, X-DSL
 - 3G++
 - Security
 - Basic Services

- ✓ **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

Online Market



Telecom Operators



Pedagogy
Experts,



Contents
Providers

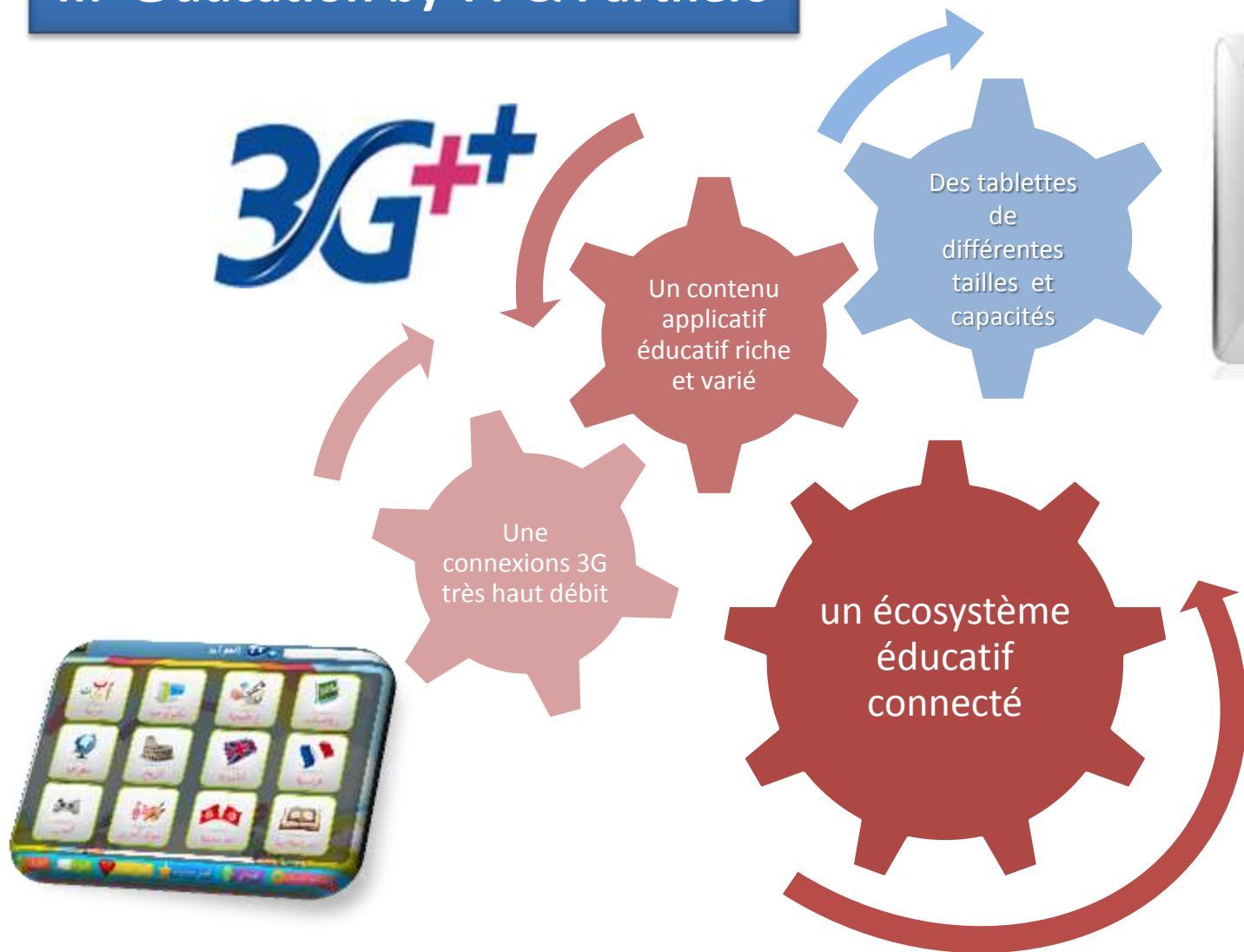


Solution Providers/vendors



m- Education by TT & Partners

3G++



My TAB by TT

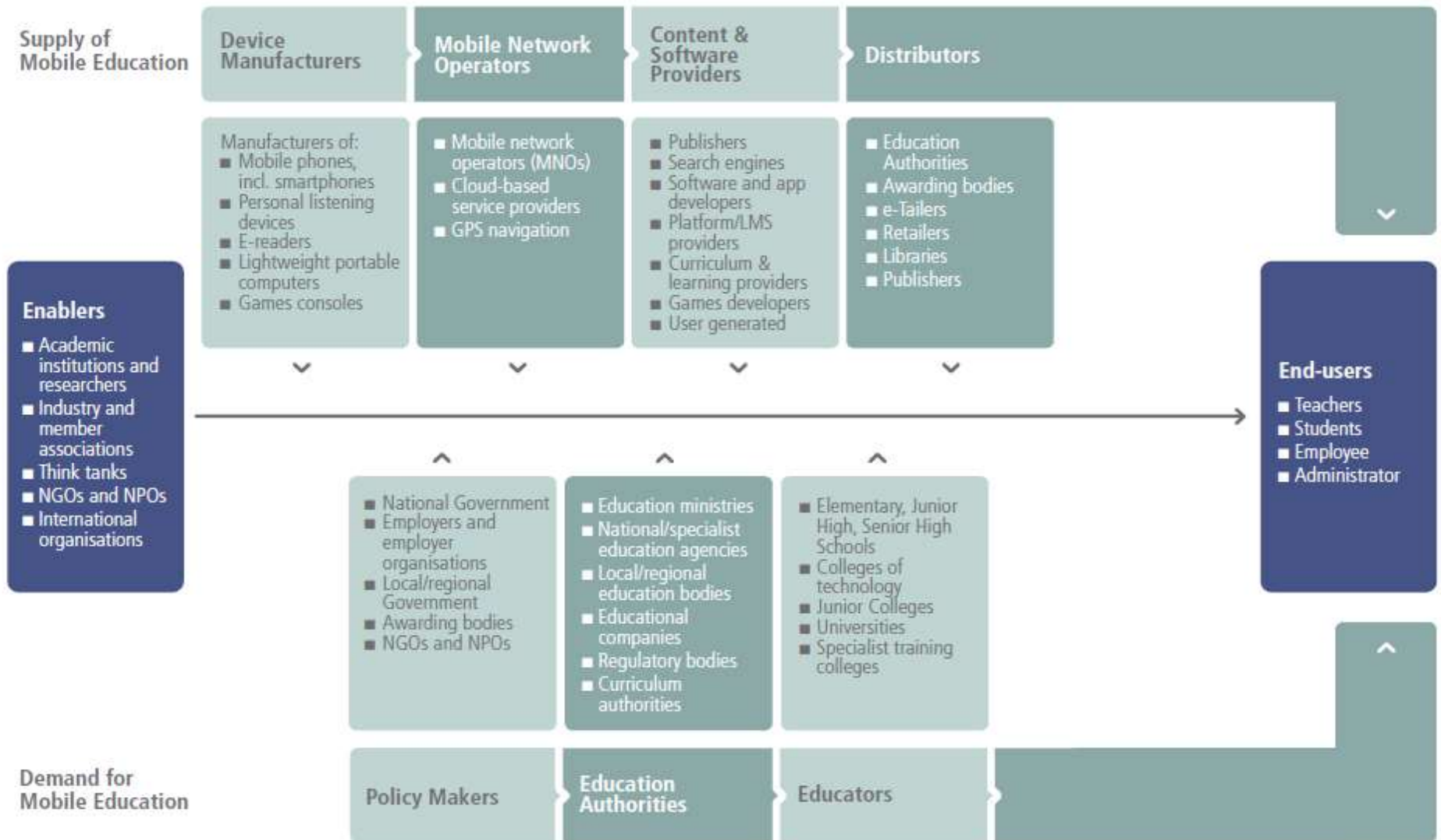


Back-up



Next Step : m-Education

m-education Value Chain



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

Key resources

- HR: Educators, Managers
- Digital contents

Value proposition

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

Customer relationships

- Automated
- Indirect marketing approach

Channels

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

Customer segments

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

Cost structure

- Variable costs
- Cost-driven
- Cost-sharing

Revenue streams

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