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Women in Cybersecurity: 'Women for Cyber Africa' Paves the Way for Success

Les femmes dans la cybersécurité : « Women for Cyber Africa » trace la voie du succès

- **inwi: A Leading Innovator in Morocco's Telecom Market**
- inwi : un innovateur de premier plan sur le marché marocain des télécommunications

- **Transforming the entertainment industry with AI**
- Transformation de l'industrie du divertissement grâce à l'IA

- **Orange Cameroun and Nokia: A Bold Partnership to Meet Cybersecurity Challenges**
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As Generative AI Feeds on Chips, Makers' Profits Swell

Nvidia, a US firm specializing in semiconductors crucial for the growth of artificial intelligence, almost made it to a trillion-dollar market valuation after the company exceeded past quarterly earnings expectations.

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Women in Cybersecurity:

'Women for Cyber Africa' Paves the Way for Success

Telecom Review Africa conducted an exclusive interview with **the founders and key members of Women for Cyber Africa (WFCA)**, namely Ghita Slaoui, Founder and President; Housna Hamadet, Founder and Vice President; Sophia Khaldane, Founder and Secretary General; and Samia Jilil, Vice Secretary General. In this discussion, we delve into the pioneering work of Women for Cyber Africa, an organization dedicated to empowering women in cybersecurity.

With a clear mission to bridge the gender gap in the field, Women for Cyber Africa has created a supportive and inclusive community where African women can thrive. Through their comprehensive mentorship programs, upskilling initiatives, networking events, and impactful awareness campaigns, they are paving the way for success and unlocking the immense potential of women in the cybersecurity industry.

How does Women for Cyber Africa empower talented African women to carve their own paths in the cybersecurity field?

At Women for Cyber Africa, we are a community sharing strong values of commitment, collaboration, ethics and equality. We provide a safe and inclusive environment for women to share, advance, learn, and inspire others to join the field. Empowering women is not enough in the cybersecurity field, as women are highly underrepresented in Africa, accounting for 9% of the workforce according to the last report of (ISC)2.

Nevertheless, joining a community that has a strong impact and presence across the continent — a network of professionals, mentors and advocates — will empower women to advance in the field and raise awareness to break the bias, train, promote and retain women in the field. At Women for Cyber Africa, we have decided to focus our efforts on multiple programs designated for women, no matter where they are in their journey:

- **W-GROW Mentorship program:** Pairs experienced women and men in cybersecurity with aspiring female professionals. Mentors will provide guidance, share their experiences, offer career advice, and help build professional networks.
- **W-UPSKILL program:** Through workshops, boot camps, webinars and power skills training, we are aiming to help women navigate through the career ladder and build the necessary skills and personal brand to thrive in the cybersecurity field.
- **W-NETWORKING:** Women for Cyber Africa will host an annual conference to meet and greet, quarterly events for women to mingle and job fairs to find the right opportunities for young professionals and students. We are aiming to provide opportunities for women to connect with industry professionals, share knowledge, and foster a sense of community.
- **W-AWARENESS:** Women for Cyber Africa advocates for gender diversity and equality in cybersecurity. We are working to build strategic long-term partnerships and collaboration with academic institutions, government agencies and industry partners to raise awareness about women's challenges, promote their achievements in the field, and advocate for policies to create a supportive environment for women in the near future.



Empowering women is not enough in the cybersecurity field, as women are highly underrepresented in Africa, accounting for 9% of the workforce according to the last report of (ISC)2





What specific steps has your organization taken to upskill individuals in the field of cybersecurity in Africa?

Financial losses in Africa are worth billions of dollars to cybercrime each year, according to Aripol's latest report, yet 90% of organizations on the continent lack the proper plan to respond to the increasing complexity

of threats. Women for Cyber Africa's vision is to upskill women to help at our scale to tackle this major collective challenge. Our program, W-UPSKILL, will provide cybersecurity training on information security, network security and governance through partnerships with industry leaders, academic partners and women experts in the field. The program will also provide the

right guidance through our W-GROW mentorship program to upskill through specialization, helping to close the gap in skills with tailored programs.

How do you raise awareness about the importance of cybersecurity in Africa as well as its potential career opportunities in the region?

Cybersecurity in Africa can only

advance with the commitment from all stakeholders; it is about building a safe digital continent. Women for Cyber Africa is working on strong partnerships with the education sector and private and public organizations to raise this awareness to the highest level.

WFOA advocates unlocking an unprecedented opportunity for nations' growth. Cybersecurity is nonnegotiable when it comes to foreign investment today, it is also the only way we can accelerate the digital transformation. Moreover, it can be an important revenue stream for many African companies. Thus, the advancement of women in cyberspace is not an option in Africa; it is a must-have for economic growth, the gender equality index and the availability of human resources to fill the gap of the workforce in the field, specifically with the digitalization post-COVID.

Women for Cyber Africa will focus on driving public awareness through targeted campaigns, social media newsletters and tips, online free webinars and media coverage, with an objective to educate about potential risks in Africa and best practices. We will also cover the topics of data protection, emerging threat techniques and mitigation tactics. These initiatives help reach a wider audience and foster engagement. The W-AWARENESS program's second target is students at a young age; this program will help inculcate a culture of cybersecurity from an early stage.

In what ways does your organization actively promote and support women's participation in cyberspace?

Our mission is executed with an action plan, and we have started Awareness Events in universities and schools and meetings with policymakers and government executives in some countries to get their support on our programs. We will partner with private

organizations for awareness, both for C-level executives and HR/hiring managers, and we will promote women's participation with our four programs and media coverage. The W-ADVOCACY program built at WFOA will raise awareness about the gender gap in the digital world and advocate for equal opportunities for women. Our advocates (men and women) highlight the importance of women's participation in cyberspace and the benefits it brings to society. They will deliver research and content that will help companies and industry leaders include our recommendations in their diversity and inclusion agendas.

Are there any mentorship or networking programs in place to help women professionals connect, learn from each other and grow in their careers?

Embedded in our values is the desire to offer equal opportunities for all women, to give back to the community and to work to advance this cause together.

Women for Cyber Africa developed programs both for students and professionals: The W-GROW program for women at early stages of careers; the W-NETWORKING program for women to have the opportunity to connect and learn from each other and unleash their potential through development programs and multiple events per year; and last but not least, the W-AWARENESS program will organize events for girls at universities to inspire them to join our field by meeting role models and hearing inspiring stories from passionate women in the field.

What future plans or strategies does your organization have to further address the shortage of women in cybersecurity and empower women professionals to further explore opportunities in the cybersecurity industry?

Our mid-term plan is to have our own think tank; it will offer a unique perspective from Africa with research done by subject matter experts on the continent.

Part of our long-term strategy is to build partnerships to extend the opportunity for women with a cybersecurity incubator; we dream to see many cybersecurity startups in Africa led by women.

Women for Cyber Africa aims to develop strategies beyond borders and boundaries. Why not dream about 1 million professional women in cybersecurity in Africa within the next 5 years if we have the right support and sponsorships. 



Our program,
W-UPSKILL, will provide
cybersecurity
training on information security,
network security and
governance through partnerships
with industry leaders,
academic partners
and women experts
in the field





Mounir Moukdar, Marketing Director, inwi

inwi: A Leading Innovator in Morocco's Telecom Market

Telecom Review Africa conducted an exclusive interview with Mounir Moukdar, Marketing Director at inwi, to discuss how the company positions itself as an innovative operator with its offers and solutions. He also shed light on the role of innovation in inwi's marketing approach and shared his current assessment of the company's formidable project, "win by inwi."

How does inwi position itself as an innovative operator in terms of offers and solutions?

Since its arrival on the Moroccan market in 2010, inwi has always sought to position itself as one of the leading innovative companies in Morocco, with the aim of providing consumers with simple, innovative and very affordable solutions.

In just a few years, inwi has become a true reference on the market and has launched numerous innovative projects that have helped revolutionize the telecommunications landscape in Morocco, both for individual customers and businesses. **These projects include pay-per-second billing, the first contract-free plan, the first fixed 4G solution (Idar Duo) and a sovereign cloud.** In addition, several innovation programs have been launched in parallel, such as **inwi innov**, which is a community entrepreneurship platform that represents the pinnacle of innovation and start-ups in Morocco.

This has allowed the inwi brand to be viewed by Moroccans as the most innovative brand in the telecoms sector (*).

What is the role of innovation in the operator's marketing approach?

Firstly, it should be noted that in recent years, we have witnessed major changes in the purchasing and usage behavior of Moroccan consumers, who have become more knowledgeable and demanding and naturally more digital.

To accompany these profound changes in the market, we place innovation at the heart of our efforts at inwi, and we actively ensure the continuous launch of offers and services that are in line with the latest usage trends of consumers. For example, we were the first operator in the market to launch the famous *6 recharge in 2019, an exclusive recharge for unlimited use of social networks at only 30 DH, the first operator to offer unlimited WhatsApp on all plans and one of the first operators in the world to launch a customizable 100% digital offer (win by inwi).

We are also actively working on the design of high-value-added services, particularly focused on gaming, streaming and education.

The common factor among all these projects that have been successful in terms of customer adoption is that we ensure that innovation is useful and can meet a real need instead of just riding on a technological innovation that is not appropriate for our market. The concept of timing is also important to consider: not too early and not too late.

What is your assessment today of "win by inwi"?

By launching win, inwi was the first Moroccan player to take the gamble of launching a 100% digital telecom offer at a time when digital sales were underdeveloped.

Therefore, in order to bring this project to life, the operator put in place a new generation of technological tools, thus partnering with world leaders, particularly in customer relationship

management and development, such as Salesforce and Vlocity.

The launch of the "win by inwi" project also played a catalytic role in inwi's digital transformation by applying the different lessons from the product to all of the company's digital products. If I had to take stock after 4 years of the product's existence on the market, I think we can qualify "win by inwi" as a "success story" for inwi. Indeed, the product now has several thousand satisfied customers and represents a real vector for growth in mobile usage and revenue for the operator.

And we are proud to remind you that, through win, inwi won the "Product of the Year 2023" award (**).

(*) source: étude interne, T4 2022.

(**) Étude Nielsen 2023. 



inwi has become a true reference on the market and has launched numerous innovative projects that have helped revolutionize the telecommunications landscape in Morocco





Step Into the Future: Discover This Game-Changing Wearable Wonder!

Imagine a world where your hand becomes a personal digital assistant, delivering calls and messages and providing real-time language translations. Prepare to be amazed by a groundbreaking wearable device that redefines our interaction with technology. Designed exclusively for artificial intelligence, it operates independently, eliminating the need for any other device. Seamlessly integrating into daily life, this innovative gadget listens and sees like a human, delivering email updates, message notifications and calendar events with a simple tap or voice command.

An Invisible Yet Powerful Presence
In this era of advanced technology, our connection with the digital world has evolved, shaping us into the modern connected beings we are today. However, the next phase

envisioned technology flawlessly blending into our lives, becoming nearly invisible.

While augmented reality (AR) and virtual reality (VR) devices have brought screens closer to our eyes, a different approach emerges. This innovative technology, purpose-built for artificial intelligence, creates a

screenless and seamless experience deeply integrated with our senses. Interacting with the world just as we do, this remarkable device hears what we hear and sees what we see. Its compact size, similar to a wireless earphone, conveniently attaches to clothing. Powered by machine learning, it effortlessly processes complex voice commands



and intricate hand movements. Individuals can stay fully present in the moment while harnessing the capabilities of increasingly powerful technology.

Envision both checking and responding to emails smoothly while riding a bicycle through a park, capturing the essence of a concert without holding up a phone or cherishing your toddler's first steps without a screen obstructing the connection. This notable technology showcases its capabilities in various scenarios, including instantly translating complex sentences into different languages using your own voice and answering phone calls directly and literally in the palm of your hand.

The Revolutionary Power of Wearable AI

- **Independence and Versatility:** At the core of this wearable AI device lies its ability to function independently from external devices. Enjoy an easy and standalone experience as it handles phone calls, provides

real-time language translation through advanced AI algorithms, displays emails and messages and even offers personalized dietary recommendations. This unique autonomy empowers users to interact directly with the device, eliminating the need for additional devices or smartphones.

- **Integrating Technology Into Everyday Life:** Designed to mimic human interaction with the world, the wearable AI device seamlessly integrates into daily routines. It captures sounds and visuals, creating an immersive experience that mirrors our natural way of perceiving information. Through its user-friendly design, the device can be effortlessly operated using voice commands and simple taps, providing easy access to email updates, messages and calendar events. It bridges the gap between people and technology, making digital interactions more intuitive and natural.

The Next Journey of Innovation

While precise details regarding the device's release date remain undisclosed, excitement is growing around this wearable AI technology. Its capacity to scan objects and provide informative responses, reminiscent of advanced AI systems, provides a glimpse into its immense potential. Tech enthusiasts eagerly await the official launch, keenly anticipating the day they can explore the full extent of this revolutionary wearable AI device.

The minds behind this breakthrough in wearable AI have made a significant impact on the tech industry. With a strong emphasis on innovation and imagination, the company responsible for this device has captured the attention of industry insiders. Their unwavering commitment to redefine digital interaction has propelled them to develop this extraordinary wearable AI device. Consequently, technology enthusiasts worldwide eagerly anticipate its public debut, eagerly looking forward to experiencing its transformative capabilities.

The emergence of this wearable AI device will mark a significant milestone in personal technology. With enhanced functionality and an intuitive design, it has the potential to revolutionize how we engage with digital content. As everyone eagerly awaits its release, they can envision and ultimately inaugurate a future where wearable AI technology seamlessly integrates into daily life. **TR**



The minds behind this
breakthrough in wearable AI
have made a significant impact
on the tech industry



Sofrecom Collaborates With Telcos to Maximize Technologies and Facilitate Integration

In an exclusive interview with Telecom Review, Sofrecom CTIO Davy Letailleur explains how the company leverages emerging technologies to support the digital transformation within the telecom sector as well as the market trends within the MEA region, among other insights.



Davy Letailleur, CTIO, Sofrecom

Sofrecom has become a vanguard in operator development and diversification as well as a benchmark partner in building e-government solutions. How does technology play a critical role in fulfilling these responsibilities?

Telco technologies are becoming increasingly essential to meet major environmental, societal and economic challenges.

It is becoming more and more important to bring together a range of technologies to meet the needs of operators and governments, with the challenge of ensuring interoperability and end-to-end technology integration. The Telecom ecosystem is evolving towards increasing players specialized in infrastructure services (towercos, fibercos, Energy, satellites, datacenters, etc.), cloud, networks, platforms and digital services, where

AI and cybersecurity technologies are becoming more and more important. Moreover, networks are becoming "softwarized" (virtualization/cloudification), enabling a move towards autonomous or automated networks, and offering on-demand connectivity solutions that open up new opportunities for value creation.

At Sofrecom, we work with telco operators to assess technologies' maturity and interoperability and facilitate their integration. At the same time, we need to address environmental and social issues to help operators move towards a more efficient and resilient model in the face of changes in their ecosystem. These include climate change and the circular economy, which is both a lever for decarbonization and value creation.

As a specialized consulting and engineering firm, how does Sofrecom leverage emerging technologies to

support digital transformation within the telecom sector?

First and foremost, Sofrecom capitalizes on the Orange Group's innovation with a wide range of solutions and tools in different regions. This gives us real leverage to develop new expertise in systems integration and to assess the relevance and maturity of the solutions considered for each customer's needs. Sofrecom is currently building up its expertise mainly in Europe and the MEA zone, with more than 2,500 multicultural consultants in France, Morocco, Tunisia and the United Arab Emirates.

Sofrecom relies on a strong network of partners to enrich its value proposition with new, differentiating innovations, particularly in software, and to strengthen its local teams for its various projects.

Nevertheless, successful technology integration makes sense only if it is

part of a larger transformation strategy and not just a technical one. For example, with DATA/IA, it is not enough to introduce its uses to achieve its promises; rather, its adoption requires a change management system to scale up. A collective adoption process must be put in place, which usually takes time and therefore requires anticipation.

We offer a "data value measurement" approach to our customers. Our aim is to enable them to assess the potential for value and accelerate the adoption of data/IA issues in a range of telcos' activities, such as: personalized customer relations, fraud prevention, improving operational efficiency (e.g., technician intervention) and improving network energy efficiency.

Can you share how Sofrecom anticipates market trends in the MEA region and adapts to clients' needs?

Connectivity issues remain paramount, with infrastructure services such as coverage enhancement, broadband upgrades, fiber backbone deployment, datacenters, etc., as prerequisites.

In this area, Sofrecom develops innovative solutions for monitoring and controlling the quality of fiber deployments. We support operators and specially towercos in improving the efficiency of mobile site infrastructure management. Sofrecom's telco engineers support 4G/5G deployments and manage datacenter studies and deployments, taking charge of customer migration. We also offer high-value-added tools for measuring and managing network quality of service.

In Africa, digital inclusion is a priority. We contribute to the development of national digital strategies and support the development of network schools, the idea being to co-build know-how with partners and the local industrial ecosystem to create sustainable jobs in the telecoms sector. Access to energy is another challenge, due to the low level of electrification in certain rural and peri-urban areas, with the development of SHS (Solar Home System) kits as a possible response. We support Orange in deploying these solutions.

In addition, we contribute to various broadband deployment projects to provide connectivity in rural areas or schools and work through different partnerships on deploying trusted digital solutions such as digital identity solutions, national data archiving and management, and mobile payment solutions for financial inclusion.

In the Middle East, networks are being transformed towards greater automation and "software-driven" or "data-/AI-driven" networks. Sofrecom provides an independent assessment of the maturity level of network operators based on a scale of 0 to 5 standardized by the TM Forum. The introduction of openRAN technologies is set to accelerate from 2024 onwards, following a process that is likely to accelerate with the rollout of telco Cloud and 5G network cores, enabling the promises of 5G to become a little more concrete through on-demand networks and greater network agility and resilience (cybersecurity threats and management of climatic hazards).

Finally, in the MEA region, circular economy development is set to take shape, led by the emergence of reconditioning factories for both customer and network devices. And, in network energy efficiency, new, more efficient solarization solutions are expected, the aim being to increase the use of green energy by considering the carbon footprint over the entire lifecycle of the solution. We support these needs through opportunity studies aimed specifically at validating business models, defining master plans for energy efficiency improvement projects, and providing operational support for project management and deployment.

With an extensive know-how network, how do you see Sofrecom's expertise continuing to evolve in the MEA region? How does this address the sustainability aspect among customers?

Following the above points, our main new areas of expertise are:

- **Infrastructure services:** satellite solutions, IS solutions to address

the infrastructure management needs of Towercos and Fibercos, multicloud and datacenter solutions that can address data protection issues and integrate local or regional regulations, and, of course, continued deployment of 4G/5G and fixed networks (fiber connections, fiber backbone, Fixed Wireless Access).

- **Digital services:** platforms, multiservice applications, and new organizations to meet the digital transformation challenges of operators and governments.
- **The gradual transformation of networks towards software,** with increased use of Data/IA.
- **Cybersecurity**
- **And the green transition,** where we address several issues such as green IT and networks; circular economy; and energy savings.

From your perspective, what are the factors that will impact the MEA region's telecom industry growth in the next five years? In what ways can Sofrecom contribute to accelerating this growth?

Telecoms growth in the MEA region will be driven by two key issues:

- **Continuing infrastructure investment:** the aim is to create funding structures for these very expensive infrastructure investments (public and private investments, public-private partnerships, international donors, etc.). To encourage investors to sign up for this strategy, Sofrecom is one of the players striving to improve efficiency in using funds, especially regarding costs, quality and deadlines, as well as integrating digital inclusion and climate issues.
- **Network monetization and digital services:** the telecom business model needs to evolve to provide all stakeholders involved with a greater operating margin. This will require a shift towards shared solutions, business digitization, network automation, circular economy and infrastructure monetization; new technologies will foster this transformation, but change management and anticipation will be key to delivering value. ■



Kenya's Digital Future: A Journey of Connectivity, Innovation and Prosperity

In recent years, Kenya has emerged as a leading force in Africa's digital revolution with its vibrant tech ecosystem, forward-thinking policies, and young and tech-savvy population. The country's internet infrastructure journey has been a remarkable tale of overcoming challenges and transforming into a digital powerhouse, enabling Kenya to harness the power of technology to drive economic growth, empower communities, and improve the lives of its citizens.

The Journey Kenya's journey in developing its internet infrastructure has been a story of overcoming connectivity challenges and embracing the opportunities presented by mobile technology. In the face of limited access and high costs, the government and private sector joined forces to enhance connectivity infrastructure. Initiatives such as the National Optic

Fibre Backbone Project and the landing of international submarine cables have played a pivotal role in expanding internet coverage, reaching both urban and rural areas, and bridging the digital divide.

The advent of mobile technology has revolutionized internet access in Kenya, with the widespread adoption of affordable smartphones and the rollout of 3G and 4G networks. Mobile network operators like Airtel Kenya, Safaricom and Telkom Kenya have been instrumental

in expanding internet coverage and improving connectivity speeds, enabling millions of Kenyans to connect to the digital world. This improved internet infrastructure has laid the foundation for a thriving digital entrepreneurship ecosystem, with tech hubs, incubators and innovation spaces supporting startups and driving innovation.

Furthermore, Kenya's improved internet infrastructure has also fueled the growth of e-commerce and digital services. Online marketplaces have

gained popularity, providing a convenient platform for Kenyans to shop online, while digital financial services have transformed financial transactions, promoting financial inclusion and economic activity. Additionally, access to reliable internet connectivity has advanced digital education and skill development. E-learning platforms, online courses and virtual classrooms have expanded educational opportunities, especially in remote areas, and initiatives like the Digital Literacy Program have equipped students with essential digital skills, preparing them for the digital economy and fostering a digitally literate society.

The Vision

"Kenya Vision 2030" is a long-term development blueprint that was launched by the Kenyan government in 2008. It aims to transform Kenya into a globally competitive and prosperous nation by 2030. The vision outlines the country's development goals and strategies across three key pillars: economic, social and political governance.

Under the economic pillar, the vision aims to achieve an annual economic growth rate of 10% and transform Kenya into a newly industrializing middle-income country. The focus is on key sectors such as agriculture, manufacturing, tourism, infrastructure, information and communication technology (ICT) and financial services. The vision emphasizes the need for sustainable economic growth, job creation and poverty reduction.

In the social pillar, Kenya Vision 2030 aims to create a just and cohesive society with high-quality social services. This includes improving access to healthcare, education, housing, water and sanitation for all Kenyans. The vision also seeks to promote social equity, gender equality and social inclusion, with an emphasis on empowering vulnerable groups and promoting cultural heritage. Moreover, to drive the implementation of Kenya Vision 2030, the government established the Vision Delivery Secretariat (VDS) and various sectoral steering committees. These bodies oversee the implementation of specific projects, monitor progress and coordinate efforts across different sectors and levels of government.

Also, the vision is aligned with the United Nations' Sustainable Development Goals (SDGs) and aims to contribute to their achievement. It recognizes the importance of partnerships between the public and private sectors, civil society and development partners to realize its goals.

Kenya's Telecom Milestones

Kenya's telecommunications sector has been making significant strides in recent developments. Safaricom, one of the leading telecom operators in the country, has expanded its 5G coverage to 21 counties. This advancement is set to revolutionize connectivity, enabling faster and more reliable internet access for businesses and individuals across these regions. The expansion of 5G networks signifies Kenya's commitment to embracing cutting-edge technologies and enhancing its digital infrastructure.

In another groundbreaking achievement, Kenya launched its first satellite, Taifa-1. This initiative aimed to strengthen the country's space capabilities and improve communication networks, particularly in remote areas. The Taifa-1 satellite will enhance internet connectivity, telecommunication services and disaster management capabilities, further bridging the digital divide and empowering communities with access to vital resources.

Furthermore, Airtel, a major telecom operator in Kenya, has introduced eSIM technology in the country. The launch of eSIMs provided users with the convenience of digitally activating and switching between mobile networks without the need for physical SIM cards. This technological advancement offers flexibility and ease of use for consumers, enabling them to seamlessly connect to the network of their choice.

Collectively, these developments highlight Kenya's commitment to embracing advanced technologies, improving connectivity and enhancing telecommunications services.

The Role and Challenges of Social Media in Kenya

Kenya has witnessed significant internet usage and connectivity growth in recent

years. With an internet penetration rate of around 87.2%, a substantial portion of the population has access to the internet. Mobile internet usage is particularly prevalent, with approximately 43.7 million mobile internet subscribers. This widespread adoption of mobile devices, especially smartphones, has played a crucial role in expanding internet access and connectivity across the country.

Social media plays a significant role in Kenya, connecting people, facilitating communication and serving as a platform for citizen journalism and political engagement. It has become a powerful tool for sharing information, organizing protests and raising awareness about political issues. Social media has also influenced the business landscape, providing avenues for marketing, e-commerce and influencer-driven consumer behavior.

However, the rise of social media in Kenya has also presented challenges. Misinformation and fake news can easily spread, leading to confusion and social unrest. Addressing this requires promoting media literacy and fact-checking. Additionally, social media platforms have been used for hate speech and cyberbullying, requiring a balance between freedom of expression and the prevention of harmful content. Bridging the digital divide, ensuring affordable access to reliable internet connectivity and promoting digital literacy are all crucial for equitable participation in the digital realm.

Globally, social media's impact in Kenya is significant, offering opportunities for communication, activism and economic growth. However, addressing challenges while promoting digital inclusion is essential for harnessing the full potential of social media in Kenya's society.

In conclusion, as Kenya continues to invest in its people, infrastructure and sustainable development, it holds great potential for further growth and prosperity. With a focus on harnessing the power of technology, fostering innovation and promoting digital inclusion, Kenya is poised to become a beacon of progress on the African continent and beyond. **TE**

Ghana to Deactivate Unregistered SIM Cards



The National Communications Authority (NCA) in Ghana has

announced plans to deactivate around 11.1 million active SIM cards

by May 31 if they are not registered before the deadline. The affected SIM cards are those that have not started the registration process.

The director general of the NCA, Joe Anokye, exempted some groups, such as Ghanaians on national duties abroad, foreign diplomats, refugees and citizens who have not received their biometric cards yet. The SIM card registration campaign began on October 1, 2021, and has been extended several times due to the low registration rate and the population's lack of biometric identity cards. According to official figures, by April 25, 25 million out of 36.57 million active SIM cards had been registered. The SIM card registration aims to build trust in Ghana's digital ecosystem and support its Digital Transformation Agenda.

WIRUlink Shakes Up South African Fiber Market with Affordable Packages



Wirulink, a South African internet service provider (ISP), offers cheaper 100 Mbps fiber packages than some of its larger competitors, such as Afrihost and Axxess, according to a recent analysis. The review concluded that there was generally a

difference of R100 to R200 between the cheapest and most expensive ISPs for a given fiber network operator (FNO).

In terms of the prices offered by FNOs, Octotel, Herotel and

MetroFibre were found to be the most affordable, outperforming Frogfoot, Vumatel and Openserve. Octotel emerged as the cheapest FNO for most ISPs. It should be noted that Herotel is an exception, as it operates as both an FNO and an ISP, meaning that consumers have no choice of ISP on Herotel and can only use Herotel's services.

Fiber package prices are determined through collaboration between ISPs and FNOs. FNOs install fiber infrastructure, and ISPs offer packages to consumers over this infrastructure. The analysis compared symmetrical packages, with Frogfoot and Openserve using their 150 Mbps packages for comparison. Some FNOs charge installation fees, and router inclusion was not factored into the analysis.

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Salma Jamoussi, a researcher and associate professor at the University of Sfax, Tunisia

Driving AI Innovation With NLP. Salma Jamoussi Shares Insights and Challenges

Telecom Review Africa conducted an exclusive interview with Salma Jamoussi, a researcher and associate professor at the University of Sfax, Tunisia (with a Ph.D. in Computer Science and Artificial Intelligence from the University of Lorraine, France), and delved into her experience and expertise in the field of AI. During the interview, she shed light on her intention to utilize Natural Language Processing techniques in her projects and also addressed the challenges that women may encounter when specializing in this field.

Can you tell us about your experience and expertise in the exciting field of Artificial Intelligence?

I am currently a member of the research laboratory MIRACL (Multimedia, Information Systems and Advanced Computing Laboratory). My research interests focus on artificial intelligence, data science, machine learning and natural language processing methods.

In fact, since my first research activities, I have been interested in artificial intelligence and machine learning, especially neural networks. I began my research career with robotics, and I did my PhD on natural language processing. I was among the first researchers to use machine learning methods to understand speech. To reach this goal, I employed neural networks and Bayesian networks. Afterwards, I decided to get deeper into the fundamental aspects of this field. Therefore, I was first interested in clustering methods and used meta-heuristics to enhance clustering results in many applications. I continued to work as well on Bayesian networks and especially on structure learning using bio-inspired methods like genetic algorithms and ant colonies. As my favorite application field is always text and social media data, the curse of dimensionality was one of my primary interests. I proposed many methods on this topic (filter, wrapper and embedded methods) for both supervised and unsupervised learning. All these research interests led me to focus more now on deep learning methods and conduct my research activities on recent advances in data mining, which are the Volume and Velocity of data in the era of Big Data.

How have you already utilized or how do you intend to utilize Natural Language Processing techniques in your projects or research?

The main focus of my projects is to use NLP techniques in order to

gain valuable insights into users' characteristics, preferences, and behaviors from their user-generated content. These insights can be used for diverse applications ranging from user profiling to personalized recommendations and targeted marketing. In my case, I concentrate more on the early detection and prevention of mental health disorders. I mainly use sentiment analysis and NLP techniques to understand the emotional states of users and detect signs of these disorders, which can lead in some cases to distress, depression and suicidal ideations. This information can be used to provide personalized support and [initiate] early interventions.

What are some ethical considerations and potential biases that should be taken into account when developing AI models?

This is a very important question. Indeed, collecting and using personal data — when profiling users, for instance — is a very sensitive issue and must adhere to privacy laws and regulations. Sensitive information should be handled with care, and data anonymization techniques should be employed. In addition, user consent is needed in many situations. Moreover, the designed AI models, which are used by experts and stakeholders in general, have to be explainable and interpretable. Indeed, when using AI models, users and stakeholders should have access to clear explanations of the model's outputs and results to assess its behavior and its potential biases. When models can provide explanations, it becomes easier to hold them accountable for their actions and address any potential issues or concerns.

Can you share an example of a real-world application where Deep Learning has made a significant impact?

One prominent example of a real-world application where deep learning has made a significant impact in the context of NLP is in the field of question-answering systems. Deep learning models, particularly

with models like BERT and GPT-3, have significantly improved the accuracy, fluency, and contextual understanding of question-answering systems, opening up new possibilities for intelligent human-computer interaction and knowledge retrieval.

ChatGPT, for instance, has revolutionized the AI field by significantly enhancing the capabilities of natural language understanding and generation. It can understand and respond to complex queries in a manner that closely resembles human-like understanding.

From your experience, what are some real difficulties and challenges that women might face when wanting to specialize in such a field?

According to my experience and my own situation, the main difficulty that could hinder a woman when working in the AI research field is related to the work-life balance issue. In fact, balancing work and personal responsibilities can be particularly challenging for women in AI, as the field often demands long work hours, intense workloads, and frequent upskilling. Striking a balance between career aspirations and personal commitments can be a significant hurdle, especially when we are mothers and living in an Arab country.

Moreover, another significant issue that women can face in such fields, is the underrepresentation problem, especially in leadership and responsibility roles. The main matter here is the underestimation of women's abilities and capabilities in research and academia. I think that research institutions and universities have to support gender diversity and give women the opportunity to take on leadership roles and responsibilities, harnessing the full potential of women's talents and contributions.

Can you discuss any ongoing or future projects that you are working on related to the focus areas we mentioned?

Actually, I have been working on many social media mining-related

projects. Namely, the user profiling issue has been the focus of my research interests since the Tunisian revolution, where social networks played a prominent role. Currently, I am working on more advanced issues related to this topic, where I focus on the early detection of mental health disorders and suicidal intentions of social network users by analyzing their generated content. Apart from the use of NLP and sentiment analysis methods, I am now interested in online social network profile building by taking into account the multilingual nature of the user-generated content and the fake news and profiles that could distort our models. The consideration of these aspects will allow for a more accurate and more complete user profiling, making it possible to decide what are the right steps to take in order to properly support users and help them overcome their mental health problems. The ultimate objective of this project is to build a chatbot to interact with users in a conversational manner and offer them mental health support. Such a conversational application can supplement existing mental health services and provide accessible and convenient support to a wider population. 



Striking a balance between career aspirations and personal commitments can be a significant hurdle, especially when we are mothers and living in an Arab country





Navigating the World of Smartphones: A Comprehensive Guide for Parents

In today's digital age, smartphones have become an integral part of our lives. From communication and entertainment to accessing information, these devices offer a world of possibilities. As technology becomes more pervasive, many parents face the decision of when and how to introduce their child to their first smartphone. Recent research has shed light on the costs and requirements parents consider before making this important decision.

Things to Look Out For: The 3Cs Protocol

The 3Cs protocol is a comprehensive approach designed to guide parents

in providing their children with a positive and responsible smartphone experience. It focuses on three key aspects: Cost considerations, Choice of smartphone and addressing Concerns and potential regrets. By following this protocol, parents can navigate the challenges associated with introducing their child to the world of smartphones and foster a healthy and balanced relationship with technology.

- **Cost Considerations:** When purchasing their child's first smartphone, parents consider various cost-saving methods, with 38% choosing second-hand phones or hand-me-down devices. Over one-third prefer mobile phone network contracts, and nearly a quarter opt for purchasing directly from brand suppliers. Monthly costs for calls, texts and data also come into play, with choices ranging from fixed-term contracts (35%) and SIM-only plans (32%) to pay-as-you-go options (28%). By carefully managing costs, parents can provide their children with smartphones that fit their budget and needs.
- **Choice of Smartphone:** Just over a quarter of parents bought their child the smartphone model that they asked for. However, for 45% of parents, the first smartphone purchased for their children was the cheapest model that met their requirements. Studies found that the most essential features for their children's first smartphone, in order of importance, were Wi-Fi connectivity and the ability to make calls, send text messages and use data. Parental controls were considered important by 80% of parents.
- **Concerns and Regrets:** Despite good intentions, the study revealed that just over a quarter of parents regret giving their child a smartphone. Three in five parents expressed

concerns about their child's social media use, and over half worried about their children using smartphones too much. The study also found that the same proportion of parents faced negative reactions from their children when taking their smartphones away.

Parent's Guide

When buying a smartphone for their kids, parents need to consider the implications of their decision. This includes engaging in open communication to establish trust and set guidelines for responsible smartphone use. Implementing safety measures, such as parental controls, helps protect children from potential online risks. Also, encouraging a balanced approach to technology by setting screen time limits and promoting offline activities is essential for their overall well-being. Regular monitoring of online activities and providing guidance ensure that children develop responsible digital habits. By considering these factors, parents can make informed choices and create a safe and positive digital environment for their children.

As parents prioritize Wi-Fi connectivity as the most important requirement for their child's first smartphone, it becomes crucial to protect children from potential risks. Safeguarding their online experiences involves securing the home Wi-Fi network, utilizing parental controls and filtering, educating children about internet safety, actively supervising and monitoring their online activities, promoting safe browsing and app usage, setting balanced screen time limits

and maintaining regular conversations to address concerns and challenges. By taking these measures, parents can create a safer online environment for their children while embracing the benefits of Wi-Fi connectivity.

Alternative Options

When considering alternative options, parents can explore different approaches to providing their children with phones. One possibility is the purchase of unlocked phones, which allows greater flexibility in selecting service providers and plans. This provides the freedom to choose a provider with suitable features, parental controls and affordable pricing. Additionally, opting for prepaid plans offers more flexibility and control over usage and costs. By evaluating different providers and plans, parents can find options that best align with their family's needs and budget, ensuring a customized and responsible approach to their children's smartphone usage.

Protecting children from the potential risks associated with smartphones is crucial. Setting age-appropriate limits on smartphone usage and monitoring the content they access are important steps. Utilizing parental control apps and educating children about online safety are effective measures. Creating device-free zones and times, being a responsible role model and fostering open communication are key strategies. Staying informed about new apps and trends enables parents to engage in meaningful discussions. By implementing these measures, parents can help safeguard their children and promote responsible smartphone use. **TE**



Vodacom Tanzania Joins Operators to Greatly Expand Coverage



With a bold ambition to achieve 80% broadband penetration by 2025, the Tanzanian government, with support from the World Bank, has embarked on a project dubbed Digital Tanzania in partnership with mobile network operators that will see the extension of broadband services to 713 wards, which translates to 1,407 villages, and benefit over 8.5 million Tanzanians across the country upon its completion.

Officiating the signing ceremony at the country's capital, Dodoma, H.E. Samia Suluhu Hassan, President of the United Republic of Tanzania, commended the various ongoing partnerships between public institutions and private organizations (PPPs) in successfully implementing strategic development projects that benefit Tanzanians.

President Suluhu praised the initiative for boosting rural businesses by providing farmers with easy access to information and expanding market opportunities. She highlighted the government's plan to transition from feature phones to smartphones

due to improved communication services. The health sector, particularly telemedicine, will also experience significant positive effects. She commended the successful implementation of the m-mama program, a partnership with the Vodacom Tanzania Foundation, which has substantially reduced maternal mortality in Tanzania.

On his part, Vodacom Tanzania Plc's Managing Director, Philip Besiimire, when asked about the essence of the partnership, linked it with the company's vision to lead Tanzania to the digital age and change lives through technology, stressing that through innovation and community-driven insights, they have been able to come up with products and services that touch on key socio-economic sectors such as health, education, agriculture and mobile financial services.

Echoing the President's remarks, Besiimire explained that in a country where three-quarters of the country's workforce works in the agriculture sector and most of them reside in rural Tanzania, their innovative solutions have accelerated farmers' registration on their M-Kulima platform, reaching over 3.1 million farmers. They've gone further to

distribute proceeds worth north of TZS4 billion to the enrolled farmers via M-Pesa in the last year, which provided ease, security and speedy distribution.

Through its partnership with the government through UCSAF, Vodacom has reached Tanzanians who would otherwise remain unconnected. With Vodacom Tanzania allocated 190 wards through the Digital Tanzania partnership, the company will extend its reach to approximately 4.1 million people, which is equivalent to 3.7% of Vodacom's network coverage. By the completion of this project, Vodacom will have reached 525 wards, getting 8,179,367 Tanzanians connected and exposed to the wide array of their products and services, allowing them to participate in the digital economy.

Vodacom Tanzania PLC has been a key stakeholder in the usage of the National ICT Broadband Backbone (NICTBB) infrastructure since 2012, with capacity leasing contracts worth over USD 60 million in the past years. This has helped the extension of internet accessibility, where more people can access digital facilities, such as health services, education delivery, and agricultural information, as well as furthering the growth of financial inclusion nationally.

Safaricom PLC Committed to Transforming Farming for a Sustainable Future



Henok Teferra Shawl, chief external affairs and regulatory officer at Safaricom, recently took part in a plenary discussion organized by the IFC (International Finance Corporation) focusing on the expansion of digital

solutions in the agricultural sector for its future growth.

"Our primary objective is to become the preferred partner in developing platforms that cater to the specific requirements of the agricultural industry. These platforms aim to enhance crop yield, streamline the supply chain, and improve waste management. We are deeply committed to addressing the needs of the 85% of our population who are farmers

by providing connectivity [and] digital solutions and integrating with M-Pesa, Africa's largest digital financial service, in the near future," noted Henok.

Being a purpose-driven technology company, the primary focus is on transforming lives and preparing for a digital future. "Through the active development of our network, we aim to provide comprehensive support to Ethiopia's 2025 Digital Transformation Strategy," added Shawl.

GITEX AFRICA Digital Summit: Empowering Digital Transformation in Africa



African leaders from the government and the private sector will gather at the inaugural GITEX AFRICA Digital Summit in Marrakech this month. The summit, part of the larger GITEX AFRICA 2023 event, aims to foster digital transformation alliances. Africa remains committed to empowering and unifying the continent through ICT growth, even amidst global changes in the tech industry. The summit will explore how technology and connectivity are shaping sustainable development in

African governments, businesses and society. H.E. Lacina Koné, Director General and CEO of Smart Africa, will be a keynote speaker, highlighting the potential of digital technologies for economic growth, job creation and talent development in Africa.

Africa's ICT and broadband sectors are experiencing remarkable growth, with the continent's internet population growing by 20% in just one year. This digital boom, supported by talent development

and increased investments, has propelled Africa's digital economy to the forefront of global progress. The conference will explore technology's role in advancing sustainability, particularly in African-centric net-zero agendas. Industry leaders from the USA, Morocco and France will discuss how technology can drive the evolution of digital cities and contribute to a net-zero future.

In summary, the GITEX AFRICA Digital Summit brings together key stakeholders to advance digital transformation in Africa, leveraging the continent's rapid ICT growth and digital economy. The summit serves as a platform for policymakers, government officials, investors and academics to exchange ideas and strategies for harnessing technology's potential in driving economic development and social progress. By exploring topics such as AI, digital cities and sustainability, the summit paves the way for Africa to become a digital powerhouse and drive positive change across industries and communities.

Smart Africa, GITEX AFRICA Partner for CAITA and Ministerial Training



Smart Africa and GITEX AFRICA have entered into a partnership agreement to facilitate a ministerial training and the Council of African ICT Agencies (CAITA) event. Taking place from May 31st to June 2nd, 2023, in Marrakesh, Morocco, GITEX AFRICA is recognized as the largest tech and startup event in Africa. The agreed-

upon deliverables include venue provision, participant invitations and enhancing visibility for the event.

The Council of African IT Agencies (CAITA) is the latest organ meeting of Smart Africa, comprising IT agencies from Smart Africa member states, established to promote collaboration and cooperation in the field of Information Technology across the African continent. The Council serves as a platform for member states IT agencies to share knowledge, resources and best practices in IT development and implementation with the aim of advancing technology in Africa.

As part of the partnership, Smart Africa, in collaboration with Thunderbird School of Global Management and Africa Digital Academy, is organizing a Ministerial training on the sidelines of GITEX AFRICA. The training, conducted through the Smart Africa Digital Academy (SADA), aims to equip Africa's public sector with the necessary skills to become global leaders in the fourth industrial revolution. Titled "Innovative Governance for the Digital Age," the training will prioritize four key areas: equity and inclusivity, agile governance, digital transformation and the automation of government administration.



Do Digital Tools Make Us More or Less Productive at Work?

Technology has taken hold of most every part of our existence. Indeed, most people have reached the point where they cannot envision a day without using these applications. We live in a digital world where spending quality, productive time without these useful tools is nearly impossible. As technology has advanced, employees in every organization and industry have begun to approach their work from a new perspective. However, a key question arises: does technology help us be more productive at work or merely waste more of our time.



Hundreds of new technologies and tools have been developed throughout the years to help us be more effective. They claim to improve the efficiency of our enterprises by saving us time on the tasks we find mundane, turning our attention to those we find beneficial and ultimately helping us get more done every day.

Technology has impacted almost every aspect of our lives. In fact, we can't picture a day without our electronics, which can include anything from our smartphones to our laptops.

Accessibility

24/7 access is now feasible thanks to technological advancements. This 24-hour window allows companies to more freely communicate at any time and from any location. Employers can provide assistance to their employees, answer their questions and address their issues at any time.

Communication

We can contact anyone, no matter where they are, thanks to modern tools. Organizations that are expanding worldwide understand the value of communication since, as their growth demonstrates, helpful relationships can be found everywhere in the world. There are numerous digital solutions that enable people to communicate more easily. For example, using Wi-Fi allows for simple communication via messaging and voice or video calling. Companies can enhance output without restriction when quick communication is allowed.

Securing sensitive data

In today's digital age, the handling of sensitive data is a major priority for financial institutions and businesses. Organizations that collect data must exercise extreme caution since data loss might result in a massive setback. If the company stores data on a hard disk or a USB, it may be subject to viruses, malware and hacking. Digital tools have instead made it possible for businesses to securely store this data. Google Drive, Dropbox and Amazon Drive are examples of platforms that can be used to both store data and scale up over time.

Increased Productivity

The utilization of technology in your organization will greatly help your employees. It will increase their productivity and thus strengthen their satisfaction in carrying out their responsibilities. As a result, they will become more productive and, arguably, more dedicated in the long run.

When your employees provide better and higher productivity, your company can look to increase sales and revenue margins. Profits will become the norm for your company, allowing you to compensate your employees for their impact through well-deserved raises. Satisfied employees become long-term employees, saving you money on turnover in the end.

Some Negative Effects of Digital Tools on Work Productivity

Not every automated device is a blessing. Though we can communicate with others without limitation due to our mobile phones, this can be a hindrance in the workplace. Nowadays, almost everyone can easily access apps like Instagram and Twitter that

distract them from their work. People are constantly tempted to open their phones to see what's new or otherwise engage with friends throughout the day. Companies must stay on guard and institute effective policies to limit such distraction.

As the majority of firms rely on some form of digital technology to execute effectively, they become dependent on a stable and strong internet connection. If such strength and stability are not maintained, efficiency will suffer immediately. Simply put, nowadays, effectiveness and innovation go hand in hand.

Technology Fatigue

Many today think that, for better or worse, technology has shaped how we work and live, and the constant connectivity it provides means we're always engaged, whether with our friends, on social media and the internet, or with our work. However, this may unfortunately be harming our capacity to concentrate, as many of us are finding it difficult to switch off. Technology, notably its propensity to keep us always "on," may thus be having a detrimental impact on our work-life balance.

While technology has indeed provided enormous benefits to businesses and their employees, there is definitely a need to find the right blend. Flexible workspaces and dedicated tech-free zones, which help workers separate working hours from non-working time and reduce subsequent distractions, are just two of the answers to these potential problems. Employers must stay committed to a workplace that is productive for the company while remaining both healthy and satisfying to those it employs. **TE**

Telecom Egypt, IPTO Group Join to Boost Interconnectivity



Telecom Egypt and IPTO Group announced their collaborative efforts to enhance international telecommunications infrastructure projects. The aim of these projects is to significantly increase interconnectivity between Greece and Egypt, fostering improved data transfer opportunities between Europe, Africa and Asia.

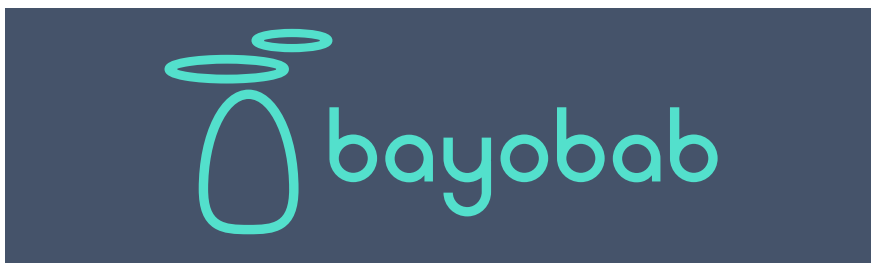
IPTO Group, through its subsidiary Grid Telecom, and Telecom Egypt are set to enhance their existing strategic cooperation for the Greece-Egypt telecommunications interconnection. This collaboration will include the integration of 2AFRICA, the world's largest submarine optical fiber system. The project aims to connect Africa with Greece through Crete and

is scheduled for completion by mid-2024.

By leveraging the capabilities of 2AFRICA, the collaboration between IPTO Group and Telecom Egypt will provide a robust and reliable infrastructure for data transmission, supporting increased connectivity and facilitating seamless communication between continents. The strengthened partnership between Greece and Egypt in the telecommunications sector is expected to unlock new opportunities for economic growth and innovation.

The initiatives undertaken by IPTO Group and Telecom Egypt reflect their commitment to advancing technological capabilities and expanding connectivity options. These projects will contribute to the development of a more integrated and interconnected global telecommunications landscape, promoting collaboration and driving progress in the digital era.

MTN GlobalConnect Rebrands to Further Digital Connectivity in Africa



MTN GlobalConnect announced an important step in the evolution of its business through the unveiling of its new name and positioning: Bayobab. The brand reveal took place at the International Telecommunications Week (ITW) Conference in Washington, DC,

attended by over 6,000 delegates from across the digital wholesale telecoms community. The new identity, Bayobab, represents the company's strategic transformation journey to connect Africa with open next-gen digital solutions through its two distinct businesses, Bayobab

Fibre and Bayobab Communication Platforms.

Inspired by the Baobab tree, which many recognize as the "tree of life," Bayobab is the enabler of the digital connectivity value chain across the African continent. The rebrand is the first step in the business transformation journey since MTN Group announced its Ambition 2025 strategy to structurally separate its fiber business, targeted for completion by 2024. This will enable Bayobab to unlock value within the business, attract strategic partners, and comply with local regulations across its key markets.

Etisalat Egypt by e&, IDT Global Partner to Provide Unlimited Calling



Etisalat Egypt by e& and IDT Global, a division of IDT Corporation, have announced a joint retail voice initiative aimed at providing unlimited calling for IDT's BOSS Revolution customers in the US and Canada to up to ten Egyptian customers on the Etisalat mobile network. This offer allows customers to make unlimited calls for a duration of 30 days at a flat price, providing them with direct,

uninterrupted and crystal-clear calling experiences.

Hossam ElMeadawy, chief corporate affairs officer of Etisalat Egypt by e&, noted the company's excitement in launching a new international voice calling product for the North American market. This collaboration with IDT Global has enabled Etisalat Egypt to introduce a highly competitive and substantial retail offer. The partnership with IDT has opened up opportunities to reach a wider range of international communities, leveraging IDT's strong retail presence in the North American market. Etisalat Egypt by e& looks forward to continuing this

collaboration with IDT not only in this market but also in others.

Nick Ford, president of IDT Global, expressed delight in this strategic partnership with Etisalat Egypt by e& for this product. This collaboration allows them to provide their customers with unlimited calling plans, offering exceptional value that is not possible with traditional telecom pricing models. The successful combination of IDT's understanding of its customers and Etisalat's utilization of retail assets results in a highly competitive product that benefits Egyptians in North America who want to stay connected with their loved ones.

TELUS International Goes Continental: Expands to South Africa and Morocco



TELUS International, a leading digital customer experience innovator that designs, builds and delivers next-generation solutions, including artificial intelligence (AI) and content moderation, for global and disruptive brands, today announced it has established operations in South Africa and Morocco. TELUS International now operates in 32 countries located across five continents around the world.

"TELUS International's expansion into Africa is a continued advancement of our company's growth strategy, further augmenting our robust and agile global delivery model to provide even more diversified, client-tailored and high-quality support from key outsourcing destinations. By establishing our footprint on the continent in both Morocco and South Africa, our team is able to effectively meet near-term client

demand while establishing a strong foundation from which to grow," said Jeff Puritt, president and CEO of TELUS International.

"Our caring culture and differentiated, end-to-end digital capabilities will help ensure TELUS International stands out as an attractive employer in the region and a high-value partner for global brands. Our long-term goal is to ramp up our operations more meaningfully in the years ahead, progressing thoughtfully in building our presence over time. We are confident that our 18-year track record of successful global expansion will serve us well in this regard, unlocking for our stakeholders' meaningful opportunities related to digital CX, trust & safety and AI services," added Puritt.

Highly Skilled, Multilingual Talent Pools and World-Class Infrastructure

South Africa and Morocco are fast-growing business services hubs known for their talent pools of young, educated and highly skilled digital natives ready to access the employment market every year. The availability of individuals who are

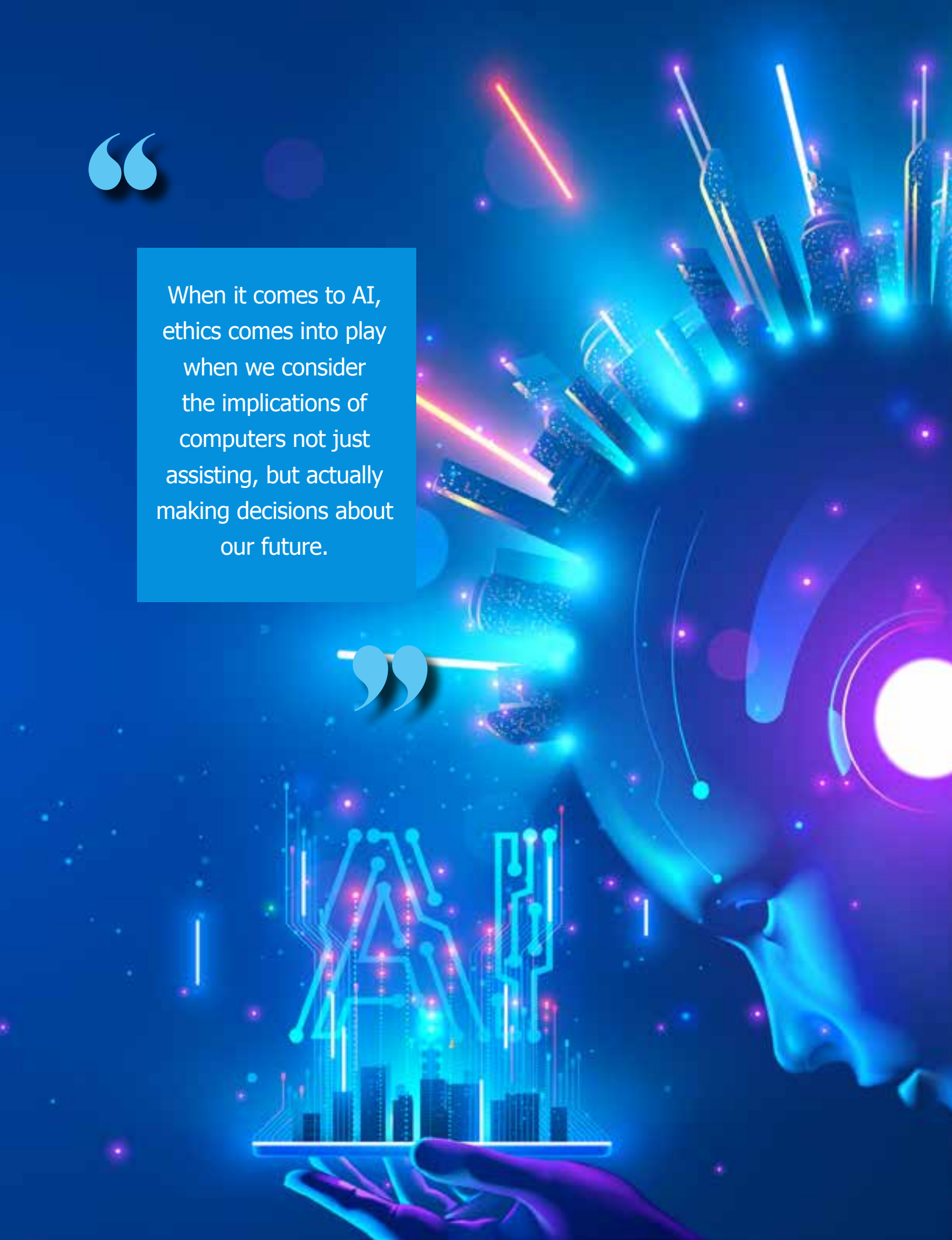
fluent in several languages, including English, French, German, Dutch and Italian, as well as the broad spectrum of cultures and ethnicities present in these countries, will enable TELUS International to further augment its highly engaged and diverse global team. Additionally, South Africa and Morocco are strategically located in favorable time zones to accommodate the company's clients across Europe and North America, and both countries possess world-class infrastructures with strong broadband networks and economies to support future growth.

"TELUS International's unwavering commitment to invest in our team members and the regions where we operate will carry forward with our operations in Africa. In addition to providing a multitude of learning and development and career growth opportunities for our newest team members, our company will work alongside community leaders, not-for-profits and charitable organizations to support local volunteer initiatives as well as community employment programs," concluded Puritt.

“

When it comes to AI,
ethics comes into play
when we consider
the implications of
computers not just
assisting, but actually
making decisions about
our future.

”



A vibrant, futuristic cityscape at night, featuring glowing skyscrapers and laser beams in shades of blue, cyan, and magenta. The scene is set against a dark blue background with bokeh light effects. The city is positioned diagonally across the frame, creating a sense of depth and movement.

“

En ce qui concerne l'IA, l'éthique entre en jeu lorsque nous considérons les implications des ordinateurs qui ne se contentent pas d'assister, mais qui prennent des décisions concernant notre avenir.

”

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Nomination de Lillian Barnard à la présidence de Microsoft Africa



Microsoft, la société technologique américaine, a récemment désigné Lillian Barnard, originaire d'Afrique du Sud, en tant que présidente de *Microsoft Africa*. Cette nouvelle entité est chargée de fournir des solutions technologiques aux

entreprises et organisations africaines afin de faciliter leur transition numérique.

Pour sa nouvelle mission, Barnard s'appuiera notamment sur son expérience de plus de 25 ans dans

le secteur des technologies de l'information et de la communication (TIC). Elle a occupé des postes de direction au niveau local et à l'étranger dans des entreprises telles qu'*IBM* et *Vodacom* avant d'être nommée directrice générale de *Microsoft South Africa* en 2019. Elle a occupé ce poste jusqu'à sa nomination à la tête de *Microsoft Africa*. Kalane Rampai a été désigné pour lui succéder.

Ces deux nouvelles nominations s'inscrivent dans le cadre des efforts de *Microsoft* en faveur de la transformation numérique en Afrique. Les investissements de *Microsoft* en Afrique portent notamment sur l'infrastructure numérique, la connectivité, la formation, la cybersécurité, le cloud, les petites et moyennes entreprises (PME) et les start-ups.

La Côte d'Ivoire se lance dans l'espace



Le gouvernement de la Côte d'Ivoire travaille en collaboration avec *Universal Constructors Associated (UKA)* et un institut polytechnique pour lancer son premier satellite, le *Yam-Sat CI 01*. Le satellite d'observation devrait être en orbite d'ici Août 2024, a récemment annoncé Adama Diawara, ministre ivoirien de la recherche scientifique.

Ce projet montre la volonté du gouvernement de développer son industrie spatiale et d'être autonome en matière de technologie spatiale. Le président Ouattara a lancé une étude de faisabilité pour un projet de satellite en 2015 et Diawara a partagé des plans pour une agence spatiale il y a deux ans.

En lançant son satellite, la Côte d'Ivoire suit les traces de certains autres pays africains. L'année dernière, le Kenya a lancé son premier satellite, *Taifa-1*, avec l'aide de *SpaceX*. Le Zimbabwe, l'Ouganda, l'Egypte et l'Angola ont également lancé des satellites. Et actuellement, la Russie est en pourparlers avec l'Algérie, le Nigeria et l'Afrique du Sud pour les aider à construire et à lancer leurs satellites.

L'industrie spatiale africaine devrait passer de 19,49 milliards de dollars en 2021 à 22,64 milliards de dollars en 2026, selon le rapport 2022 de *Space in Africa*. En ce qui concerne le financement, le document note que le financement des programmes spatiaux dans la région est passé de 523,2 millions de dollars en 2021 à 534,9 millions de dollars en 2022.



Abdallah Nassar, directeur de l'ingénierie et des réseaux d'Orange Cameroun

Orange Cameroun et Nokia : Un partenariat audacieux pour relever résolument les défis de cybersécurité

Dans une interview exclusive menée avec Abdallah Nassar, directeur de l'ingénierie et des réseaux d'Orange Cameroun, il a discuté aussi bien des défis de sécurité du réseau d'Orange que du partenariat de l'entreprise avec Nokia, mais aussi des solutions fournies par Nokia et de la valeur de cette coopération.

En tant que principal opérateur multinational de télécommunications dans la région du Moyen-Orient et de l'Afrique, quels sont les principaux défis de sécurité du réseau auxquels vous faites face ?

En tant que principal opérateur multinational de télécommunications, dans l'ensemble de la région du Moyen-Orient et de l'Afrique, nous avons affaire à d'énormes défis de sécurité réseau au fur et à mesure que la sophistication des cyberattaques augmente. Actuellement, les cybercriminels

conçoivent en permanence des moyens plus perfectionnés pour lancer des offensives en direction des réseaux, ce qui nous met en difficulté de rester à l'avant-garde et de nous protéger. Nous pouvons discuter d'un autre défi : la complexité en pleine croissance du réseau. Les réseaux de télécommunications sont

très complexes, en présence d'un surplus d'appareils et d'applications, ainsi qu'une connectivité accrue omniprésente. Face à une telle complexité, la sécurisation des réseaux devient très ardue. Deux autres points majeurs peuvent s'y ajouter : une faible connaissance des histoires de cyberattaques les plus récentes. Cela peut entraîner des erreurs humaines qui sont également explorées par les attaquants.

Pour faire face à ces défis, nous investissons dans de nouvelles technologies, la formation de nos ressources et de notre personnel, de même que nous mettons en place une politique de sécurité solide. Pour déclencher la guerre contre la cybercriminalité, les opérateurs sont supposés collaborer avec les gouvernements et les cabinets d'avocats. Chez *Orange Cameroun*, nous entendons renforcer la sécurité de notre réseau, en mettant en œuvre une politique et des mesures de sécurité puissantes, voire une protection pare-feu, de nouveaux protocoles et des mots de passe, de même que nous veillons à sensibiliser notre personnel aux risques de cybersécurité et investissons dans de nouvelles technologies de protection. Notre objectif serait de sécuriser le flux de bout en bout tout en introduisant une passerelle de sécurité IP.

Comment les solutions de Nokia exploitent-elles les technologies et appliquent-elles les changements du marché selon Orange ?

Nous sommes fort déterminés à fournir à notre clientèle les meilleures exportations de services mobiles et les meilleurs services qui soient. Pour ce faire, nous investissons continuellement dans de nouvelles technologies et solutions. Nous avons à notre actif une longue histoire d'innovation avec *Nokia*, qui s'est faite un nom grâce à ses produits et services haute de gamme. Depuis de longues années, *Orange Cameroun* est un client fidèle de *Nokia* et s'est révélé impressionnant par son engagement à offrir des services novateurs. Les solutions de *Nokia* facilitent à *Orange* la tâche d'exploiter

la technologie et de soutenir les mutations du marché, ce qui permet à cette dernière d'offrir à sa clientèle des services haut débit à la fois plus rapides et plus fiables. Les dernières solutions de sécurité de *Nokia*, aident également *Orange* à prémunir son réseau contre les cyberattaques. Cette solution intègre des passerelles de cybersécurité et des systèmes de dépistage des intrusions. Au final, les solutions de *Nokia* nous ont permis de mettre la technologie à profit et de soutenir les changements, de même qu'elles nous ont permis de fournir les services mobiles haut débit les mieux protégés qui soient.

Quels sont les bienfaits des pratiques et des cadres de Nokia en termes de garantie de sécurité des réseaux 5G ?

Nokia dispose effectivement d'un grand nombre de pratiques et de frameworks qui contribuent à la garantie de la sécurité, d'autant plus pour les réseaux 5G. Nous pouvons, dans ce sens, mentionner la mise en place d'une sécurité pour l'arc hitecté du réseau : l'architecture 5G de *Nokia* est conçue en tenant en compte la sécurité, et propose également des solutions de sécurité pour toutes les couches du réseau. Cette solution commence par la radio et prend fin au système central. Les pratiques de *Nokia* que nous suivons de près nous permettent de sécuriser le réseau des données y compris pour la 5G dans l'avenir.

Comment Nokia aide-t-elle la clientèle des entreprises d'Orange dans son parcours de transformation numérique ?

Grâce à la passerelle de sécurité IP de *Nokia*, qui sécurise notre flux à partir de la radio jusqu'au cœur du réseau, elle a prémuni le réseau *Orange* contre les cyberattaques. Par ailleurs, *Nokia* aide la clientèle des entreprises d'*Orange* à lui fournir une large gamme de produits et de services pour en améliorer le fonctionnement, en accroître la flexibilité et en réduire les coûts. L'entreprise s'attèle à des solutions qui perfectionnent les solutions et services mobiles haut débit et ce, en vue de soutenir de nouvelles applications, principalement

pour les *SMEs* et les *PMEs* - sans perdre de vue les services conseil fournis par *Nokia*, qui aident la clientèle et les entreprises à développer et à mettre en exécution une stratégie de transformation numérique. Partant, *Nokia* aide les opérateurs à rester en avance sur la concurrence et à réussir dans cette ère numérique qui est le nôtre.

Vous avez entretenu un partenariat de longue date et fructueux avec Nokia. Comment évaluez-vous l'apport d'une telle coopération et dans quel sens la voyez-vous évoluer à l'avenir ?

Notre partenariat a été et est toujours extrêmement fructueux. Il a produit et continue à apporter de nombreux avantages et une valeur significative pour les deux entreprises.

En résumé, je peux tirer au clair les performances et la fiabilité du réseau. L'apport de la technologie de *Nokia* est assez significatif dans ce sens, ce qui s'est traduit par un meilleur service client et une expérience d'utilisateur plus positive. Ce partenariat nous a également permis de profiter de toutes les technologies récentes et des dernières innovations de *Nokia* en matière d'accès. D'autre part, en accélérant l'augmentation et le perfectionnement du réseau, nous avons abordé les aspects liés aux coûts. *Nokia* nous a permis de réduire les coûts technologiques grâce à l'efficacité du réseau et à la réduction des coûts d'entretien. J'estime que le partenariat entre *Nokia* et *Orange* évoluera sans cesse à l'avenir, aidé par de nouvelles technologies soutenant notre développement dans l'intérêt de notre clientèle aussi. Par ailleurs, le partenariat entre *Nokia* et *Orange* peut, à mon sens, contribuer aussi à relever certains défis auxquels l'industrie des télécommunications est confrontée, sans perdre de vue notamment la nécessité d'améliorer la sécurité du réseau et de satisfaire les exigences croissantes de services et de données mobiles. En termes plus clairs, en collaborant ensemble, nous réussirons à concevoir des solutions pour relever tous les défis dans le sens du partage de l'avenir de l'industrie des télécommunications. **TR**



Les entreprises de technologie sont sous la menace des risques de la cybersécurité

La transformation numérique, aujourd'hui jugée comme une force majeure, est à l'origine de tous les aspects de notre vie courante. Il en découle, cependant, une augmentation des cyberattaques qui visent fréquemment, le secteur technologique, en particulier.



Dans ce même contexte, les cybercriminels concentrent leur cible sur les entreprises de haute technologie et leurs personnels, d'autant plus qu'ils utilisent à outrance l'Internet et des technologies numériques. Les entreprises technologiques sont probablement, bien plus que dans d'autres secteurs, en proie aux cyberattaques.

Pour les entreprises de technologie, les risques de cybercriminels sont présents en tout point et en tout lieu, mais l'indice de ces risques a révélé

que presque la moitié des entreprises ont déclaré ne pas être couvertes par l'assurance cybernétique.

Les cyber-risques majeurs sur lesquels butent les entreprises de technologie sont annotés ci-dessous, suivis d'une mise au point détaillée de chacun.

Ingénierie sociale

Etant donné que l'ingénierie sociale prend pour cible la tranche la plus fragile de la chaîne de cybersécurité : les gens, il serait dur pour les systèmes de cybersécurité les plus perfectionnés de s'en mettre à l'abri.

Les humains sont le plus souvent en passe de commettre des erreurs, et étant des usagers réguliers des réseaux sociaux, du courriel et d'autres moyens de communication électronique, les cybercriminels sont sur l'offensive pour s'en servir facilement. Les attaques d'ingénierie sociale usent de tromperie ; l'exemple-type le plus courant est l'hameçonnage, technique par laquelle les cybercriminels se retranchent derrière des identités fictives pour inciter les gens à communiquer des données d'importance capitale et des identifiants de connexion.

Exposition à une tierce partie

De nombreuses entreprises tablent sur des services tiers tels que les services de paiement en ligne, dans le but de donner suite à la demande de la clientèle dans l'économie mondiale très interconnectée d'aujourd'hui.

Il en ressort, en conséquence, que les données et informations personnelles sont à la portée d'entreprises extérieures. Les cybercriminels prennent pour cible les réseaux insuffisamment sécurisés de cibles secondaires afin de se dérober aux systèmes et aux mesures de sécurité.

L'un des pires piratages commis à ce jour est celui de 2021, date à laquelle des pirates se sont faufilés dans *Socialarks*, un entrepreneur tiers pour *Facebook*, *Instagram* et *LinkedIn*, mettant dans un état critique les

renseignements sur les comptes de 214 millions d'utilisateurs.

Piratage de la messagerie en entreprise

La compromission des courriels d'affaires, souvent appelée compromission des comptes de courriel, compte parmi les crimes cybernétiques les plus coûteux. Lorsqu'il est question d'une telle compromission, les attaquants mettent les courriels d'affaires en danger afin de bluffer la société. Les auteurs d'un tel acte criminel commencent à asséner leur coup en piratant les systèmes d'affaires afin de recueillir des connaissances sur leurs modes de paiement. Ils induisent, par la suite, les employés en erreur en les persuadant de déposer des fonds dans leurs comptes bancaires plutôt que d'avoir recours à une solution alternative légitime.

Les demandes de faux paiements ne sont pas faciles à distinguer puisqu'elles sont presque identiques aux demandes légitimes. Pour s'attirer la confiance de leur victime, les attaquants sont à même de modifier légèrement les adresses de courriel, d'utiliser des logiciels de mauvaise foi ou d'envoyer des courriels d'hameçonnage. Les entreprises risquent d'essuyer de lourdes pertes financières en raison de l'EAC, et des mois peuvent s'écouler avant que les paiements soient suivis et remboursés, le cas échéant.

Attaques DDoS et DoS

Les auteurs des cyberattaques lancent fréquemment et de préférence des attaques en perturbant le fonctionnement d'un serveur informatique ou en ayant recours au déni de service (DoS) comme au déni de service distribué (DDoS) pour réussir leur coup. Lors d'une attaque par déni de service (DoS), l'hacker diffuse intentionnellement le réseau pris pour cible de fausses données, empêchant ainsi la cible de fournir un service aux utilisateurs légitimes. Les attaquants peuvent mettre les services en



dysfonctionnement en diffusant un excès de demandes sur les sites Web. Le DoS peut être distingué du DDoS à partir du nombre de sources d'où l'attaque est lancée

Exfiltration De Données

L'exfiltration des données est synonyme de tout retrait prohibé de données d'appareils personnels ou professionnels. La procédure intentionnelle ou par accident est toujours inappropriée et désapprouvée, auquel cas il y aura probablement déplacement, subtilisation ou divulgation des données, et cela peut causer de graves préjudices financiers et atteinte à la réputation.

Bon nombre des menaces susmentionnées, l'hameçonnage et l'ingénierie sociale compris, se posent dans des tentatives délibérées d'exfiltrer les données. Il faut toujours tenir des outils prêts et surveiller le flux inhabituel et, à la rigueur, de mauvaise foi si vous voulez détecter l'exfiltration des données au sein de votre entreprise.

Nouvelles de cyber sécurité - TikTok

Le récent inconvénient du TikTok est qu'il est utilisable par une grande partie de la population Américaine, et la Chine peut aller jusqu'à orienter la désinformation par elle-même, et à recueillir des données conservées par TikTok. A en croire les responsables du FBI et de la FCC, ByteDance, société chinoise de technologie Internet, serait capable de partager des données de l'utilisateur TikTok avec le gouvernement autoritaire chinois, voire l'historique de navigation, l'emplacement et les identifiants biométriques,

Les responsables redoutent qu'une loi publiée en 2017 selon laquelle les

entreprises seraient obligées de livrer l'intégralité des données personnelles inhérentes à la Sécurité Nationale de la Chine, ne force TikTok, détentrice des tas de données sur ses utilisateurs à l'instar de nombreuses autres plateformes de réseaux sociaux, à les communiquer à Beijing.

En décembre dernier, ByteDance a annoncé avoir renvoyé quatre de ses employés pour avoir mis la main sur des données de journalistes relevant de BuzzFeed News et du Financial Times, et cherché la source d'où un rapport sur l'entreprise a été rendu public, ce qui a suscité des appréhensions au sujet de TikTok à un autre niveau. **TR**



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Transformation de l'industrie du divertissement grâce à l'IA

Vous l'ignorez probablement, mais la technologie du divertissement s'insinue dans notre vie de tous les jours. Tels sont les atouts et les composants qui permettent ou consolident notre expérience en matière de divertissement agréable. Ces percées technologiques ont pour but premier de faciliter notre divertissement, nos détente et, dans certains cas, de renforcer notre productivité pendant nos périodes creuses.

Cela s'est clairement précisé dans le domaine du septième art et de la photographie, et transparaît dans la qualité des images et des vidéos qui procurent autant de réalisme possible. Des images nettes et une flexibilité hors pair caractérisent ces divertissements et sont accessibles à un prix très raisonnable.

Le divertissement s'étend à de nombreux domaines, dont le septième art, la

télévision, la musique, les jeux vidéo et la performance live, qui ont la propriété de disposer de divers besoins et défis, de même que l'IA est adaptable aux besoins de chacun de ces domaines et utilisable dans la création de contenus cinématographiques et télévisuels, la postproduction et le marketing. Encore ! la composition et la production sont mises à profit dans la musique, et les jeux vidéo s'en servent pour créer un gameplay plus réaliste et passionnant.

Quand il s'agit de performances live, la stimulation de la conception scénique et

la création d'une expérience immersive pour le public doivent beaucoup à l'IA. Voilà comment l'IA est utilisée dans l'industrie du divertissement et comment elle impacte cette dernière.

Production Cinématographique

L'intelligence artificielle a, de tout temps, inspiré beaucoup de célèbres films de science-fiction tels que 'Terminator' et 'Marvel's Avengers'.

En fait, l'intelligence artificielle a déjà servi dans le septième art et, en 2016, IBM Watson ne s'est pas empêché d'adopter

sa technologie d'intelligence artificielle pour créer la première bande-annonce de film au monde pour *Fox Morgan*. À l'époque, *Fox* voulait qu'une bande-annonce terriblement accrocheuse et alimentée par l'intelligence artificielle fasse sensation auprès du public, et il semble avoir réussi. Cette étape charnière dans l'industrie du septième art va mettre en évidence l'interaction imprévisible de l'intelligence artificielle dans la production de films, de vidéoclips et d'émissions de télé-réalité, de la scénarisation à la planification, au montage et au tournage. Elle façonnera probablement un avenir, mais prometteur pour sûr. Le développement de l'image générée sur ordinateur ou *CGI*, qui est, en général, largement utilisée dans l'industrie du septième art, a subi la forte influence de l'intelligence artificielle.

Développement Des Jeux

Quand il est question d'IA dans les jeux, on évoque l'expérience des jeux vidéo adaptatives. Les *PNJ* (*personnages non joueurs*) intègrent généralement les expériences interactives nourries par l'IA dans les jeux et vont réagir, grâce à cette technologie, aux actions des joueurs. Mieux encore ! une fois le premier comportement d'un joueur analysé, vous saurez par anticipation ce qu'il fera par la suite. Ainsi, l'IA a pour rôle, dans les jeux vidéo, de revitaliser des environnements de jeu n'ayant aucun rapport avec le réalisme, et secondée par la réalité virtuelle (*VR*) et la réalité augmentée (*RA*), elles peuvent toutes les trois doter les mondes de jeu d'expériences plus créatives et immersives

L'intelligence artificielle va contribuer à l'optimisation des expériences des développeurs de jeux vidéo. Cependant, cette technologie a l'avantage d'améliorer le gameplay en créant des ennemis plus intelligents et des obstacles plus dynamiques. Cela contribue également à solutionner la difficulté suivant les performances du joueur. En termes plus clairs, elle façonne le comportement humain et a recours à des algorithmes de simulation pour redéfinir des interactions physiques et sociales. L'utilisation de l'IA implique également l'interprétation des données. Pratiquement, nous attribuons un marquage aux données et les intégrons dans l'algorithme. Par exemple,

en marquant les vidéos, l'IA finira par reconnaître les visages et comprendra les scènes. Ce texte nous permet d'améliorer l'expérience de jeu en analysant les retours des joueurs, sans oublier que l'IA peut écrire des histoires interactives en prenant pour base les scénarios qu'elle apprend.

Production de musique

La technologie qui s'inspire de l'IA affecte également le domaine de la production musicale : A commencer par les compilateurs IA générateurs de compositions musicales originales, en passant par la synthèse vocale intelligente basée sur la technologie de reconnaissance vocale, jusqu'aux compositeurs artificiels que quiconque disposant d'une notion de base de la production musicale sans background musical peut faire intervenir. Tous ces ingrédients de base sont porteurs d'une importante potentialité pour l'IA dans la production musicale. Certains s'en prennent même à la violation du droit d'auteur sur le contenu musical généré par l'IA. De plus, les outils de voix absentes à l'écran (*hors champ*) et s'inspirant de l'IA vont augmentant.

Impact de l'IA sur l'industrie du divertissement

L'IA a impacté au possible l'industrie du divertissement ces dernières années. De nombreuses entreprises adoptent la simulation de l'intelligence artificielle pour en arriver à des opérations plus efficaces, à une expérience clientèle meilleure et à un contenu plus personnalisé.

De tous les principaux domaines, l'IA impacte plus essentiellement le domaine de la création du contenu. Les algorithmes d'IA sont à même d'analyser d'ores et déjà des données en grandes quantités pour la création d'un contenu adaptable à des niveaux de publics spécifiques. Par exemple, *Netflix* se sert des algorithmes d'apprentissage automatique pour analyser les données de visualisation et recommander un contenu aux usagers. Des sociétés telles que *Jukin Media* et *Storyful* tablent à présent sur l'intelligence artificielle pour analyser le contenu en provenance des usagers et déceler de possibles résultats viraux. Les nouvelles formes de contenus, tels que les influenceurs virtuels et les

acteurs générés sur ordinateur sont également créées à partir de l'IA

La simulation de l'intelligence artificielle profite également au secteur de divertissement pour permettre au spectateur d'avoir une expérience meilleure. En termes plus clairs, les entreprises de divertissement ont de plus en plus recours aux agents conversationnels (*chatbots*) pour rendre service à la clientèle et répondre à ses questions fréquemment posées, tandis que la technologie de reconnaissance vocale s'applique pour permettre aux consommateurs de contrôler, sans l'usage des mains, leurs expériences de divertissement.

Dans ce contexte, une commande des systèmes de divertissement peut être faite par les consommateurs à l'aide de commandes vocales et grâce à l'intégration d'assistants personnels alimentés par l'IA tels que *Google Assistant* et *Alexa d'Amazon*.

L'IA s'affirme sensiblement dans le domaine de la diffusion de contenus. Ses algorithmes optimisent pareille diffusion, et les entreprises en profitent pour mettre à la disposition des consommateurs un contenu plus efficace et opérable. Par exemple, des sociétés telles que *Netflix* et *Amazon* mettent à profit des algorithmes d'IA pour atteindre un niveau de perfection optimale de leurs réseaux de diffusion de contenu, à seule fin de vérifier que la livraison du contenu à la clientèle se fait rapidement et sans la moindre anicroche.

Le secteur du divertissement doit beaucoup à l'IA concernant l'amélioration du marketing et la publicité. L'apport des algorithmes d'IA est assez significatif pour les entreprises dans leur mission d'élaborer des campagnes de marketing plus spécialisées et ciblées, tout en observant de près les données pour savoir comment les consommateurs réagissent et ce qu'ils préfèrent. Par exemple, *Spotify* analyse les données desdits consommateurs et établit des listes de lecture personnalisées en s'inspirant d'algorithmes d'IA. Dans l'intervalle, l'intelligence artificielle est applicable par des sociétés telles que *Amazon* et *Netflix* pour procurer aux utilisateurs un contenu fondé sur leur historique de visionnement et d'achat. ■



L'entreprise OpenAI : Les données de la clientèle ne seront plus utilisées pour concevoir GPT-4



La société OpenAI a pris dernièrement la ferme décision visant à protéger la vie privée de ses usagers. « L'entreprise ne fera plus la collecte des données de la clientèle communiquées via ses API pour concevoir ses modèles de langage, tels que GPT-4 », a en effet annoncé son PDG, Sam Altman. Cette récente politique de confidentialité a été décrétée en date du 1er mars 2023 : cette date est fatidique dans la mesure où OpenAI a discrètement actualisé ses conditions de service pour que ce nouvel engagement soit mis en valeur. Cette décision intervient à un moment où l'intelligence artificielle (IA) est suivie de plus en plus de près par les régulateurs de plusieurs pays.

notre API » peut et si bien cruciale que les entreprises courent le risque de se retrouver face à la perspective de voir les modèles de langage se être utilisé pour concevoir ses modèles. Ainsi, le texte saisi par les usagers dans ChatGPT peut s'avérer utile à la société, sauf si l'API sert de passerelle pour le partage des données.

La protection de la vie privée revêt une importance déterminante pour OpenAI, qui a d'ailleurs récemment fait savoir qu'il est possible, pour les usagers de l'agent conversationnel de désamorcer l'historique de leurs conversations avec ce dernier, afin que l'entreprise n'en profite pas pour concevoir ses IA. Ces mesures surviennent à l'heure où les régulateurs de plusieurs pays gardent de plus en plus un œil scrutateur sur le marché de l'IA générative de services à partir de données et, d'autant plus, les activités d'OpenAI et sa méthode suivie pour gérer les données.

Cette décision est tant substituer à la création humaine dans de nombreux secteurs. Cet état de choses a été illustré par le fait qu'un syndicat regroupant plus de 10 000 scénaristes d'Hollywood a préconisé de restreindre l'usage de ChatGPT pour l'écriture et la revisite de scénarios. Dernièrement,

un mouvement de grève a même été déclenché.

Ayant pris cette décision, OpenAI se retrouve donc à un tournant décisif dans les pourparlers en cours sur la confidentialité des données et l'IA, ce qui en dit long sur son intention de maintenir au cœur de ces pourparlers le respect de la vie privée et d'entretenir la confiance de ses usagers. **TR**



La société a tissé des liens de partenariat avec des entreprises multinationales tels que Microsoft, Snapchat, qui mettent à profit son API dans les limites de l'association de leurs partenaires



Les API, ou interfaces de programmation d'applications, sont des cadres technologiques qui rendent le logiciel d'OpenAI plus directement accessible auprès de la clientèle. La société a tissé des liens de partenariat avec des entreprises multinationales de renom tels que Microsoft, Salesforce ou Snapchat, qui mettent à profit son API dans les limites de l'association de leurs partenaires. Par conséquent, cette politique naissante de confidentialité produit un impact non négligeable sur ces entreprises partenaires.

Les conditions d'usage actualisées d'OpenAI, prévoient « que le contenu provenant de services autres que

Orange Tunisie accueille un nouveau câble sous-marin avec Medusa Submarine Cable System



Medusa sera le plus long système de câbles sous-marins de la mer Méditerranée et reliera onze pays de l'Afrique du Nord et du Sud de l'Europe d'ici 2024 et 2025.

Orange Tunisie et *Medusa Submarine Cable System*, opérateur neutre et indépendant d'infrastructures sous-marines en Méditerranée, ont signé un accord pour déployer un câble sous-marin reliant la Tunisie (*Bizerte*) à

l'Europe, à travers la France (*Marseille*). Ce câble sera construit dans le respect des normes et règles les plus récentes à l'échelle internationale et bénéficiera à l'ensemble des acteurs socio-économiques de la Tunisie.

Conçu selon les dernières technologies de fibre optique sous-marine, il offrira par ailleurs une nouvelle solution de connectivité très haut débit et permettra également d'améliorer

la sécurisation de la connectivité à internet existante.

Medusa, le premier et le plus long câble sous-marin, reliera tous les pays méditerranéens. Il partira de Lisbonne et arrivera à Port-Saïd, en passant par plusieurs pays méditerranéens tels que le Portugal, le Maroc, l'Espagne, l'Algérie, la France, la Tunisie, l'Italie, la Grèce, Chypre et l'Égypte. Ce câble de plus de 8000 km comprendra 16 points d'atterrissage. Il offrira une capacité de 20 térabits par paire de fibres, ajoutant ainsi de la diversité et répondant aux besoins croissants de connectivité en Tunisie. Sa mise en service est prévue d'ici fin 2025.

Avec ce nouvel investissement dans un second câble sous-marin, *Orange Tunisie* continue donc à améliorer constamment la qualité de service de son réseau et à soutenir ainsi la transformation digitale du pays, tout en renforçant l'attractivité de la Tunisie en tant que hub numérique du continent.

inwi, vainqueur pour la 2ème année consécutive !



inwi, l'important opérateur de télécommunications marocain, a été honoré du prestigieux prix « *Marque Marocaine la plus aimée dans le Royaume* » pour la

deuxième année consécutive. Cette reconnaissance a été décernée à *inwi* lors d'une cérémonie organisée en marge de la 6^{ème} édition de Les Impériales, un événement célébrant

l'entrepreneuriat et l'innovation marocains.

La cérémonie a été assistée par des leaders d'entreprise, des entrepreneurs et des dignitaires éminents qui ont félicité *inwi* pour son exploit. Dans son discours de remerciement, le PDG d'*inwi* a exprimé sa gratitude pour cette reconnaissance et a réitéré l'engagement de l'entreprise à fournir des services innovants et fiables à ses clients.

Ce prix renforce la position d'*inwi* en tant que leader dans l'industrie des télécommunications marocaine, une entreprise qui accorde une grande importance à la satisfaction de ses clients et à la fidélité à sa marque.

TNM devient le premier opérateur pilote 5G du Malawi



Telekom Networks Malawi (TNM) a annoncé sa réalisation en tant que premier opérateur du pays à introduire des services 5G à titre expérimental. Après avoir reçu l'approbation nécessaire de l'Autorité de régulation des communications du Malawi (MACRA), l'opérateur a

activé avec succès des stations de base 5G dans deux endroits importants : *Clocktower Mall* à Blantyre et le *Bingu International Convention Centre* à Lilongwe. *TNM* prévoit d'étendre la portée de ces sites pilotes 5G accessibles à *Mzuzu* et *Zomba* dans un avenir proche.

Selon Michel Hebert, PDG de *TNM*, l'opérateur a réalisé un investissement significatif de 5 millions de dollars au cours des deux dernières années pour améliorer sa plateforme de réseau central par paquets. Cette initiative de modernisation vise à améliorer l'expérience globale des utilisateurs de la 4G pour les clients de *TNM*. En outre, il a été confirmé que *TNM* a établi un partenariat avec *Huawei* pour son déploiement 5G.

TNM considère la 5G essentielle à l'expansion des communications critiques et de la connectivité massive de l'*IdO*, au profit de secteurs tels que l'agriculture intelligente, l'exploitation minière automatisée, la robotique et la logistique et la fabrication soutenue par l'*IdO*.

Safaricom prévoit une usine de smartphones low-cost



La société de télécommunications kényane *Safaricom* a annoncé son intention de créer une usine de montage de smartphones au Kenya. L'usine devrait assembler entre 1,2 million et 1,4 million de smartphones par an. Ces appareils seront vendus entre 6 500 et 7 000 shillings kényans (environ 50 USD).

Pour parvenir à ces prix, l'entreprise a dû lutter contre les nouvelles

taxes sur les téléphones mobiles proposées dans le projet de Loi de finances 2023 devant la Commission des finances et de la planification de l'Assemblée nationale. *Safaricom* estime qu'il serait impossible de maintenir ces tarifs si les taxes étaient adoptées, car elles feraient grimper le coût des smartphones assemblés localement jusqu'à 11 500 shillings (84 USD).

Ce projet s'inscrit dans l'objectif du gouvernement kényan de fournir des smartphones abordables et produits localement à la population.

Avec cette nouvelle usine, *Safaricom* souhaite répondre à la demande croissante de smartphones abordables au Kenya. Selon les statistiques de l'Autorité des communications, le pays compte 29,7 millions de smartphones actifs, représentant 46,9% des 63,3 millions de téléphones mobiles connectés au réseau. Le taux de pénétration des smartphones est de 60,2%, tandis que celui des feature phones est de 68,1%. Cependant, ces chiffres sont moins significatifs car certains utilisateurs possèdent plusieurs téléphones.

L'entreprise prévoit également d'exporter ses smartphones vers d'autres pays du continent.

GITEX Global

GITEX GLOBAL features every major technology player, trend and vertical, and it covers sectors including smart cities, cybersecurity, metaverse, the data economy, mobility, healthcare and telecoms.

Place: Dubai World Trade Center, UAE



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Lieu : Dubai World Trade Center, UAE

Telecom Review Leaders' Summit 2023

The 17th edition of the leading ICT gathering will be held in a hybrid mode where the latest industry trends will be tackled.

Place: Le Meridien Dubai Hotel & Conference Centre, Great Ballroom



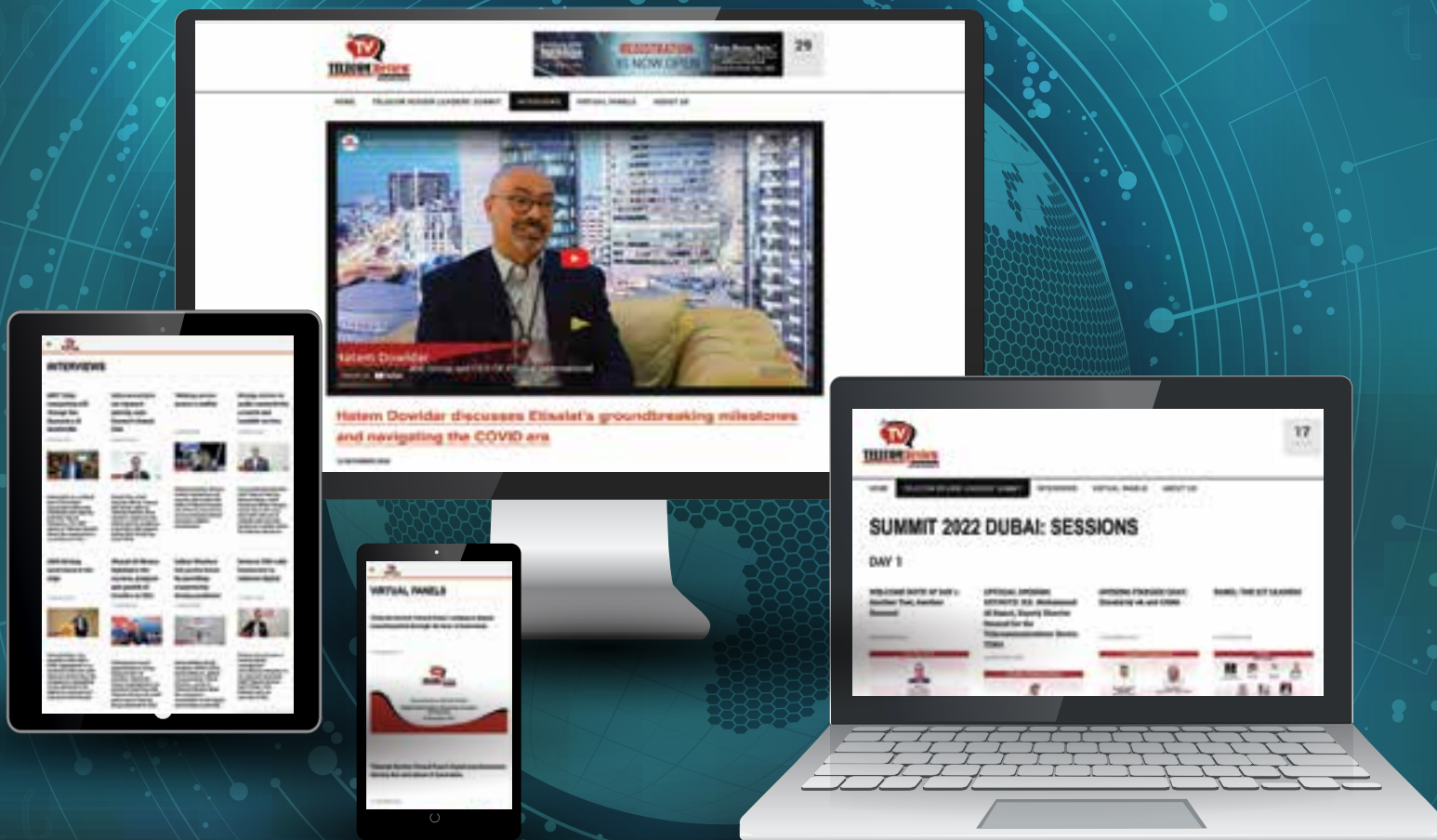
Telecom Review Leaders' Summit 2023

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