

Africa's Digital Surge: Fintech, E-commerce, and AI Trends Driving Economic

Africa Digital Economy · Answer Key · 10 Questions

1. Which of the following is a primary driver for the growth of e-commerce in Africa?

- A) Decreasing smartphone penetration
- B) Widespread mobile internet adoption and increased smartphone penetration**
- C) Limited availability of digital payment systems
- D) A decline in the tech-savvy population

2. In 2025, what was the projected contribution of mobile technologies and services to Africa's economy?

- A) \$150 billion
- B) \$240 billion**
- C) \$300 billion
- D) \$400 billion

3. What is a major trend observed in African fintech as of 2025?

- A) A decrease in mobile money usage
- B) Increased focus on cybersecurity and regulatory compliance**
- C) Reduced investor interest in the sector
- D) A move away from digital payment systems

4. Which countries are consistently highlighted as the 'Big Four' fintech hubs in Africa?

- A) Ghana, Senegal, Côte d'Ivoire, and Cameroon
- B) South Africa, Nigeria, Egypt, and Kenya**
- C) Ethiopia, Rwanda, Uganda, and Tanzania
- D) Morocco, Algeria, Tunisia, and Libya

5. According to GSMA reports, what is the primary barrier preventing many Africans from using mobile internet, even within coverage areas?

- A) Lack of network infrastructure
- B) High cost of data and devices**
- C) Limited availability of smartphones
- D) Insufficient digital skills training

6. What is a significant trend in venture capital funding for African tech startups in recent years?

- A) A consistent increase in deal volume and a broad distribution of funds
- B) Funding is becoming more concentrated, with larger ticket sizes**
- C) A decline in the number of active investors
- D) Greater investment in early-stage startups over later-stage ones

7. Which of the following is a key characteristic of AI adoption in Africa as of 2025?

- A) A focus solely on replicating Western AI models
- B) Investment in localized solutions and AI governance**
- C) A complete absence of government interest in AI development
- D) Limited application in sectors like fintech and healthcare

8. What role does mobile money play in Africa's economic development?

- A) It has a negligible impact on GDP growth.
- B) It drives financial inclusion, reduces transaction costs, and contributes to GDP growth.**
- C) It primarily benefits traditional banking institutions.
- D) It has led to a decrease in cross-border transactions.

9. Which genre dominated revenue in the Africa SVOD (Subscription Video on Demand) market in 2025?

- A) Sports
- B) Documentary
- C) Drama**
- D) Comedy

10. What is a notable trend in South Africa's social media landscape in 2025?

- A) A significant increase in emotional attachment to social media platforms
- B) TikTok's user base and active engagement have surged**
- C) Facebook has overtaken TikTok in terms of growth
- D) A decrease in the use of social media for news consumption