

## Vodacom billboards promote internet usage

Since the majority of people in Lesotho still do not have access to the internet, Continental Outdoor Media and Vodacom collaborated to promote internet usage with four supersized billboards.



[click to enlarge](#)

According to BuddeComm the estimated market penetration rates in Lesotho's telecoms sector in 2013 are 71% for mobile or cellphones, 1.7% for landlines and only 5.6% for the internet. These giant billboards that promote development and the sharing of information can be found in maximum reach areas around Maseru - on high pedestrian traffic areas and on major arterials.

For more, visit: <https://www.bizcommunity.com>