Multi-sided Digital Platforms (MSPs) are a virtual space (the "platform") that facilitates direct interactions between consumers and providers of goods and services. Examples are platforms that facilitate the exchange of tangible goods, services and labour, rather than the provision of financial services.

We applied various criteria for identifying and capturing the MSPs in our study. Our criteria are summarised as follows:

1. The platform must operate within the eight focus countries considered: Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania, Uganda and Zambia.
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6. Platforms are considered active if they were operational at the time that desktop research was conducted.6

Research ICT Africa After Access Survey: Methodology

The Research ICT Africa After Access Survey is a nationally representative survey that was conducted in Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania, and Uganda in 2017.

I2I African Digital Platforms database: Definition and selection criteria

**Definition**

Multi-sided Digital Platforms (MSPs) are a virtual space (the "platform") that facilitates direct interactions between consumers and providers of goods and services.

**Example**

Jumia: A prominent Pan-African platform and virtual marketplace, which derives value primarily from connecting multiple buyers and sellers of products. Jumia facilitates payments for goods purchased and observes the transfer of monetary value and subsequent completion of transactions.

**Additional selection criteria**

We applied various criteria for identifying and capturing the MSPs in our study. Our criteria are summarised as follows:

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Most common platform used: Online shopping

Provider payment methods utilised by % of platforms

- Credit card
- PayPal
- Digital wallet

Data available on 163/283 platforms.
No demand-side data available on PayPal and digital wallet usage.

Insight: increasing financial inclusion, internet penetration and launches of platforms.

Insight: opportunities to close financial barriers to platform usage.

Platforms active in 2018, cumulatively displayed by year of launch

Internet usage (% of population)

Financial inclusion (% of adult population)

Data aggregated across Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania, Uganda and Zambia.
Launch year unknown for 10 platforms.

Sources: [i2], African Digital Platforms database (2018)
World Bank, Findex (2017)
World Bank, World Development Indicators

The platform worker

Economic dependency on platform work

- Essential for meeting basic needs
- Important component of my budget
- Nice to have, can live without

Most common level of education

- Tertiary (Bachelors)
- Secondary

The income that I generate through the platform is...

- Essential for meeting basic needs
- Important budget component
- Nice to have, can live without

Most common level of education

- Secondary

Proportion of platform workers per type

- 52%
- 17%
- 24%
- 9%
- 4%
- 13%
- 11%
- 8%
- 6%
- 5

Type of platform

- 216,000
- 1,216,000
- 2,821,000
- 897,000
- 26,000

Number of platform workers

- Male
- Female

54%

46%


The non-platform worker

Insight: platform workers evenly split across gender, but with significantly different characteristics.