

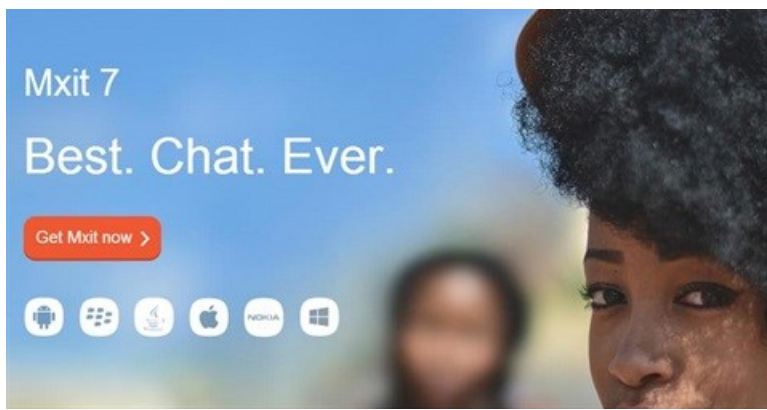
Mxit: The rise and collapse of 'Africa's largest social network'

 By [Stuart Thomas](#)

2 Mar 2015

Flashback to 2010. Naspers is still a majority shareholder in Mxit, at this stage Africa's largest social network and instant messaging client with 27-million registered users.

It is the darling of the South African technology space, proof that a digital African company can play on the international stage. Perhaps even more importantly, it is an inspiration to any number of mobile startups in South Africa and Africa as a whole. Five years later, it's changed ownership, undergone wide-scale retrenchments, and its user numbers are believed to have fallen even lower than it's willing to admit.



So where did it all go so wrong? And how did it happen so quickly?

"As Memeburn's investigations reveal, it has been a story of a massive drop and confusion around its user numbers over a span of ten years, intense international competition, and a smartphone revolution that appears to have left a company whose success was built largely on feature phones, behind the times."

Continue reading the [full article here](#).

ABOUT STUART THOMAS

Stuart abandoned what was beginning to look like a long, quiet career in academia for the frenetic world of tech journalism. Currently heading up the Memeburn team, he likes to run in his downtime. He won an award once. It now sits on his desk.

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