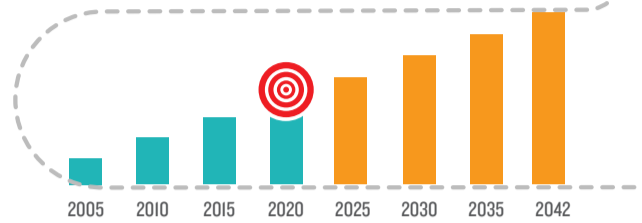


INTERNET FOR ALL BY 2020?

IN SEPTEMBER 2015, WORLD LEADERS AGREED ON A NEW GLOBAL GOAL

2020 AFFORDABLE, UNIVERSAL INTERNET ACCESS IN THE WORLD'S LEAST DEVELOPED COUNTRIES BY 2020

ON CURRENT TRENDS, THE WORLD WILL MISS THIS GOAL BY 22 YEARS



THE GLOBAL CONNECTIVITY SITUATION

4+ BILLION PEOPLE OFFLINE

9 OUT OF 10 IN THE DEVELOPING WORLD

MOST OF THESE ARE WOMEN

THE HIGH COST TO CONNECT IS EXCLUDING BILLIONS FROM THE DIGITAL REVOLUTION

UN DEFINES "AFFORDABLE BROADBAND" AS 500MB OF MOBILE DATA PRICED AT 5% OR LESS OF AVERAGE MONTHLY INCOME.

111 countries have met the UN affordability target of basic broadband priced at 5% or less of average income BUT ...

0 countries have met this target for those living in poverty

... JUST 9 countries have met this affordability target for the bottom 20% of income earners ...

WE MUST TAKE ACTION NOW

COMMIT TO A NEW 1 FOR 2 AFFORDABILITY TARGET - 1GB OF MOBILE DATA PRICED AT 2% OR LESS OF AVERAGE MONTHLY INCOME

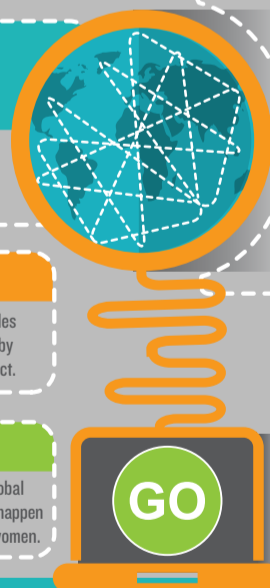
WHY? When a basic broadband package - whether for 500MB or 1GB of data - is priced at this level, it becomes affordable for all levels of income earners.

PRIORITISE PUBLIC ACCESS

WHY? Free and subsidised community access enables connectivity for those that continue to be excluded by the market or are unable to afford the cost to connect.

DESIGN POLICIES WITH A GENDER FOCUS

WHY? Closing the gender digital gap is critical to global development and women's empowerment. This won't happen unless policies make a concerted effort to connect women.



WANT TO LEARN MORE?

Read the A4AI 2015-16 Affordability Report at www.a4ai.org/affordability-report