ALLIANCE FOR
AFFORDABLE INTERNET

A4AI

Internet for All by 2020?
The 2015-16 Affordability Report

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@a4a_internet   #affordableinternet
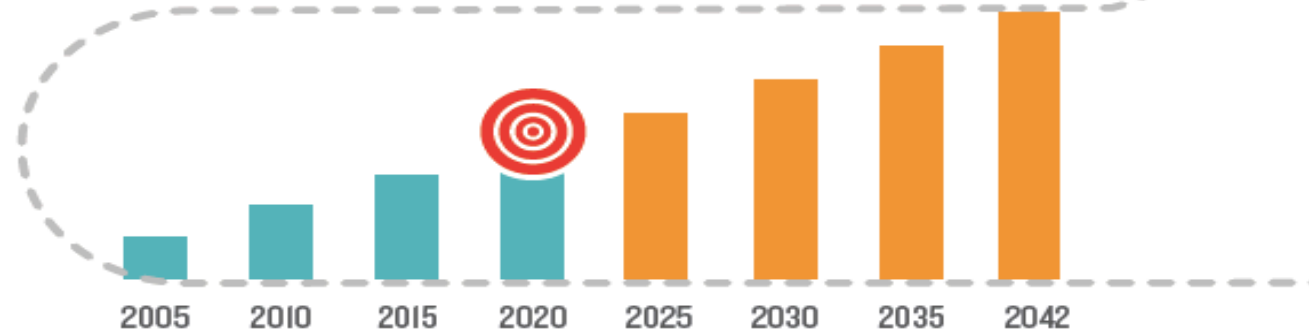
Internet for all by 2020?

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

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

2005 2010 2015 2020 2025 2030 2035 2042

What is the current state of affordability?

**The high cost to connect is
excluding billions from
the digital revolution**

- Over half the world's population is still offline
- 70% of people in the world's least developed countries cannot afford a basic broadband connection (500MB)
  - Africa: 500MB costs over 15% of average monthly income

WHAT IS THE AFFORDABILITY REPORT?
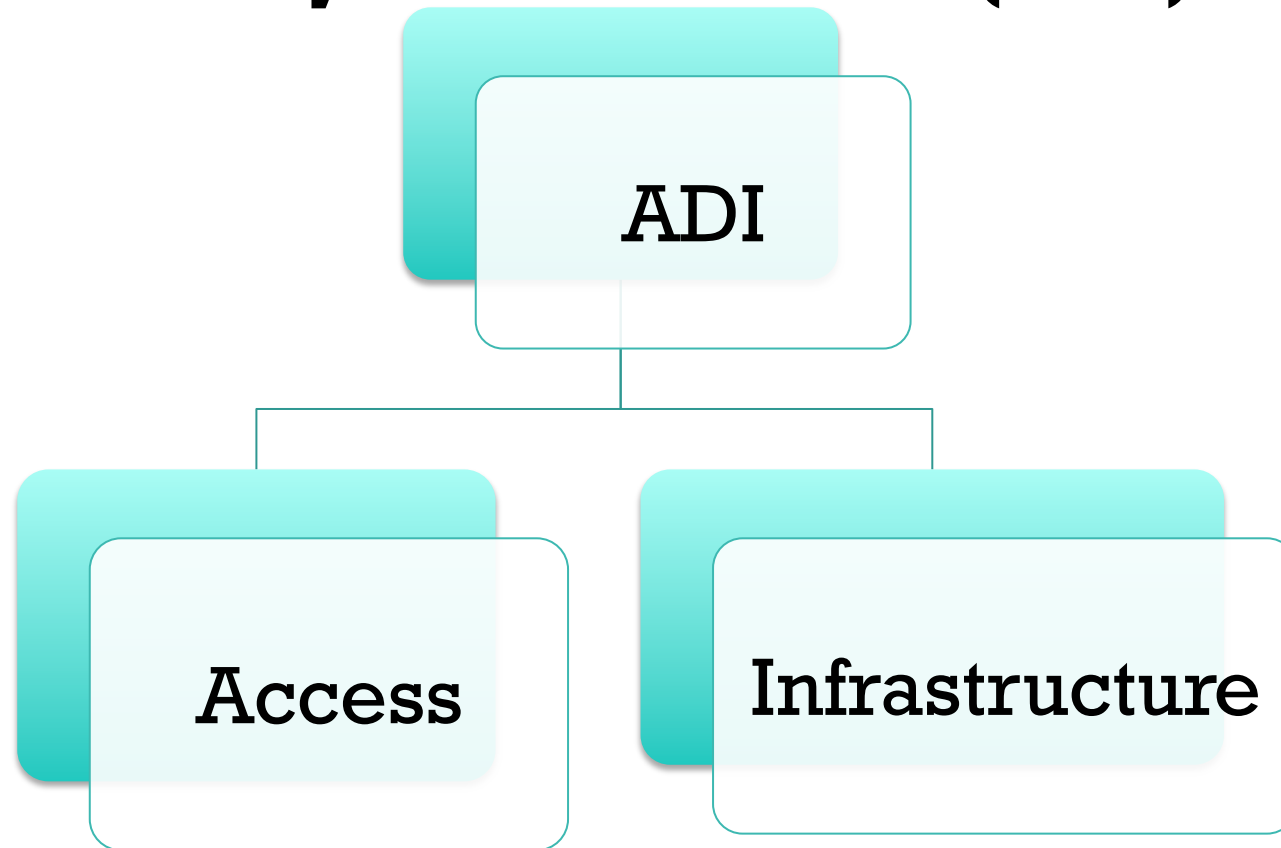
Annual Affordability Report

Why have some countries succeeded in making Internet access more affordable, accessible and universal, and what can others do to catch up quickly?

2015-16 Affordability Report

- http://a4ai.org/affordability-report/
- Released February 2016
- Examines policies & regulations in place across 51 developing & emerging countries
- Takes a closer look at how income & gender inequalities impact affordability

Affordability Drivers Index (ADI)

ADI

Access

Infrastructure

Affordability Drivers Index

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Top 5: Overall ADI Rankings

Colombia

Costa Rica

Malaysia

Turkey

Peru

Top 5: Least Developed Countries

Rwanda

Uganda

Gambia

Myanmar

Tanzania

Affordability Drivers Index

Top 5 Overall ADI Scores		Top 5 LDCs ADI Scores	
Colombia	65.32	Rwanda	53.13
Costa Rica	64.6	Uganda	49.4
Malaysia	63.28	Gambia	45.82
Turkey	62.35	Myanmar	42.57
Peru	61.82	Tanzania	41.93

WHY AREN'T AFFORDABILITY AND ACCESS IMPROVING FASTER?

Poverty & income inequality are masking the true state of affordability

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

YET

just
9 countries
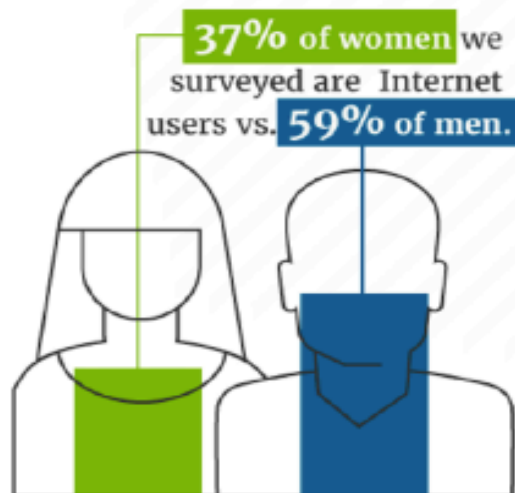meet this target for the bottom
20% of income earners

0 countries
meet this target for those
living in poverty
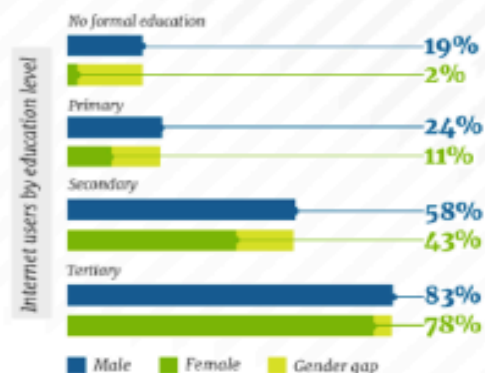
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Exploring the true extent of the gender digital divide

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WOMEN ARE ABOUT 50% LESS LIKELY THAN MEN TO USE THE INTERNET IN POOR URBAN COMMUNITIES

37% of women we surveyed are Internet users vs. **59%** of men.

×2

Women who are **politically active offline** are **twice** as likely to use the Internet.

Access to higher education **narrows** the gender gap in Internet access

Internet users by education level

No formal education
- 19%
- 2%

Primary
- 24%
- 11%

Secondary
- 58%
- 43%

Tertiary
- 83%
- 78%

■ *Male* ■ *Female* ■ *Gender gap*

BROADBAND AFFORDABILITY IN AFRICA

What about device costs?

- If we consider a smartphone of around US$50 then on average 20% of the population can no longer afford the phone+data
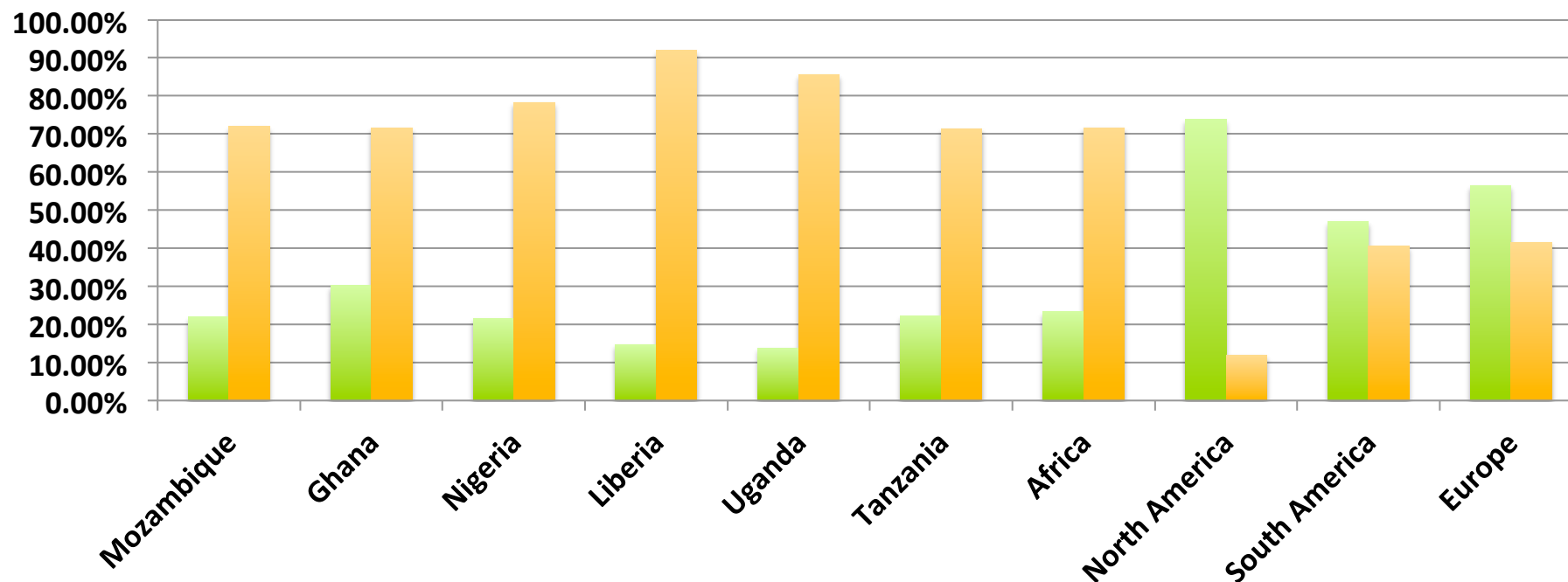
Mobile BB Penetration : Unique subscribers of mobile broadband BB as a % of population – source GSMA
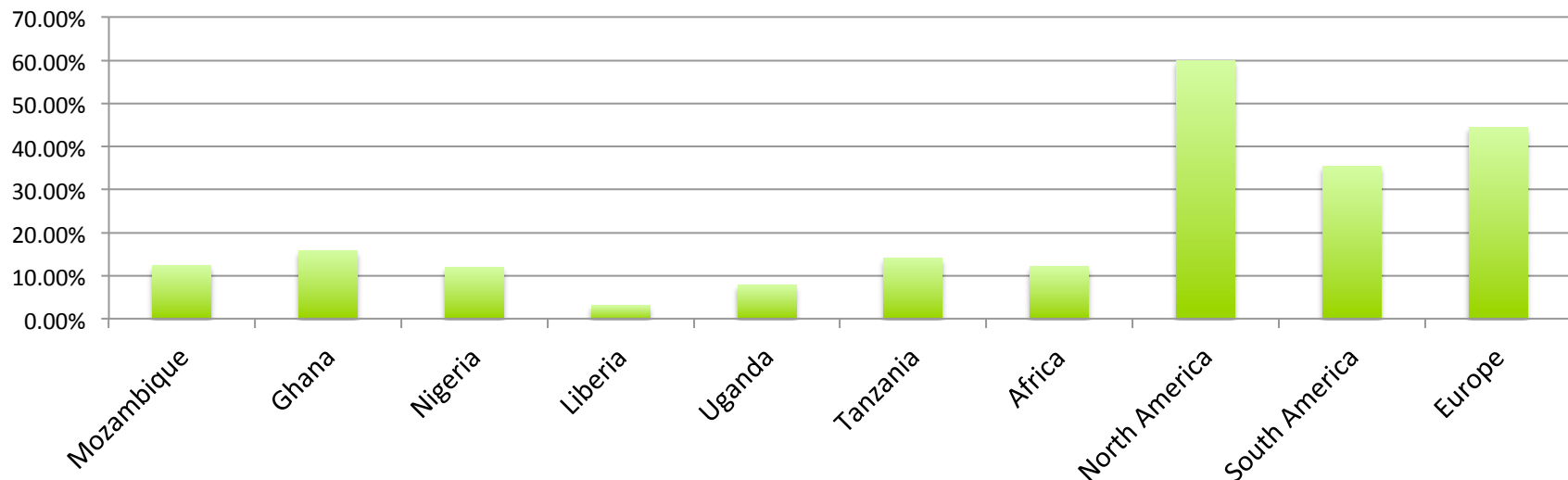
What about device costs?

Smartphone connections (as a % of all device connections)

Non broadband connections (as a % of all connections) – source GSMA

Ghana
Africa

Population	26,786,598	500MB Mobile Broadband (% GNI)	4.48%
GNI per capita	USD 1,590.00	% of people living in poverty	49.04%

Select an indicator

Affordability Drivers Index ▼ Go

2015 Score

42.84

OUT OF 100

Ghana ●
Mean developing ●

42.84   34.32

2015 Ranking

26

out of 51 countries

9

out of 30 developing countries
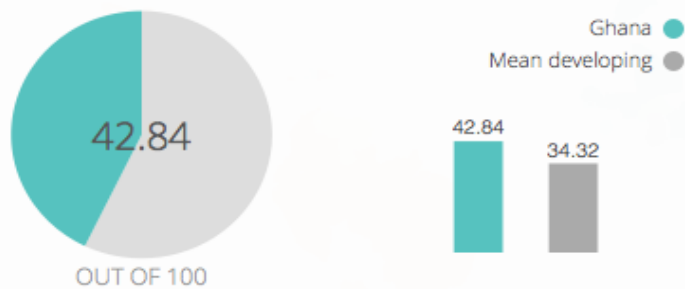
Affordability Drivers Index (2015)

value   42.84
ranking   26
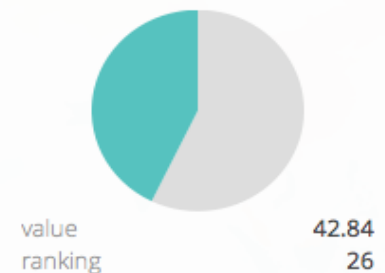
Communications Infrastructure sub-index (2015)

value   38.92
ranking   30

Access sub-index (2015)

value   47.15
ranking   26

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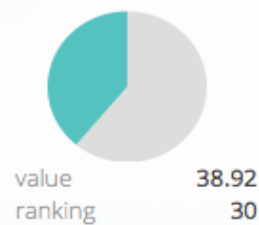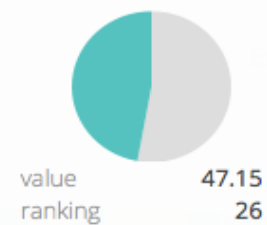
Ghana and Nigeria
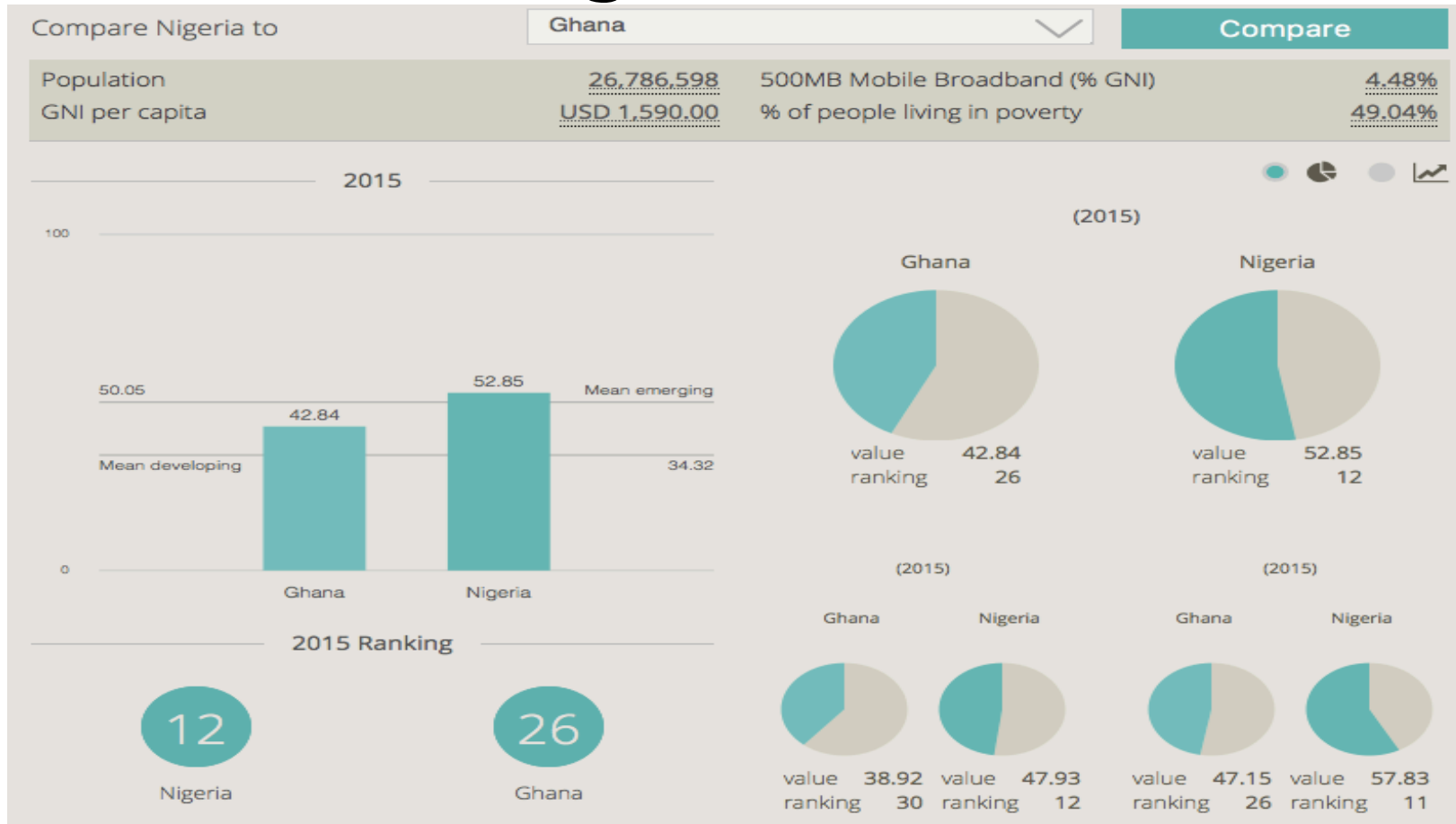
WHAT ACTION MUST WE TAKE TO REALISE UNIVERSAL ACCESS?

Driving progress toward universal access

Commit to a new "1 for 2" affordability target

1GB of mobile data priced at 2% or less of average monthly income

Prioritise & expand public access initiatives

Critical to bringing connectivity to the most marginalised

Design policies with a gender focus

Closing the digital gender gap will require policies to reduce barriers for women

Thank you!

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