

# **Internet for All by 2020?**

## **The 2015-16 Affordability Report**

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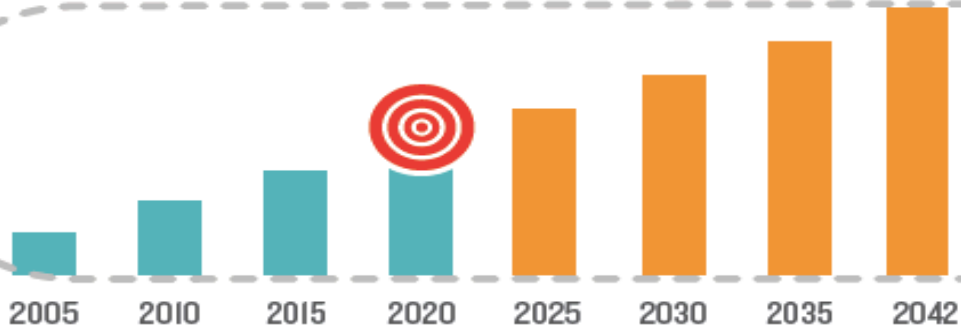
# Internet for all by 2020?



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**



# 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



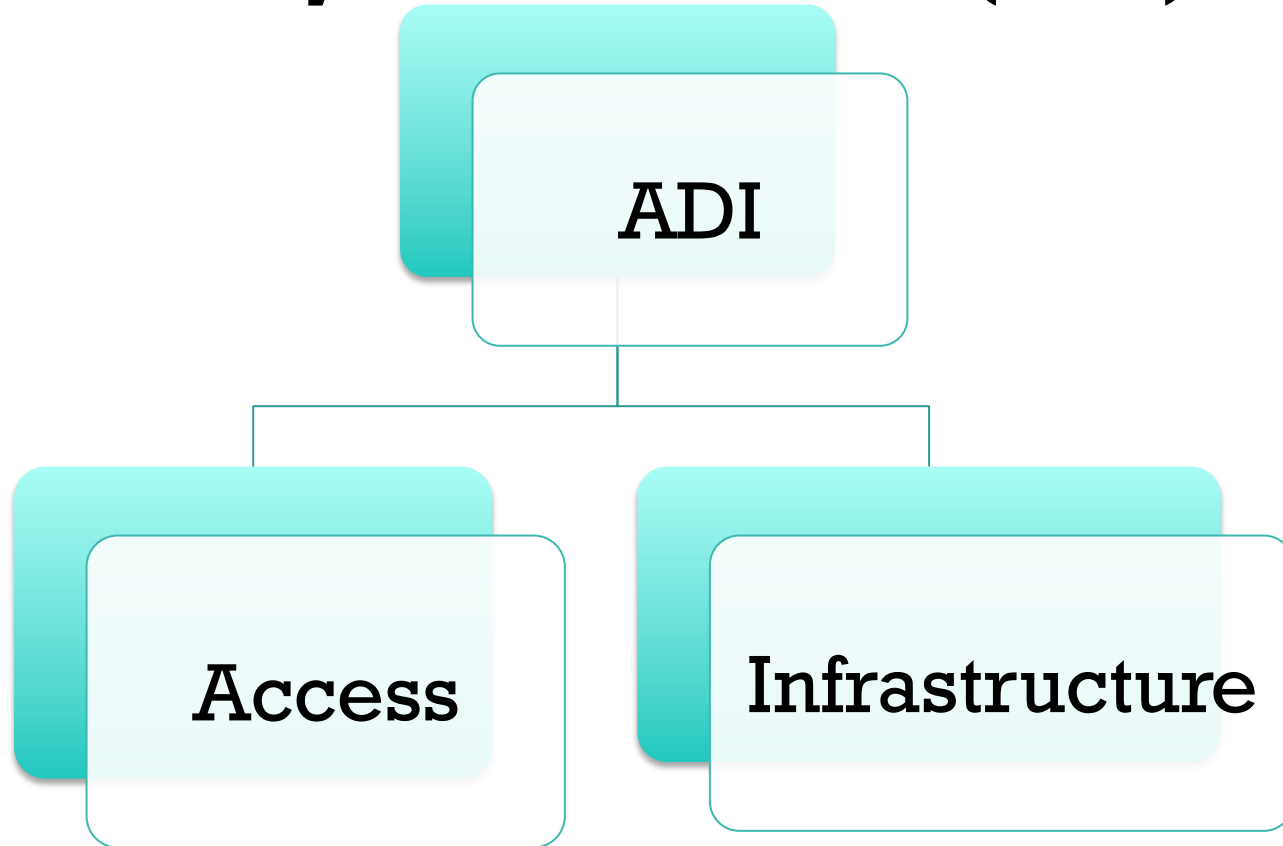
Why have some countries succeeded in making Internet access more affordable, accessible and universal, and what can others do to catch up quickly?

# 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)



# Affordability Drivers Index



## 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

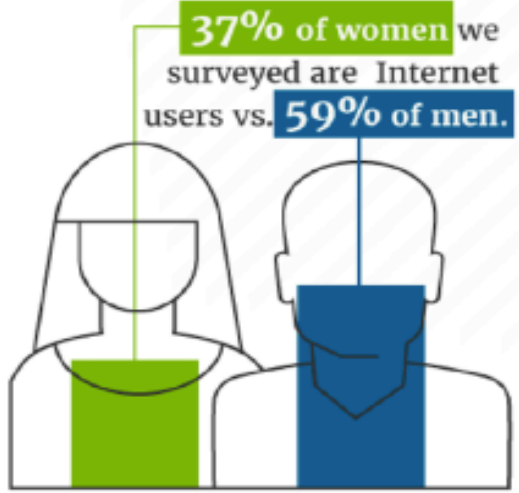
**0 countries**

meet this target for those  
living in poverty

# Exploring the true extent of the gender digital divide

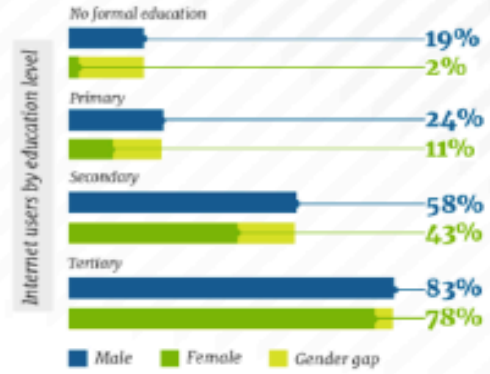


**WOMEN ARE ABOUT 50% LESS LIKELY THAN MEN TO USE THE INTERNET IN POOR URBAN COMMUNITIES**



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



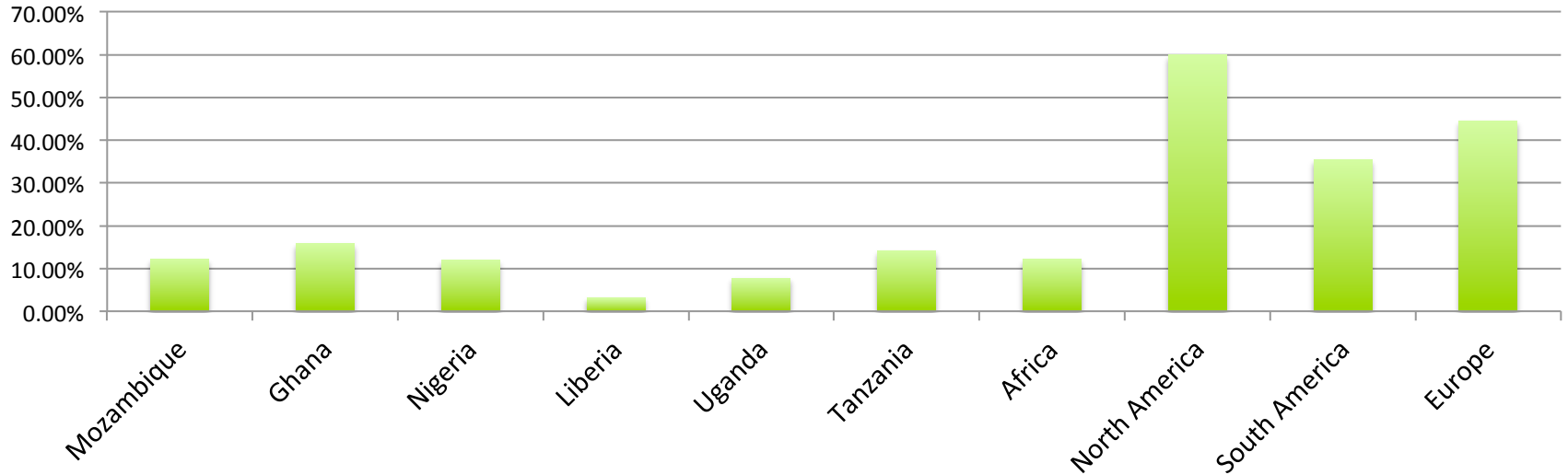


# **BROADBAND AFFORDABILITY IN AFRICA**

# 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

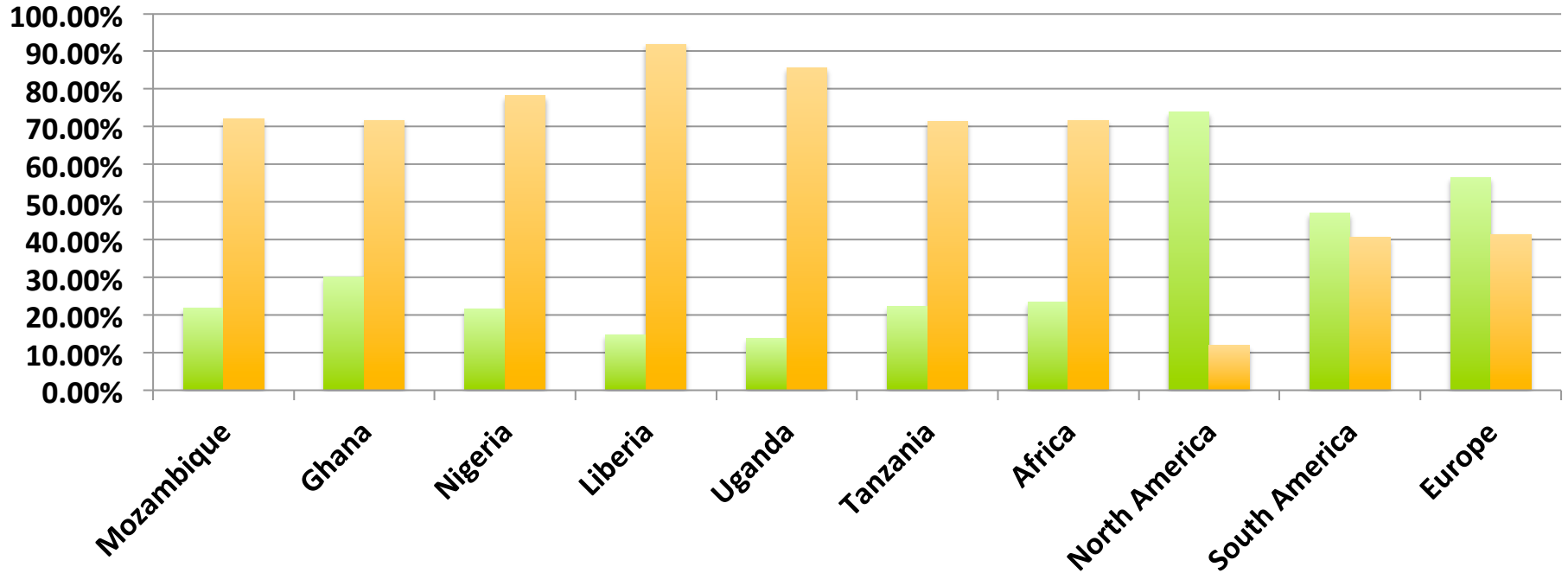
**Mobile BB Penetration : Unique subscribers of mobile broadband BB as a % of population**



# What about device costs?



- Smartphone connections (as a % of all device connections)
- Non broadband connections (as a % of all connections)



# Nigeria



Population 177,475,986  
GNI per capita USD 2,970.00

500MB Mobile Broadband (% GNI) 5.40%  
% of people living in poverty 76.46%

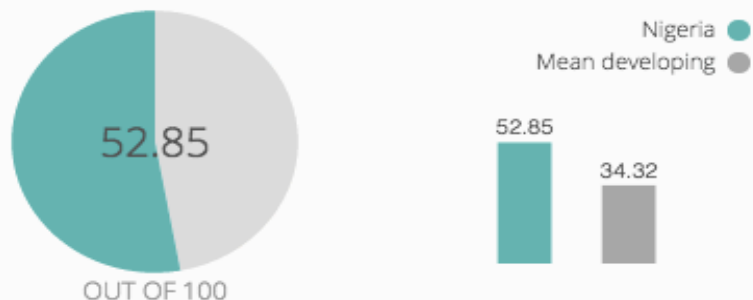
Select an indicator

Affordability Drivers Index

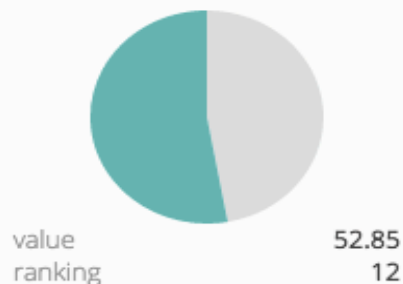
Go



2015 Score



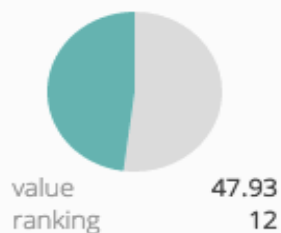
Affordability Drivers Index (2015)



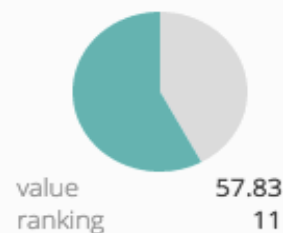
2015 Ranking



Communications Infrastructure sub-index (2015)



Access sub-index (2015)





# Nigeria and Ghana

Compare Nigeria to

Ghana

Compare

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

2015

100



Ghana

Nigeria

2015 Ranking

12

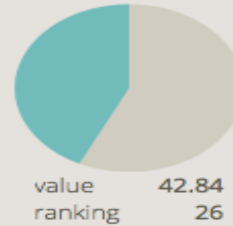
Nigeria

26

Ghana

(2015)

Ghana



(2015)

Ghana



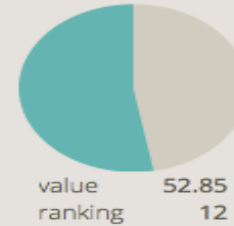
value 38.92  
ranking 30

Nigeria



value 47.93  
ranking 12

Nigeria



(2015)

Ghana



value 47.15  
ranking 26

Nigeria



value 57.83  
ranking 11



**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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