

# **The role of public access in Affordability**

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# Public Access in Asia











**Public library program in the Philippines**

**Philippines Free Public Wifi**

<p><b>BEYOND ACCESS PHILIPPINES</b> transforms libraries into information hubs to mobilize communities and maximize digital access</p> <p>Since November 2014, our 55 partner libraries have reached thousands of Filipinos through innovative services.</p>	 <p>More than 1 million visits</p>	 <p>Over 290,000 computer uses</p>
	 <p>Users assisted in e-government services over 84,000 times</p>	 <p>Users assisted in digital skills over 90,000 times</p> 

# Public Access in Asia



	PUBLIC SCHOOLS	4903
	PUBLIC PARKS AND PLAZAS	3173
	GOVERNMENT HOSPITALS AND RHUs	2277
	LOCAL GOVERNMENT UNITS	798
	PUBLIC LIBRARIES	677
	NATIONAL GOVERNMENT AGENCIES	476
	STATE UNIVERSITIES AND COLLEGES	347
	SEAPORTS, AIRPORTS AND TRAIN STATIONS	90

**DIGITAL EMPOWERMENT PROGRAM 2015**



**TV WHITE SPACE & FREE INTERNET WIFI ACCESS IN PUBLIC PLACES**

**Juan, Konek!** Public-private partnership

# Public Access in Asia



**Union Information  
and Service Centres  
in Bangladesh**

# Public Access in Asia



## RAJA SAHIB ENTERPRISES COMMON SERVICE CENTRE



### ਸੁਵਿਧਾ ਸੈਂਟਰ

ਦਾਦੀਓਂਗ ਏ-ਗਵਰਨੈਂਸ ਯੋਜਨਾ  
National e-Governance Plan  
एक कदम आमकी ओर  
एक कदम आसके लिए

#722, Shop No. 2, St No.3, Mohalla Murad Pura  
Gill Road, Po. Miller Ganj, Ludhiana-141003 (PB)

**Hotels Booking**  
**Air Ticket**

**Train Ticket**  
**Bus Ticket**

**ਆਧਾਰ ਕਾਰਡ**  
Digital India  
Power To Empower  
**ਪੇਨ ਕਾਰਡ**

**Passport Seva**  
Service Excellence  
**Passport Appointment**

**ਸੁਨੀ ਟ੍ਰਾਂਸਫਰ**  
ANY BANK  
ANY HERE

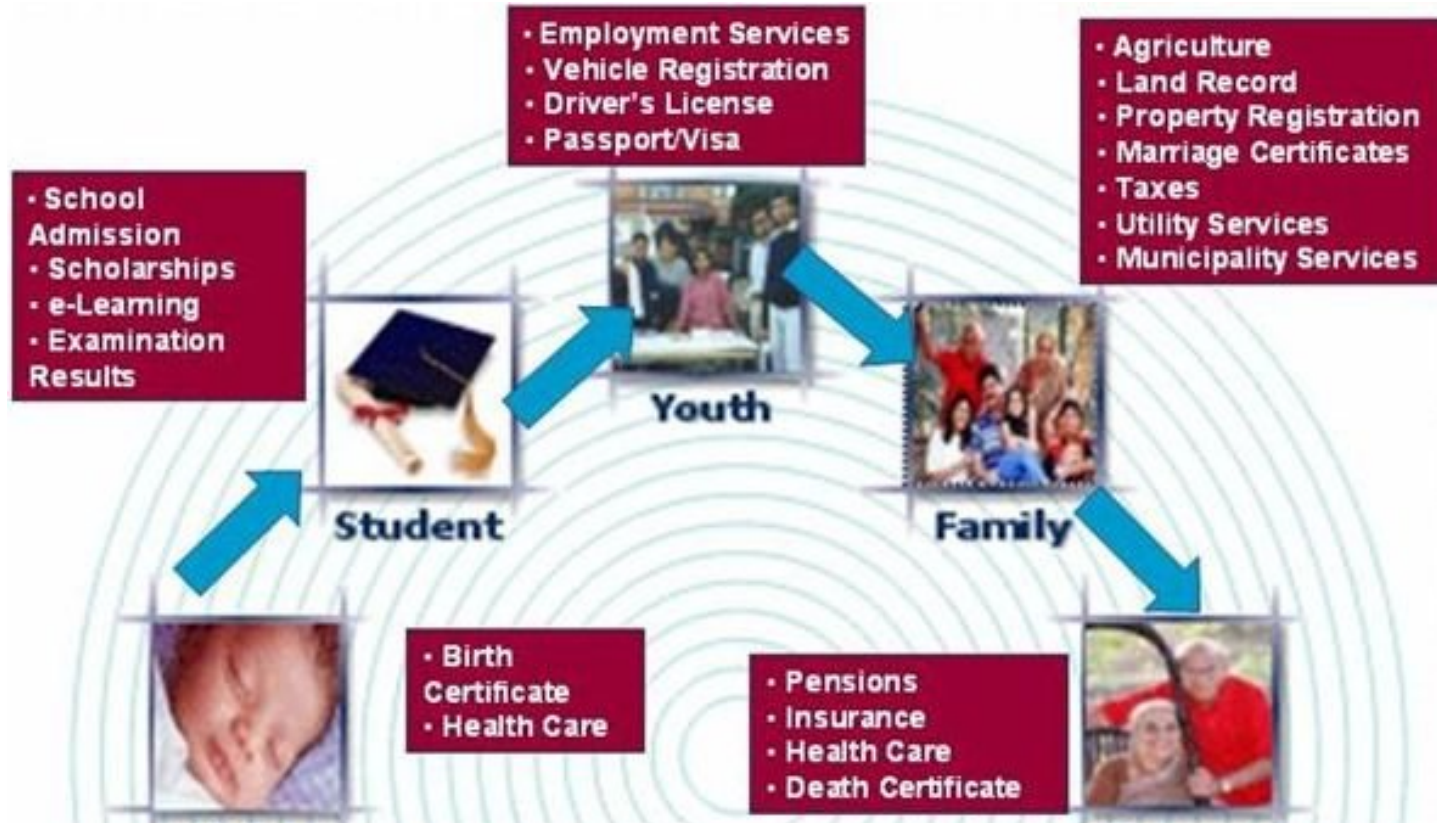
**Travel Insurance**  
Stay protected when you travel  
**LIC All Insurance Payments**

ਬਿਜਨਲੀ ਬਿੱਲ ਭੁਗਤਾਨ ਮੋਟਰ ਪਰਮਿਟ ਟੈਕਸ ਮੋਬਾਇਲ ਰੀਚਾਰਜ  
ਆਨਲਾਈਨ ਐਡਮੀਸ਼ਨ ਈ-ਮੇਲ ਸਕੈਨਿੰਗ ਲੈਮੀਨੇਸ਼ਨ ਕਲਰ ਫੋਟੋ ਸਟੋਰ



## Passports Can Be Applied Online Through One Lakh+ Common Services Centers

# Public Access in Asia



# Public Access in Asia



The graphic features a central image of a smiling woman holding a credit card, with a hand using a card at a POS terminal to the right. The background is a mix of yellow and green. Logos for 'Digital Payments' and 'CSC' are visible in the top left and right respectively.

## GO CASHLESS... GO DIGITAL...

- **UPI**  
It is as easy as sending a message from your phone!  
Every bank has its own mobile app - so it's now possible to transact on our smart phones!
- **e-Wallet**  
It is as easy as sending photos through your phone!  
Both mobile or Computer!
- **Aadhaar Enabled Payment System**  
Why rely on your bank when you can bank on Aadhaar!  
Aadhaar - enable payment system - Now link your Aadhaar card with your bank account. You can then carry out - Funds Transfer, Balance Enquiry, Cash Deposit or withdrawal, from bank branches.
- **USSD**  
It is as easy as checking your prepaid balance from your phone!  
It is possible to transact even on a normal mobile phone!
- **Cards, POS**  
Make basic payments at most places with your prepaid, debit or credit card!

# Asia: the land of many challenges

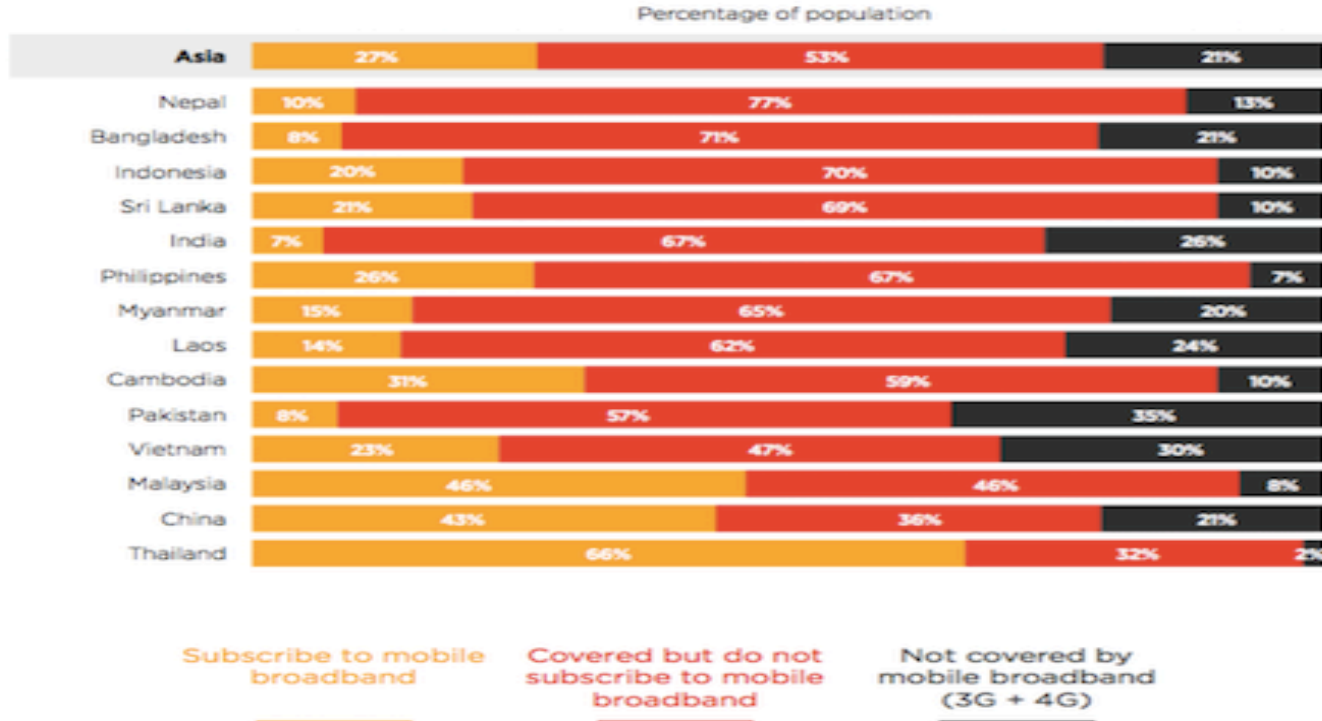


- 44.58 Million KM Sq (30% of earth's total)
- 4.436 Billion people (60% of world's population)
- 1.192 Billion on Mobile Broadband (16% of world population)
  
- 27% of Asia subscribed to Mobile Broadband (1.2B people)
- 53% of Asia covered by Mobile Broadband but yet not subscribed (2.3B people)
- 20% not covered by Mobile Broadband (2G + 3G)(1B people)
  
- The opportunity is 3.3B people (44% of the world)



# Asia: Coverage isn't the major concern

More than 2 billion people in Asia are covered by mobile broadband services but do not use them



80% of Asia lives within the Digital Footprint of 3G network.

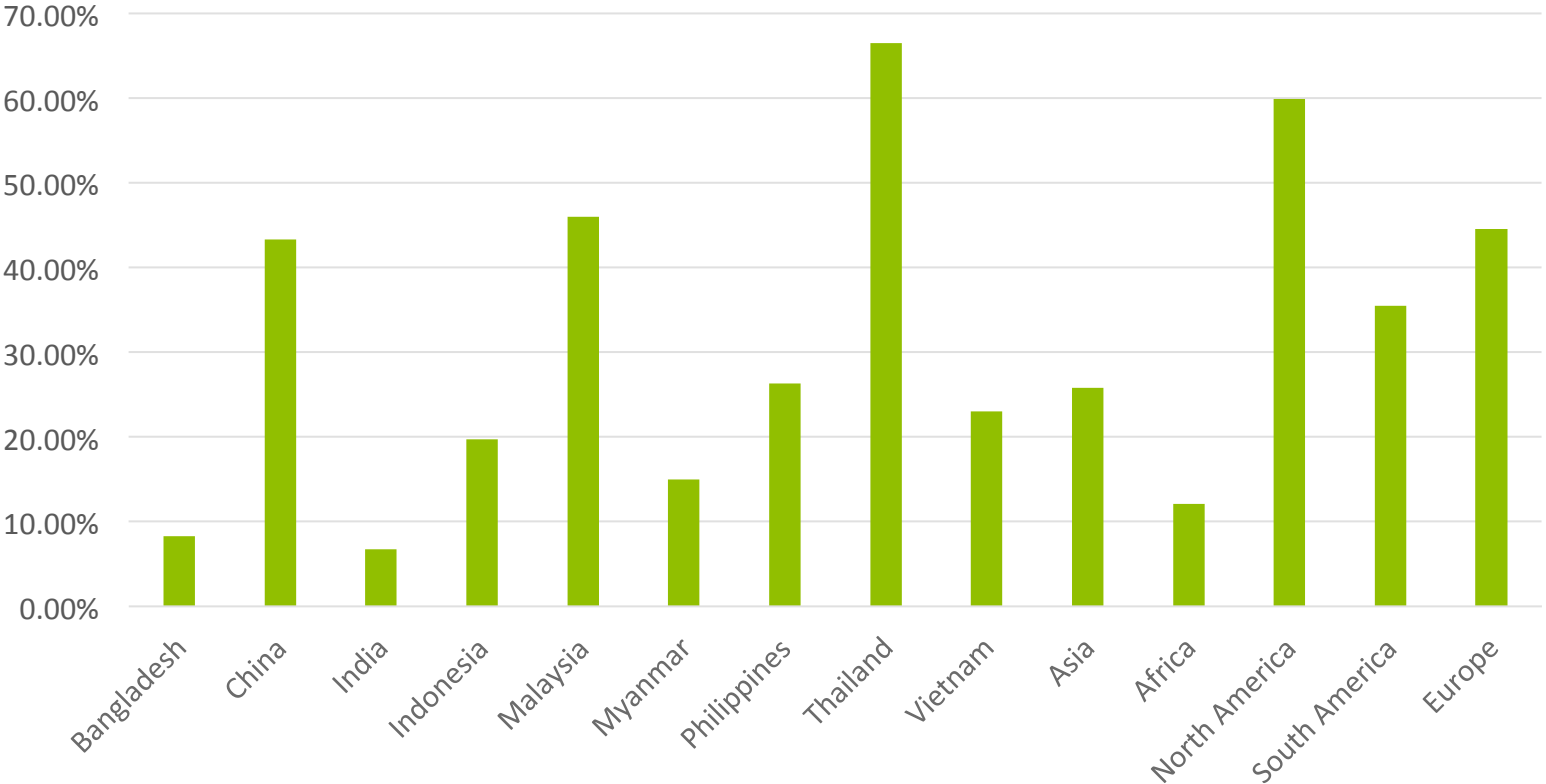
The issue is more of demand than supply.

# Just how widespread is mobile broadband?



Mobile Broadband Penetration: unique subscribers of mobile broadband as a % of the population

Source: GSMA Intelligence, Q42015

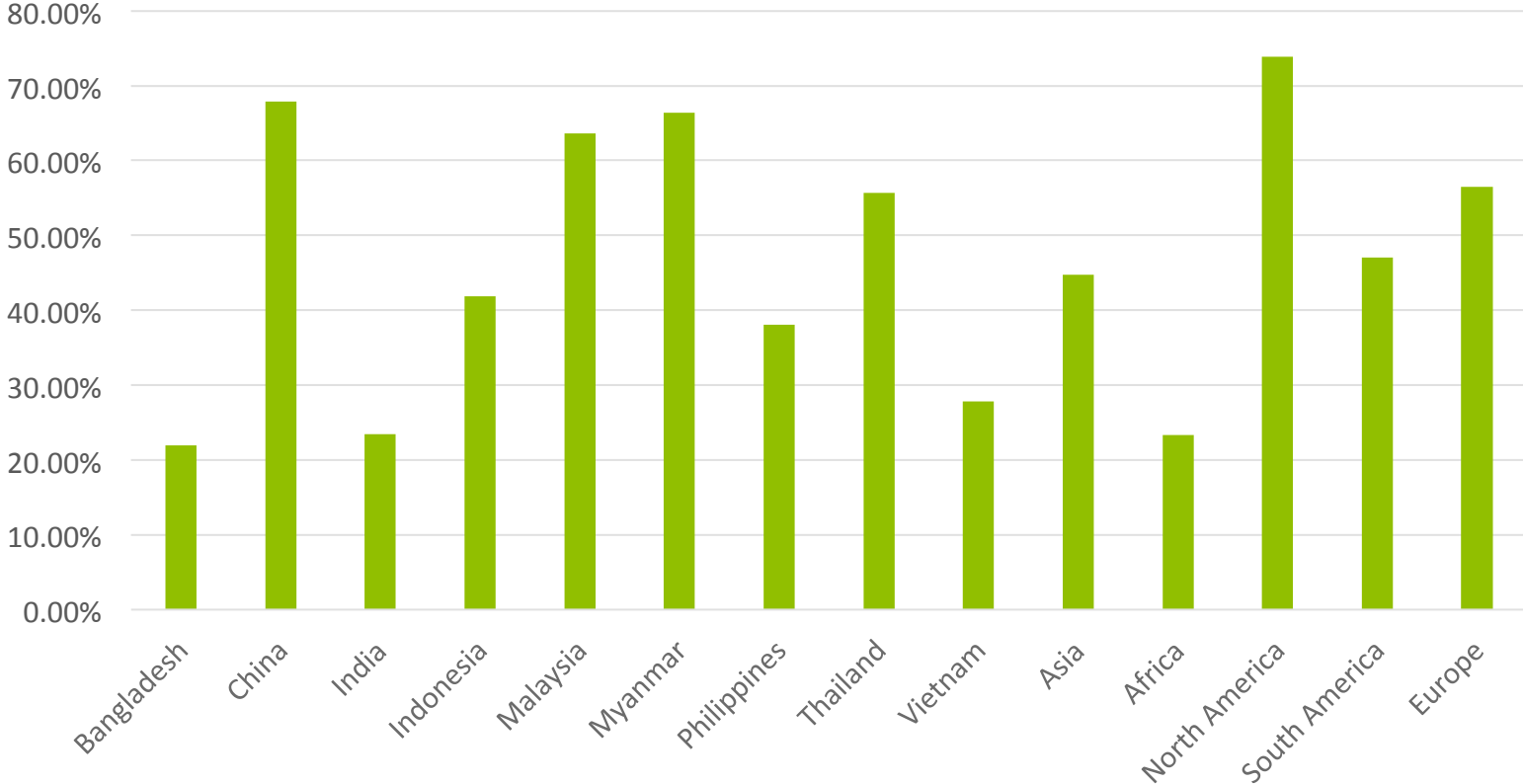


# Smartphone adoption in the APAC region



Smartphone connections (as a % of all device connections)

Source: GSMA Intelligence, Q42015

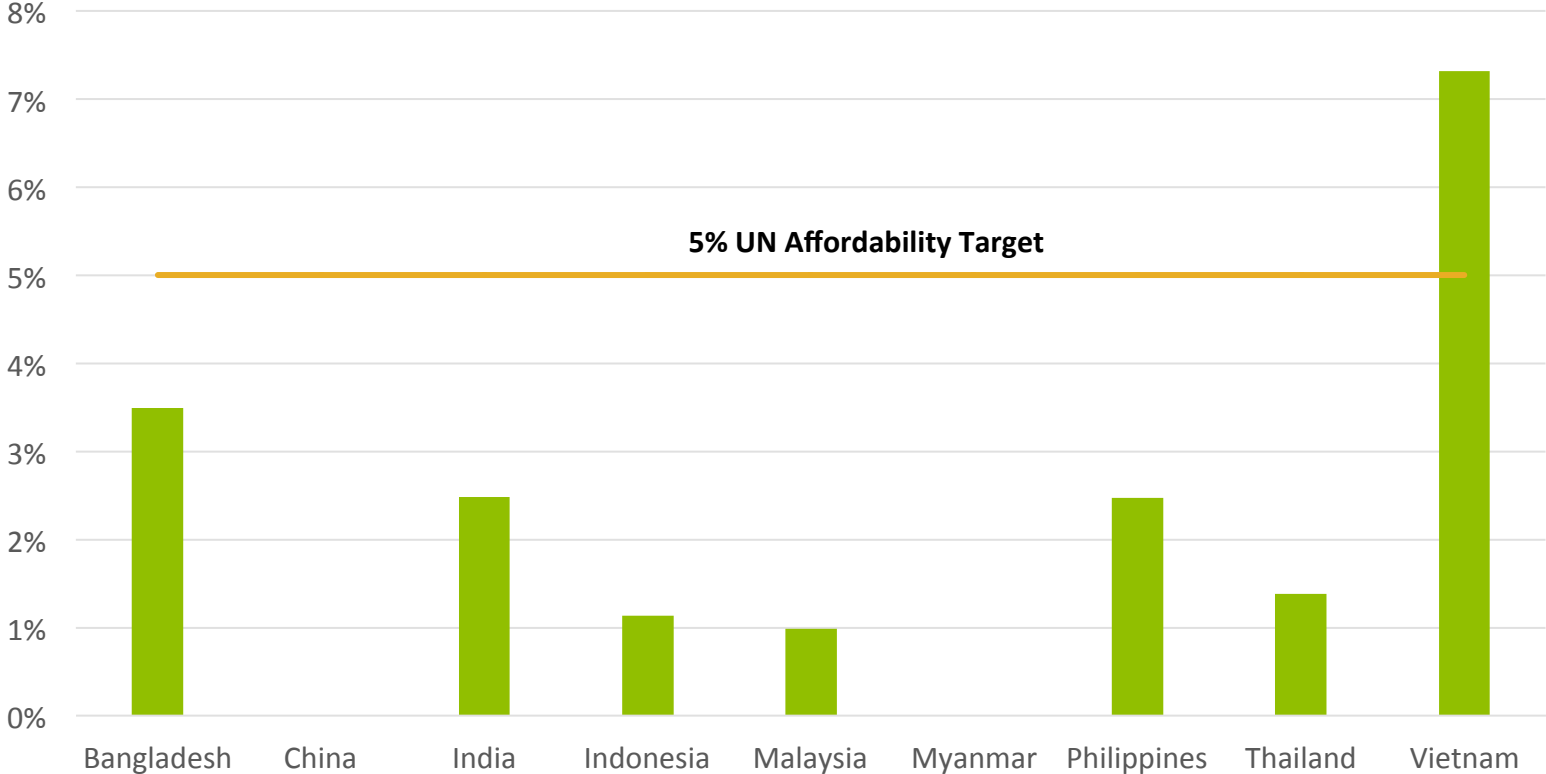


# Affordability in the APAC region



Price of a 500MB plan / average monthly income

Source: ITU, 2015



# What is the state of affordability?



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

*Over half the world's population is still offline*

**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**

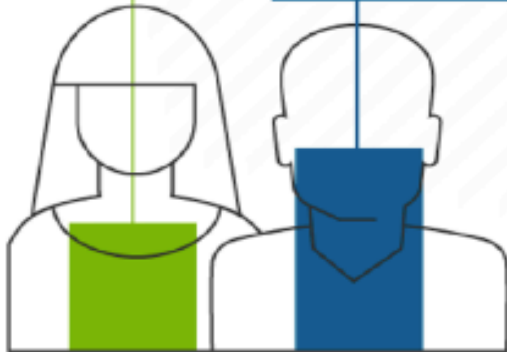
meet this target for those living in poverty

# Exploring the true extent of the gender digital divide (WRO, data2X)



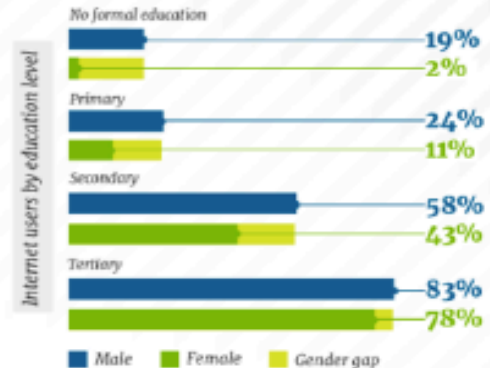
WOMEN ARE ABOUT 50% LESS LIKELY THAN MEN TO USE THE INTERNET IN POOR URBAN COMMUNITIES

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



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 for all by 2020?

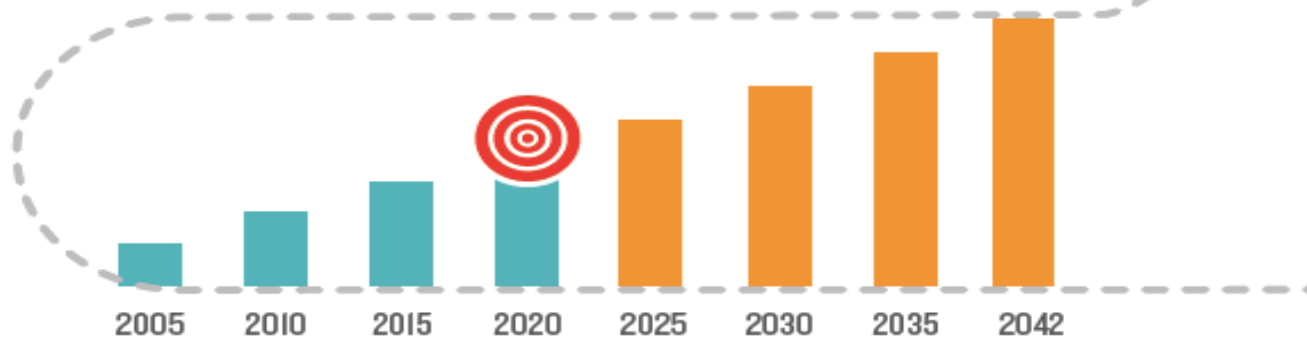


2020

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**



## Lack of awareness and locally relevant content, affordability and lack of digital literacy and skills among top barriers for non-internet users<sup>4</sup>

Barrier	Lack of awareness and locally relevant content	Lack of digital literacy and skills	Affordability barrier	Lack of network coverage	Security and trust barrier	Other
China	30%	89%	11%	0%	2%	15%
India	80%	21%	23%	3%	4%	9%
Indonesia	75%	10%	46%	2%	3%	12%
Philippines	51%	27%	13%	8%	1%	22%
Thailand	88%	23%	22%	1%	2%	3%
Vietnam	80%	20%	24%	0%	1%	12%
Asia	72%	24%	25%	3%	2%	12%





# Public Access in Asia



- Common Service Centres in India (150,000 centres)
- Public Access strategy in Bangladesh (270,000 centres)
- E-Library Nenasalas in Sri Lanka
- Public Wifi and Community eService Centres in the Philippines
- Lighthouses and public library network in Myanmar
- Coco Cola Foundation and Public Access in Indonesia
- Public Access, content and ePayment in China

# Common Service Centres in India

- Digital, Financial and Adult Literacy
- Government to Citizen Services (Digital ID, Government schemes)
- Business to Citizen Services (Utility payments)
- Financial inclusion services (Banking, insurance)
- Educational services (Adult, primary, secondary and tertiary)
- Skill development services (in association with National Skill Development Mission)
- Agricultural Services (Crop, soil and market information)
- Health services (Diagnostics and awareness creation)
- Digital India hub services
- Employment Services

# What action must we take to make universal access a reality?



**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!

B. Shadrach

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Alliance for Affordable Internet