Towards affordable internet for all

First A4AI-Bangladesh Multi-Stakeholder Forum

A global coalition working to make broadband affordable for all

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What is A4AI?

We are the
world's broadest technology sector alliance
working to
drive down the price of broadband
by
transforming policy and regulatory frameworks.

Public-private collaboration in action with 80 member organisations

All have endorsed one set of **best practices**

- grounded on the principles of internet freedom and the fundamental rights of expression, assembly, and association online -

for making affordable broadband internet a reality.

Direct support & action: Where are we working?

How do we work in member countries?

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In each member country, we form a
national multi-stakeholder coalition

civil society   public sector   private
                                                  sector

to
IDENTIFY KEY BARRIERS TO AFFORDABLE ACCESS
&
DEVISE TAILORED SOLUTIONS TO DRIVE PRICES DOWN

Conducting robust original research to underpin evidence-based policy

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Annual Affordability Report

Latest edition released February 2017

Case studies

Ghana, Nigeria, Cameroon, Peru, Brazil, Dominican Republic, Myanmar, Bangladesh

Thematic briefings

Universal Access & Service Funds; Zero-rating & other mobile data plans

# Affordability still a major barrier to access

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

Over half of the world's population is still offline
At current rates, on track to miss global access target by 20+ years

Just 19 countries meet the "1 for 2" affordability target
1GB for 2% or less of average monthly income

Exploring the true extent of the gender digital divide

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- Women are 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

37%

59%
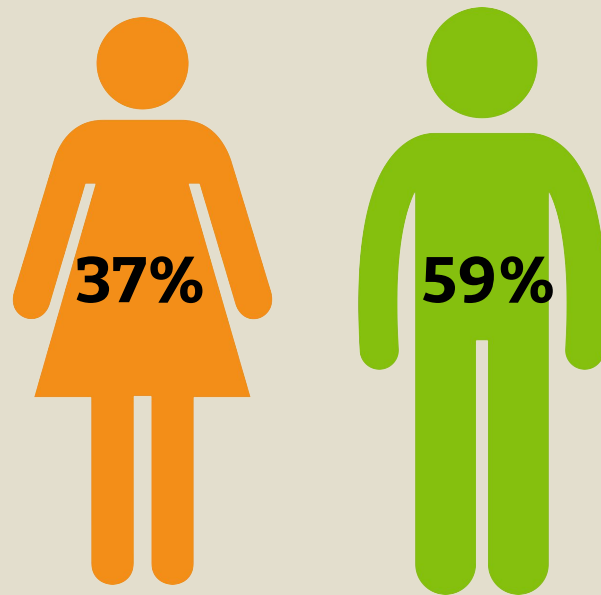
% of poor urban men and women surveyed by Web Foundation who are online across 10 cities in the developing world

How is A4AI working to tackle these gaps?

Encouraging the adoption of ambitious affordability targets to drive down prices & increase access

Working with national coalitions & stakeholders on the ground to develop policies needed to improve affordability

Improving collection of gender- and poverty-disaggregated data to track progress

Advocating for expanded public access initiatives

Designing gender-responsive policy

Driving real progress on the ground

- Nigeria, Ghana and ECOWAS have formally endorsed A4AI's "1 for 2" affordability target.

- In Ghana, the A4AI Coalition helped to secure a commitment by the government to reduce the country's import duty on smartphones by 10%.

- In Liberia, A4AI supported efforts to improve access to broadband connectivity in the post-Ebola context, and supporting the development of the country's new ICT sector policy.

- In Mozambique, the A4AI Coalition submitted detailed recommendations for a reduction in custom duties; helped to shape census questions on ICT use, and submitted draft infrastructure sharing regulations.

- In the Dominican Republic, A4AI has revived and is supporting the country's 2016-2020 Digital Agenda, developed recommendations for infrastructure sharing regulations and an updated fiscal framework for the sector.

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2017 Affordability Report

- Annual effort to track policy & regulatory progress towards affordable internet

- Based on primary research across 58 low- and middle-income countries

- Why have some countries succeeded in improving internet access and affordability? What can other countries do to catch up quickly?

Progress toward affordable internet:
A global overview

Public Access

Just half of the countries studied have public access policies in place that are also backed by financial support for implementation.

Resource Sharing

ONLY 45%

45% of countries have plans to facilitate resource sharing among telecommunications companies (e.g., sharing of infrastructure, including towers and fibre networks); even where countries have plans, implementation is rare.

Efficient Use of Spectrum

Only one in three countries have detailed, time-bound plans for making more spectrum available to meet increasing demands.

USAFs

Universal Service and Access Funds, an important tool to finance strategic investments in the sector, either don't exist or are dormant in over a third of countries.

Broadband Plans

OUTDATED IN 41% OF COUNTRIES

National broadband plans to guide the policy reforms needed to achieve universal access have never been developed or are badly outdated in 41% of countries.

Failing to take needed action to provide affordable internet

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Globally, policies have barely changed since 2014

<< Average increase in policy scores across all areas: 10% >>

Just **19 countries meet "1 for 2"** affordability target

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

What is the ADI?

ADI = Affordability Drivers Index

Does not directly measure affordability
Measures the extent to which countries have implemented
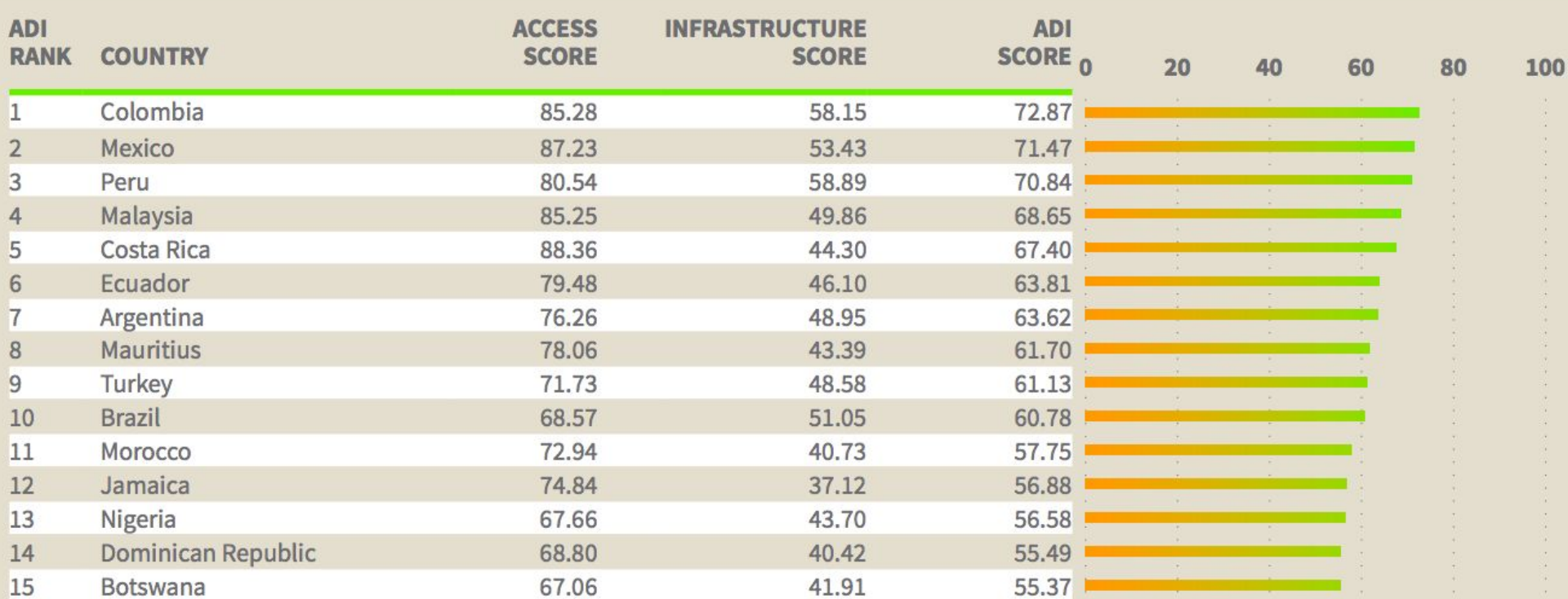policies to improve internet affordability

ACCESS

INFRASTRUCTURE

2017 ADI: Global rankings

ADI Top 15

ADI RANK	COUNTRY	ACCESS SCORE	INFRASTRUCTURE SCORE	ADI SCORE	
1	Colombia	85.28	58.15	72.87	
2	Mexico	87.23	53.43	71.47	
3	Peru	80.54	58.89	70.84	
4	Malaysia	85.25	49.86	68.65	
5	Costa Rica	88.36	44.30	67.40	
6	Ecuador	79.48	46.10	63.81	
7	Argentina	76.26	48.95	63.62	
8	Mauritius	78.06	43.39	61.70	
9	Turkey	71.73	48.58	61.13	
10	Brazil	68.57	51.05	60.78	
11	Morocco	72.94	40.73	57.75	
12	Jamaica	74.84	37.12	56.88	
13	Nigeria	67.66	43.70	56.58	
14	Dominican Republic	68.80	40.42	55.49	
15	Botswana	67.06	41.91	55.37	

Slow progress means billions are still excluded

Average price of a 1GB (prepaid, mobile) broadband plan as a % of GNI per capita, by region (2013-2015)

Legend: 2013, 2014, 2015
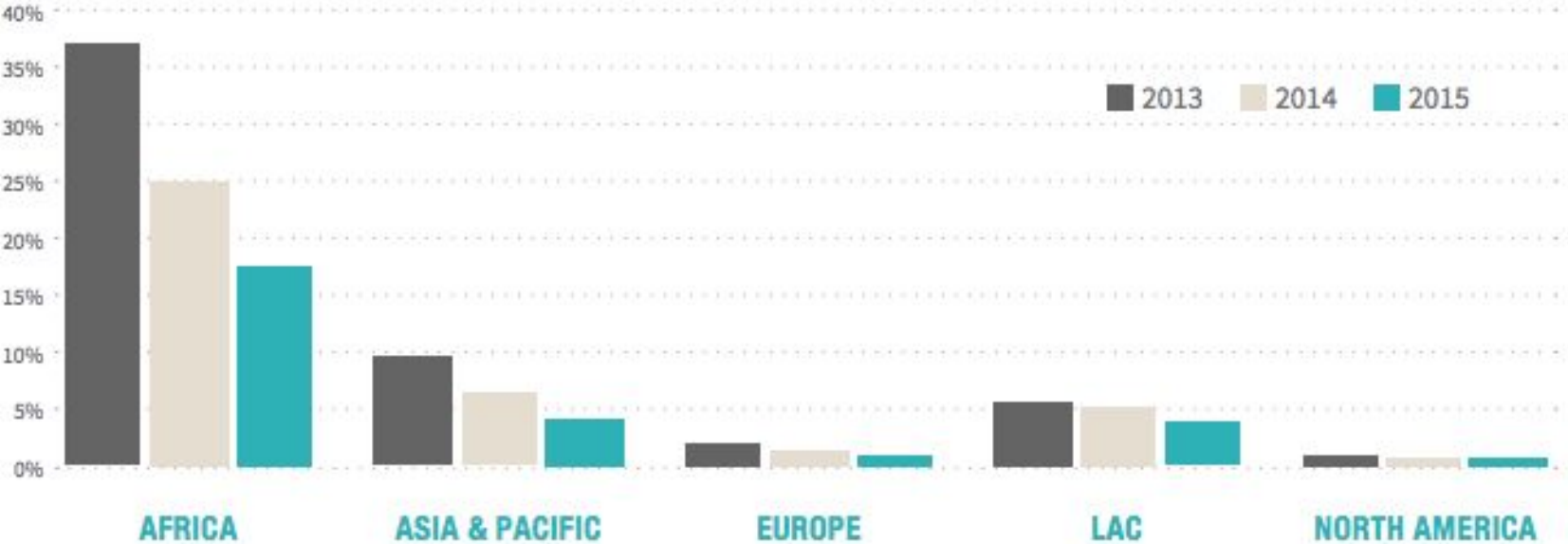
Regions: AFRICA, ASIA & PACIFIC, EUROPE, LAC, NORTH AMERICA

Internet Affordability in Asia

Internet use across Asia in 2017

49%
ONLINE POPULATION
(A4AI/ITU, 2016)

41%
MOBILE
BROADBAND
PENETRATION
(GSMA, 2016)

17%
INTERNET USE
GENDER GAP
(ITU FACTS AND FIGURES,
2016)

How affordable is internet in Asia?

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1GB

1GB of data costs an average citizen nearly

3%

of their monthly income

Just **8** out of **17** countries surveyed have "affordable" internet:

Sri Lanka
Kazakhstan
China
Turkey

Malaysia
Jordan
Indonesia
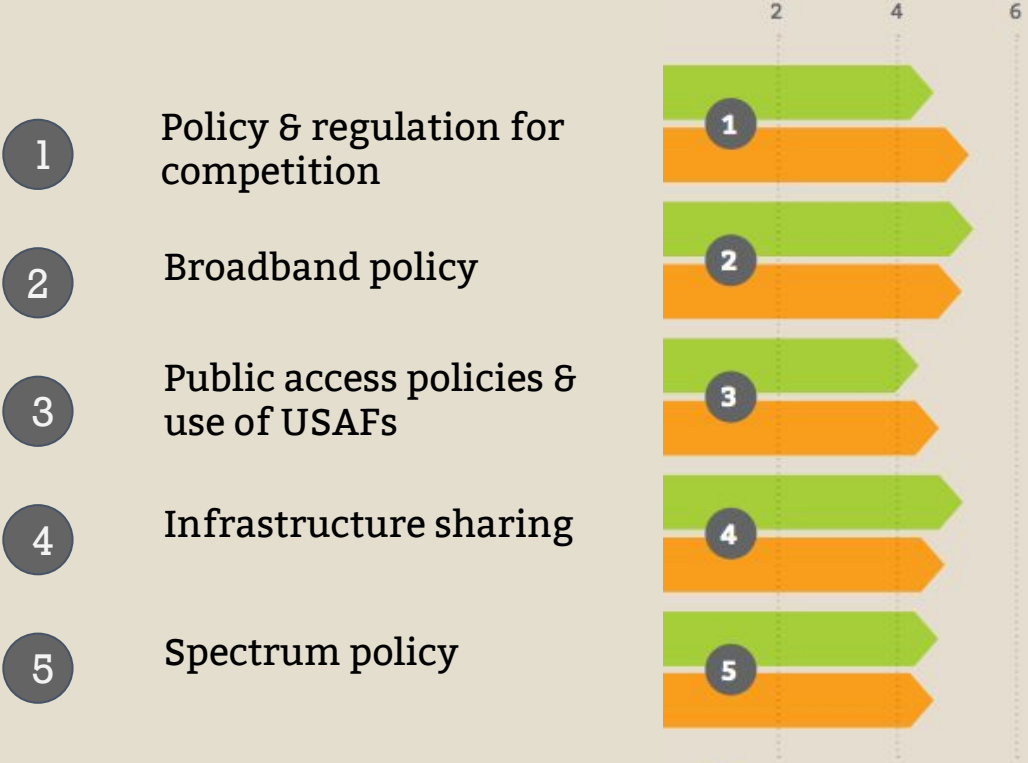Pakistan

Asia's performance on the ADI

ADI RANK (ASIA)	GLOBAL ADI RANK	COUNTRY	ACCESS POLICY SCORE	INFRASTRUCTURE POLICY SCORE	ADI SCORE Scored out of a possible total of 100
1	4	Malaysia	85.25	49.86	68.65
2	9	Turkey	71.73	48.58	61.13
3	16	Vietnam	69.75	35.65	53.55
4	17	Thailand	67.79	37.32	53.40
5	23	Indonesia	61.34	38.89	50.92
6	24	Sri Lanka	55.17	45.03	50.91
7	25	China	63.56	36.13	50.65
8	27	Jordan	62.57	34.39	49.22
9	28	Pakistan	56.54	40.03	49.07
10	33	Philippines	57.09	36.46	47.53
11	35	India	55.36	37.46	47.16
12	41	Nepal	51.80	30.35	41.74
13	42	Myanmar	40.61	40.83	41.37
14	43	Kazakhstan	58.86	21.97	41.07
15	46	Bangladesh	45.69	31.88	39.41
16	48	Cambodia	42.17	32.72	38.05
17	58	Yemen	0.00	0.00	0.00

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Policy toward affordable internet

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Overall, Asian countries score **5 or less out of 10** in all policy areas, indicating the crucial need for improvement.

1. Policy & regulation for competition

2. Broadband policy

3. Public access policies & use of USAFs

4. Infrastructure sharing

5. Spectrum policy

Asia Average
Global Average

Internet Affordability in Bangladesh

Internet use in Bangladesh

41%
INTERNET PENETRATION
(A4AI, 2016)
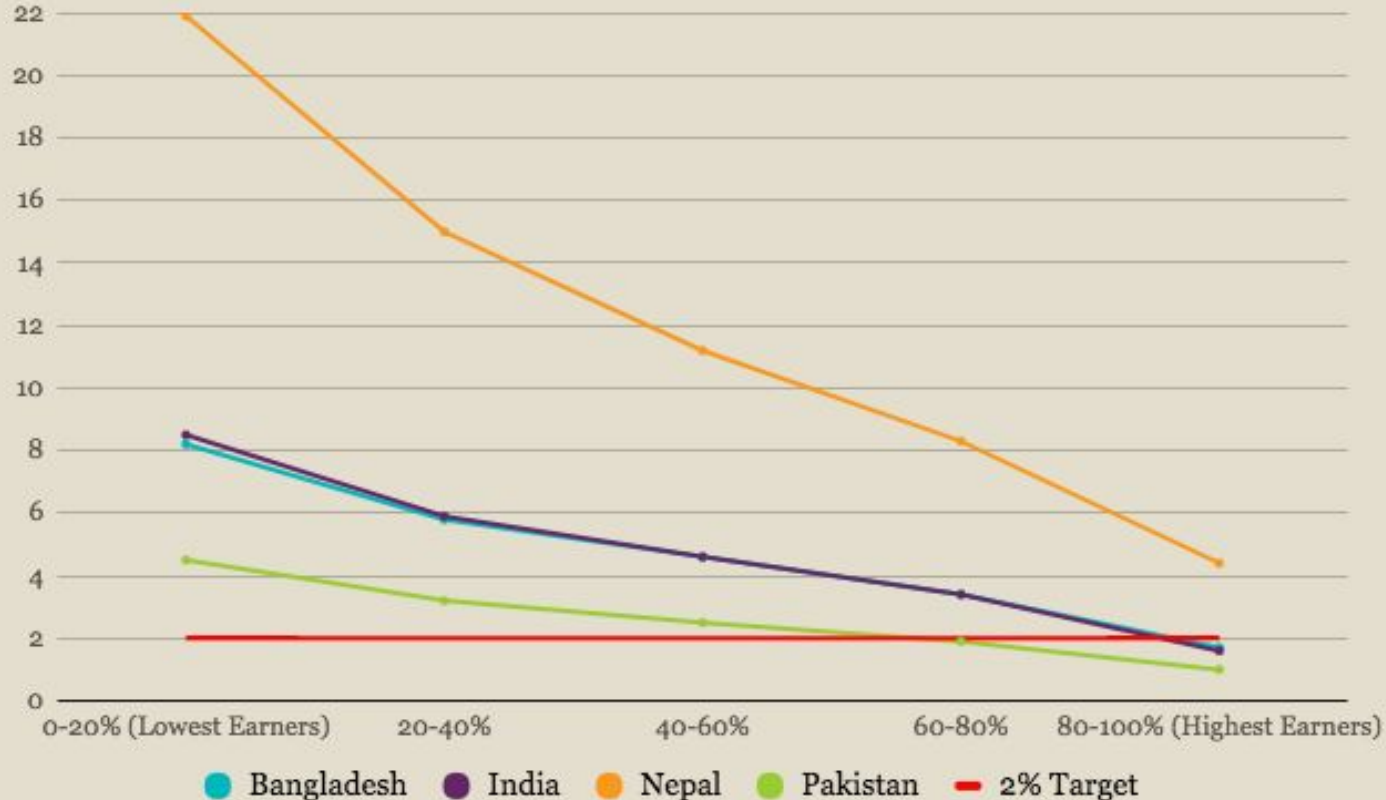
14%
MOBILE BROADBAND PENETRATION
(GSMA, 2016)

4%
COST OF 1GB MOBILE PREPAID DATA

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Making Universal, Affordable Internet Access a Reality

Internet for all by 2020?

Sustainable Development Goal 9c:

Affordable, universal internet access in the world's least developed countries by 2020

On current trends,
we will only achieve this in 2042 -- 22 years after the target date

2020

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

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Employ Public Access Solutions to Close the Digital Divide

Critical to reach groups that cannot pay for regular internet use.

Foster Market Competition through Smart Policy

Competitive markets provide foundation for growth, innovation & affordable access.

Implement Innovative Uses of Spectrum

Clear strategies to ensure availability of sufficient spectrum on a timely basis.

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

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Promote Infrastructure and Resource Sharing

Provides operators the best option to reduce the cost of service provision.

Make Effective Use of Universal Service and Access Funds

Active, transparent & efficiently managed funds can support broadband strategies & targets.

Turn Effective Broadband Planning Into Effective Implementation

Plans that set clear, time-bound and measurable targets are best of all.

Towards affordable internet in Bangladesh

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Ensure fair taxation in the ICT sector

Further incentivise infrastructure deployment and sharing

Improve spectrum management policies

Prioritise & expand public access initiatives

Forum objectives

- Form the A4AI-Bangladesh National Coalition

- Identify the key barriers to affordable access in Bangladesh

- Identify priority areas and strategic policy areas for the Coalition to focus its efforts

- Agree on next steps for the Coalition to take to tackle key priority areas

Thank you!

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