

**ALLIANCE FOR  
AFFORDABLE INTERNET**



# A4AI Policy/Regulatory Recommendations to Impact on Demand and Supply Drivers of Affordable Internet in Ghana

WELCOME TO  
**A4AI GHANA COALITION** QUARTERLY  
MEETING

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# Policy Challenge to Affordability of Internet



- Key challenge for policy makers now is how to offer strong incentives to the private sector, which aims at profit generation, so the players can provide the widest possible access to Internet-based networks and services that are affordable to consumers without geographic limitation
- **A4AI** posits one way forward is to formulate infrastructure sharing and open access model that will lower operators CAPEX and free them to make broadband Internet accessible and importantly affordable to all.

# The Basis of A4AI Study on Infra Sharing & Open Access



- Stimulate Operators to accept challenge to review the percentage of revenue contribution from individual sites as against revenue generation from shared infrastructure.
- Consider outcome against the recommendations made by A4AI in their study for Infra sharing
- The outcomes from A4AI point of view is a better return on data revenues
- Thus A4AI recommendations for policy and regulatory supporting reforms on Infra Sharing/Open Access

# The Vodafone Group Plc Case Study on Infra Sharing & Open Access Confirming A4AI Study Findings



- “The challenges of investment are highlighted by our analysis which shows that a relatively small number of sites generate the bulk of Vodacom’s revenue. The top 10% of total sites contribute over 30% of total revenue, whereas the bottom 50% of sites contribute under 10%. Of the top sites, just 10% are in rural areas. Data revenues represent a much greater proportion of revenue at the highest earning cell sites than at the lowest earning sites; the top 1,000 sites contribute 37% of total data revenues, whereas the bottom 2,000 sites contribute less than 1% of total data revenues” (Prof Richard Boateng in “Towards a more equal world: the mobile internet revolution”: Vodafone Group Plc; The Policy Paper Series Number 16.

# Snapshot on A4AI Infrastructure Sharing & Open Study Recom's



- Policy to give mandatory effect to passive/active infrastructure sharing for all players including TowerCos;
- Regulations mandating sharing and stipulating sanctions for breach
- Evolving policy towards “one-stop-shop” principle of obtaining permits and licences
- Harmonising legal instruments to that effect

# **Snapshot on Infrastructure Sharing & Open Study Recom's**



- For the interest of the Consumer, policy guidelines to be given for relevant sector entities to publish information on their websites regarding industry data, including availability of infrastructure for sharing per region/area
- To impact on rural access policy, policy effect to be given to harmonise the objectives of infrastructure sharing to be in tandem with national broadband plan to ensure universalization (Bd) under GIFEC's USF prog

# Consumer Concerns/Demand Side



- **Education** and skills development as vital part of the potential equalisation story to close digital illiteracy gender gap.
- Education to impact on high uptake technology tools as a demand side strategy
- High **Taxes** on tech tools be reviewed by Gov taking into account average users low income
- Work towards the affordability of smartphones to promote uptake of broadband.
- Work towards the relevance of Content (Local)

# What to Do under Policy & Regulations



- Reformulating of Ghana ICT Digital Policy proposed under the e-Transform with A4AI inputs.
- Reformulating the Telecom Policy with A4AI inputs to capture the specific context of infrastructure sharing as a way of ensuring ICT for all.
- Prioritising public access development policy to guide GIFEC's new direction
- Promote free and subsidised community access to enable connectivity for those that continue to be excluded by the market or are unable to afford the cost to connect



# What to Do Policy & Regulations



- Focus to support operator/private sector-led value-added solutions, innovations and services designed to benefit the rural areas
- Provide operators with rural coverage obligations, compensated through a discount on spectrum prices, to deliver rural broadband access networks
- Re-formulating policies including those with disability and gender focus to build on inclusiveness
- Empowering women key to the digital-bridging agenda

# Working Together :The Proactive Move to Counter Challenges



- A4AI contributes evidence-based data to impact on process so as to help achieve:-
- **1for2** affordability Target agreed upon
- 1GB of mobile data priced at 2% or less of monthly average income
- Reverse the current levels 3-5% of GNI which renders income earners including bottom 20% unable to afford cost of basic broadband connection

# The Proactive Move to Counter Challenges



- A4AI aim at supporting Ghana to achieve the global goal for universal, affordable Internet access by 2020 (SDG 9c).
- The visit of CEO of WWF to Ghana A4AI meeting is an ample evidence and we welcome him
- Let us work collaboratively to ensure income is not a barrier to Internet affordability.



# A4AI-GHANA IN ACTION: WELCOME



## Join the A4AI-Ghana Coalition

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Thank you!  
AND WELCOME TO YOU ALL

[www.a4ai.org](http://www.a4ai.org)