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

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#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.
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/](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

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## Affordability Drivers Index

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<td>61.82</td>
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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.

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.
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 and Nigeria

Compare Nigeria to

Population
GNI per capita

26,786,598
USD 1,590.00

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

4.48%
49.04%

2015

Mean developing
Mean emerging

Ghana
Nigeria

Ghana
Nigeria

value ranking
value ranking

42.84
26

52.85
12

12
26

Ghana
Nigeria

value ranking
value ranking

38.92
30

47.93
12

47.15
26

57.83
11

2015 Ranking

Nigeria
Ghana
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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