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?
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)

ADI

Access

Infrastructure
## Affordability Drivers Index

### Top 5: Overall ADI Rankings

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
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<tbody>
<tr>
<td>1</td>
<td>Colombia</td>
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<tr>
<td>2</td>
<td>Costa Rica</td>
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<tr>
<td>3</td>
<td>Malaysia</td>
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<tr>
<td>4</td>
<td>Turkey</td>
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<tr>
<td>5</td>
<td>Peru</td>
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</tbody>
</table>

### Top 5: Least Developed Countries

<table>
<thead>
<tr>
<th>Country</th>
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<tbody>
<tr>
<td>Rwanda</td>
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<tr>
<td>Uganda</td>
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<tr>
<td>Gambia</td>
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<tr>
<td>Myanmar</td>
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<tr>
<td>Tanzania</td>
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# Affordability Drivers Index

<table>
<thead>
<tr>
<th>Top 5 Overall ADI Scores</th>
<th>Top 5 LDCs ADI Scores</th>
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<tbody>
<tr>
<td><strong>Colombia</strong></td>
<td>65.32</td>
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<tr>
<td><strong>Costa Rica</strong></td>
<td>64.6</td>
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<tr>
<td><strong>Malaysia</strong></td>
<td>63.28</td>
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<tr>
<td><strong>Turkey</strong></td>
<td>62.35</td>
</tr>
<tr>
<td><strong>Peru</strong></td>
<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:

- No formal education: 19% male, 2% female, 17% gender gap
- Primary: 24% male, 11% female, 13% gender gap
- Secondary: 58% male, 43% female, 15% gender gap
- Tertiary: 83% male, 78% female, 5% gender gap
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

2015 Score

Nigeria: 52.85
Mean developing: 34.32

2015 Ranking

Affordability Drivers Index (2015)

Communications Infrastructure sub-index (2015)
Value ranking: 47.93
Access sub-index (2015)
Value ranking: 57.83

12 out of 51 countries
3 out of 30 developing countries
Nigeria and Ghana

Population: Nigeria - 26,786,598, Ghana - 500MB Mobile Broadband (% GNI)
GNI per capita: Nigeria - USD 1,590.00, Ghana - 4.48%
% of people living in poverty: Nigeria - 49.04%

2015 Ranking:
- Nigeria: 12
- Ghana: 26

Value ranking:
- Nigeria: 38.92, Ghana: 47.93
- Nigeria: 57.83, Ghana: 47.15

Comparison chart showing mean emerging and mean developing.
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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