Enabling Internet Affordability, Highlighting the Task Ahead

WELCOME TO
A4AI GHANA COALITION QUARTERLY MEETING
Accra, Ghana
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Recounting Global Internet Status

• A4AI 2015/16 Affordability Report Analysis.
• Affordable Internet projected to benefit the least developed countries by 2020
• Yet study shows going trend will miss this goal by 22 years = 2042 = worrying
• The global connectivity situation -- About 4+billion plus not on line
• 9 out of 10 in developing world not on line
• Most are women
Recounting Global Internet Status

• UN Target 500MB of mobile data priced at 5% or less of average monthly income
• 111 countries have met criteria yet not realistic as:
  • Only 9 countries have met criteria for bottom 20% living in poverty
  • 0 country has met criteria for those living in poverty
Ghana’s Position on Affordability
Drivers Index 2015/16 Report

• Comm infrastructure = 38.92
• Access and Affordability = 47.15
• Overall Composite Score = 42.84
• Out 51 countries surveyed
  Ghana ranks = 9th.
• Ghana has capacity to do better
• Massive Private and Gov’t investment
What to Do : A4AI GUIDE

• Commit to a new 1for2 affordability Target: 1GB of mobile data priced at 2% or less of monthly average income

• When a basic broadband package – whether for 500MB or 1GB of data – is priced at this level, it becomes affordable for all levels of income earners.
What to Do

• Prioritising public access
• 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
• Re-formulating policies including those with disability and gender focus
• Empowering women key
What to Do == A4AI Challenge to Countries

“Current report must serve as a wake-up call to policymakers, business leaders and civil society everywhere.— let’s work together to build open and competitive markets that can drive prices down to 2% of less of monthly incomes, while creating innovative public access programmes to reach those that market forces can’t.”

Executive Director ..Sonia Comments.
Working Together: The Proactive Move to Counter Challenges

• Policy makers in developing countries to recognize that market forces and regulatory/coverage obligations alone may not be sufficient to achieve universal broadband Internet connectivity.

• Policy areas that need re-examination include: Open Access, Market Structure, Spectrum Policies, Device Access, Digital literacy, Local content, etc.
The Proactive Move to Counter Challenges

• Role of Government:
• Formulation of Digital Policies,
• Provision of subsidies,
• Provision of tax incentives to Private Sector players
• Evolving new and innovative licensing models,
• Examining universal service funds applications and risks associated, etc.
A4AI IN ACTION
Setting the Tone

• Working beyond advocacy for policy and regulatory guidelines to enhance infrastructure sharing and open access model.
• Working towards measures for Government to consider reducing taxes to make broadband more affordable to all.
• Undertaking Consumers Baseline survey conducted in December 2015 revealing 2 major issues;
Setting the Tone

• 1. Many consumers believed the mode of data pricing by operators in percentage as an indicator of data used was not transparent.

• 2. Many consumers were confused with the concept of roll over among the service operators and not all the service providers were providing roll over services.
• Working towards the production of data matrix that outlines data so collected to impact on evidence-based policy decision making on affordability of Internet access.
• Working towards advocacy for policy and regulatory guidelines to enhance infrastructure open access and sharing model.
• This is the focus of today’s meeting
Developments in Ghana

• Four (4) active A4AI-Ghana Working Groups led by Champions
• Work plans for each working group outlining key objectives and activities would be presented.
• The Champions will present their collaborative efforts in course of the meeting.
Join the A4AI-Ghana Coalition

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Thank you!

AND WELCOME TO YOU ALL

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