A4AI Webinar: Introducing “Meaningful Connectivity”: A New Standard

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Today’s Speakers

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Agenda

- Introduction
- Why we’re developing a new standard
- Presentation of “Meaningful Connectivity”
  - Process
  - Standard
  - Research to support the threshold
- Next steps in the process
- Open Discussion
# Meaningful Connectivity - Rationale

## Why do we need a new definition?

<table>
<thead>
<tr>
<th>WHY</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDERWELMING DEFINITION</td>
<td><em>Current UN definition</em>: internet access from any location/device within the last three months.</td>
</tr>
<tr>
<td>INSUFFICIENT BINARY</td>
<td><em>Civil society stopgaps</em>: Increasing number of reports and statements referring to ‘meaningful access’ as something more. No precise definition.</td>
</tr>
<tr>
<td>ILLUSION OF COVERAGE</td>
<td><em>Digital divide</em>: Without a better definition and better measures, risk perpetuating digital inequalities.</td>
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Process - Towards a New Standard

- Builds on our previous research on mobile broadband quality of service in LMICs
- Internal discussions, and consultations on the scope
- Further research on key components of new standard
- Internal and external consultations (international conferences, discussions with partners, etc.)
- Published new standard - September 2019

- Data Collection - to test and determine thresholds - August to October 2019
- Publish results for thresholds of new standard - early 2020
Meaningful Connectivity and Use

Meaningful Connectivity facilitates Meaningful Use.
Meaningful Connectivity - Scope

• Our approach is to focus on the technical aspects of connectivity:
  – What are the main technical features of how a person connects to the internet that will influence how meaningful it is for them.
Meaningful Connectivity - Basic Assumption

• *Individuals have access to the open internet.*

• Excludes artificial restrictions (either economic or political) on internet access, and rejecting economic and legal barriers to posting and creating online.
  – Users do not face restrictions in terms of access to devices, partial or full network shutdowns, and blocking of specific internet based services or applications.
Meaningful Connectivity - Criteria for a Definition

- Connects to the open internet
- Clear threshold
- Measurable
- Evidence-based
- Technical in scope
# Meaningful Connectivity - Key Components

<table>
<thead>
<tr>
<th>SPEED</th>
<th>END-USER DEVICE</th>
<th>DATA ALLOWANCE</th>
<th>FREQUENCY OF CONNECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>How fast should the connection be?</td>
<td>Which devices allow the user to produce and consume content?</td>
<td>How much data allows someone to use the online applications that are important to them?</td>
<td>How often should someone connect to make effective use of the internet?</td>
</tr>
</tbody>
</table>
# Meaningful Connectivity - Key Components

## Where / How Do We Measure?

<table>
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<tr>
<th>Speed</th>
<th>Device</th>
<th>Data Allowance</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median download speeds (Measurement Lab, and household surveys)</td>
<td>Connection via a device with a full keyboard (Household surveys)</td>
<td>Amount of data consumed monthly (Household surveys)</td>
<td>Frequency of going online (Household surveys)</td>
</tr>
</tbody>
</table>
### Meaningful Connectivity - Thresholds

**ESTABLISHING THE THRESHOLDS (i.e., THE MINIMUM TARGETS)**

<table>
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<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connectivity with at least x Mbps download speed</td>
<td>Connectivity with at least one device that has a full keyboard.</td>
<td>Connects using at least xGB/month.</td>
<td>Connects to the internet at least X times over X period.</td>
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</tbody>
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Next Steps

• Global advocacy on the standard
  – Affordable and meaningful connectivity

• Consultations (2) with members/partners on proposed thresholds for the standard (by end of year) - Stay tuned!

• Launch the standard early 2020

• Further advocacy towards wide adoption of meaningful connectivity
Questions & Open Discussion

#MeaningfulConnectivity