Redefining Broadband Affordability for a More Inclusive Internet

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@a4a_internet   #affordableinternet

What is A4AI?

We are the
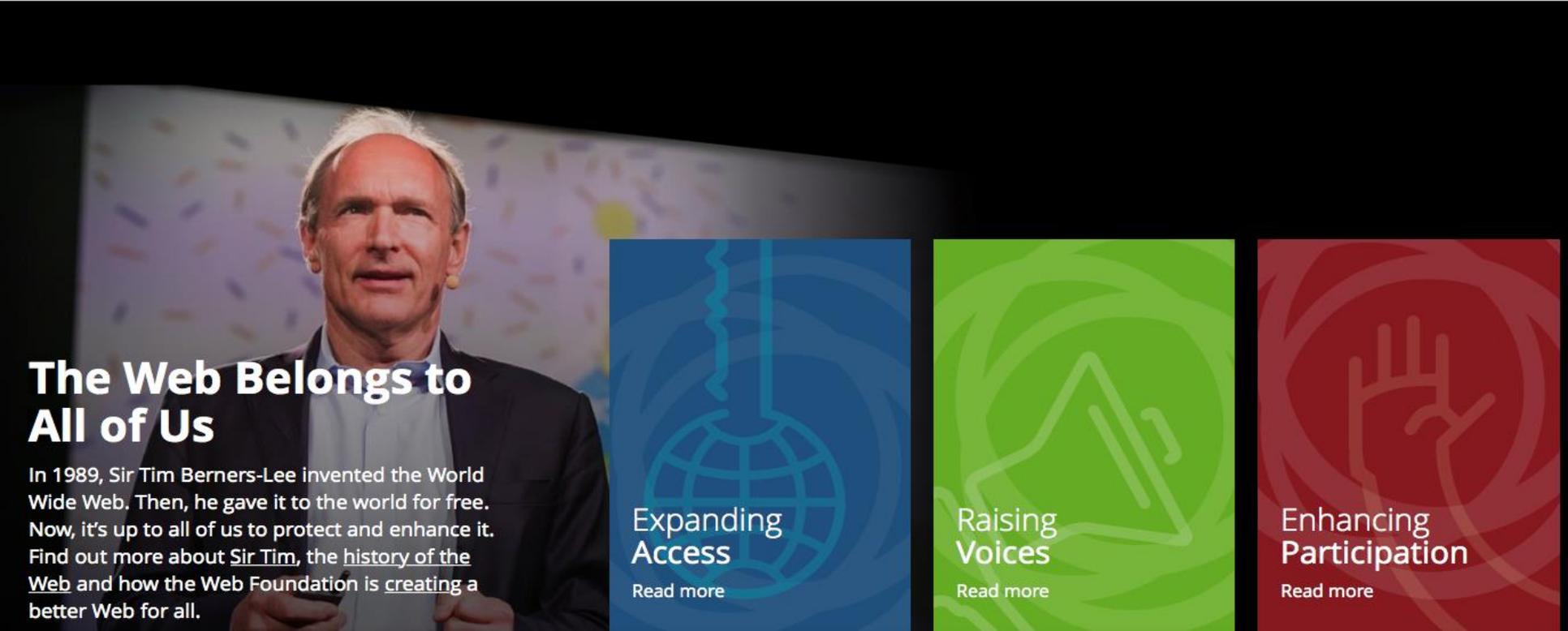**world's broadest technology sector alliance**
working to
drive down the price of broadband
by
transforming policy and regulatory frameworks.

Hosted at the Web Foundation

The 2015-16 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
- Why have some countries succeeded in making Internet access more affordable, accessible and universal, and what can others do to catch up quickly?

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)
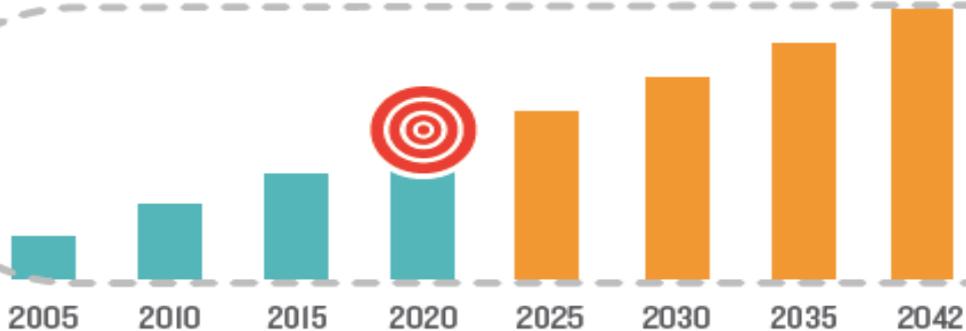
Internet for all by 2020?

Poverty & income inequality are masking the true state of affordability

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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

WE MUST TAKE ACTION NOW

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COMMIT TO A NEW 1 FOR 2 AFFORDABILITY TARGET – 1GB OF MOBILE DATA PRICED AT 2% OR LESS OF AVERAGE MONTHLY INCOME

WHY? 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.

PRIORITISE PUBLIC ACCESS

WHY? Free and subsidised community access enables connectivity for those that continue to be excluded by the market or are unable to afford the cost to connect.

DESIGN POLICIES WITH A GENDER FOCUS

WHY? Closing the gender digital gap is critical to global development and women's empowerment. This won't happen unless policies make a concerted effort to connect women.

GO
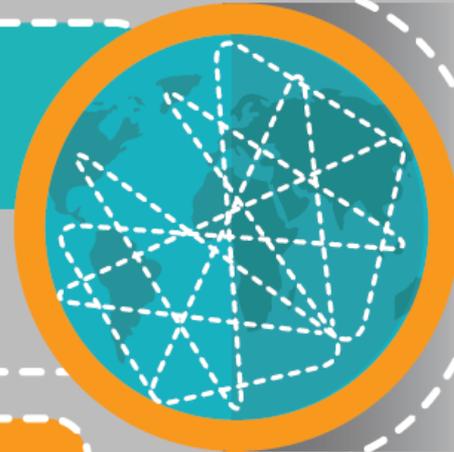
According to the current target, Internet in 2013 Peru was affordable (2.78%)... but is it really for all peruvians?

In south Africa 1.48% but out of range for 60%

Grafico 17: Plan más barato/PIB per cápita según decil ingreso (Peru 2013)

BA Fija   BA Movil

Affordability for the lowest 20% of income earners

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Price of 500MB plan/Average Monthly Income of Lowest 20% of income earners

Brazil	6.8		
Colombia	18.7		
Costa Rica	4.9		
Dominic...	24.0		
Ecuador	17.5		
Mexico	9.6		
Peru	8.8		

UN Target 5%
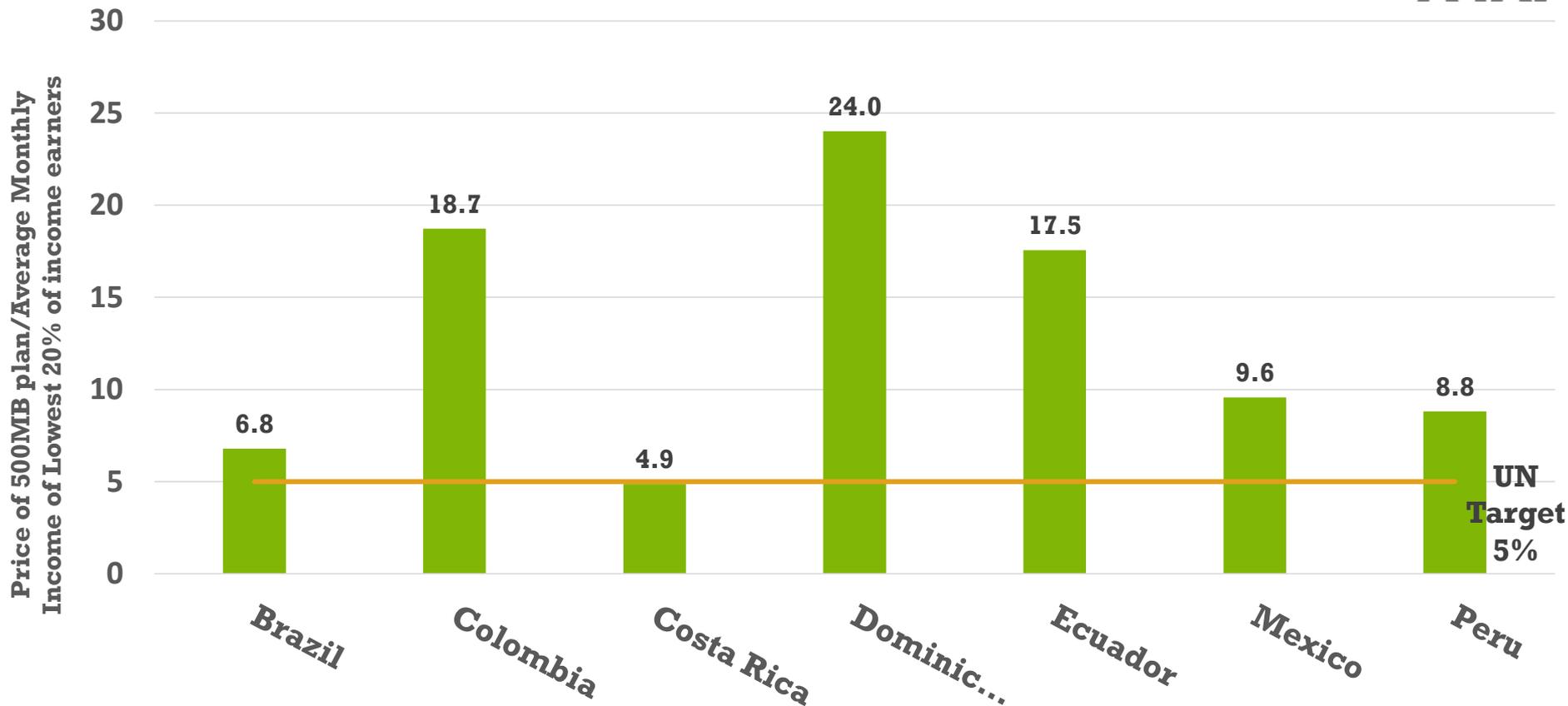
Accessibility: The price of a broadband for lowest 20% of income earners

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Price of 500MB plan/Average Monthly Income of Lowest 20% of income earners

80
70
60
50
40
30
20
10
0

UN target <5%

Mozambique   Botswana   Tanzania   South Africa   Zambia   Nigeria
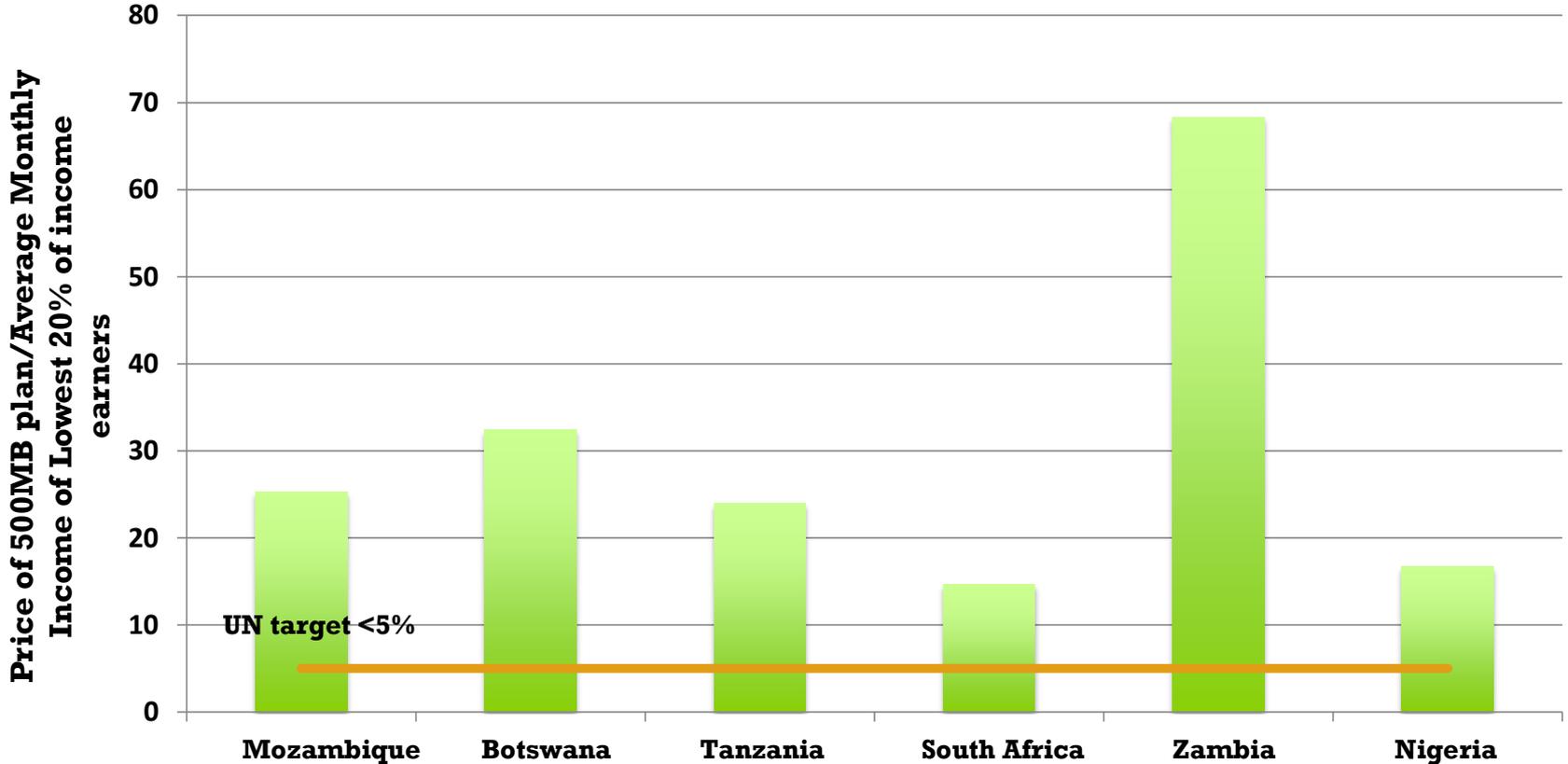
Exploring the true extent of the gender digital divide
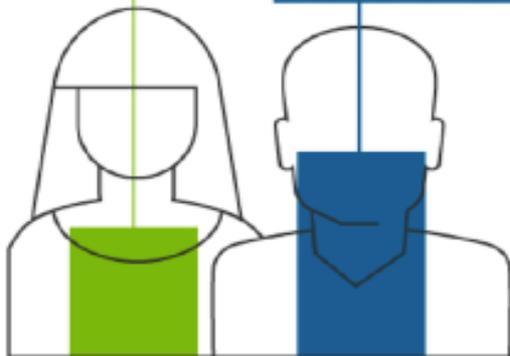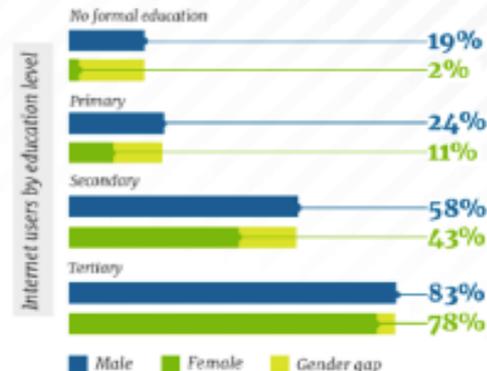
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WOMEN ARE ABOUT 50% LESS LIKELY THAN MEN TO USE THE INTERNET IN POOR URBAN COMMUNITIES

37% of women we surveyed are Internet users vs. **59%** of men.

X2

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

Internet users by education level

No formal education
- 19%
- 2%

Primary
- 24%
- 11%

Secondary
- 58%
- 43%

Tertiary
- 83%
- 78%

■ Male ■ Female ■ Gender gap

To achieve universal access
we must
commit to a new, more ambitious affordability target.

"1 for 2"

1GB of mobile data priced at 2% or less of average monthly income

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Why "1 for 2"?

Ensures that income is not a barrier to access

When prices drop to 2% or less of average income, all levels of earners (including the bottom 20%) can afford a basic connection

Reflects basic data needs for "entry-level" broadband use

Doubling the current 500MB yardstick to 1GB will allow users more meaningful access

Enables billions more to afford access

Striving toward a target that will make access affordable for most marginalised is critical to universal access + achievement of SDGs

Thank you!

More:

www.a4ai.org/1for2-affordability-target/

www.a4ai.org/affordability-report

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