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.
The Web Belongs to All of Us

In 1989, Sir Tim Berners-Lee invented the World Wide Web. Then, he gave it to the world for free. Now, it's up to all of us to protect and enhance it. Find out more about Sir Tim, the history of the Web and how the Web Foundation is creating a better Web for all.
The 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
- 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?

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.
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
WE MUST TAKE ACTION NOW

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.
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%
Affordability for the lowest 20% of income earners

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

- Brazil: 6.8
- Colombia: 18.7
- Costa Rica: 4.9
- Dominican Republic: 24.0
- Ecuador: 17.5
- Mexico: 9.6
- Peru: 8.8

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

- Mozambique
- Botswana
- Tanzania
- South Africa
- Zambia
- Nigeria

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

UN target <5%
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: Male 19%, Female 2%, Gender gap 17%
- Primary: Male 24%, Female 11%, Gender gap 13%
- Secondary: Male 58%, Female 43%, Gender gap 15%
- Tertiary: Male 83%, Female 78%, Gender gap 5%
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
**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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