

Bridging the Digital Divide by 2030



Maiko Nakagaki
Senior Strategic Partnerships Manager
Alliance for Affordable Internet (A4AI)

Who 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.

Public-private-civil society collaboration in action with over 100 member organisations



USAID
FROM THE AMERICAN PEOPLE



All have endorsed one set of **good practices**

- grounded on the principles of internet freedom and the fundamental rights of expression, assembly, and association online -

for making **affordable broadband internet** a reality.

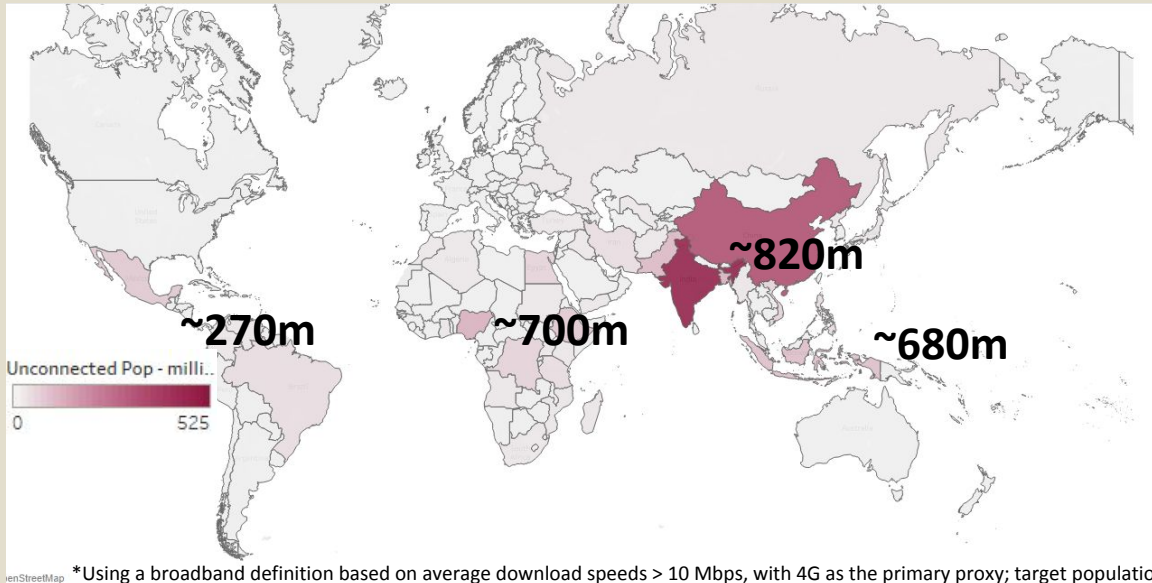
Snapshot of Unconnected Population by Region

Around 3bn people around the world were still unconnected to broadband as of 2019* (nearly half of the global (adult) population)

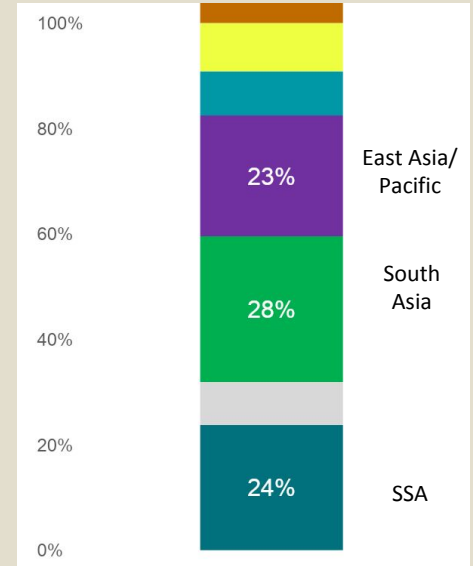
3.1bn people will need to be connected over the next 10 years to achieve universal access to broadband connectivity

~12% of the unconnected population lives in remote rural locations not easily accessible by traditional networks

The Unconnected: Where They Are – million - 2019



Distribution of the unconnected - 2019



*Using a broadband definition based on average download speeds > 10 Mbps, with 4G as the primary proxy; target population defined as aged 10 and above. Sources: Estimates based on GSMA, ITU, UN population data

Affordability is the major barrier to access



The high cost to connect is excluding billions from the digital revolution

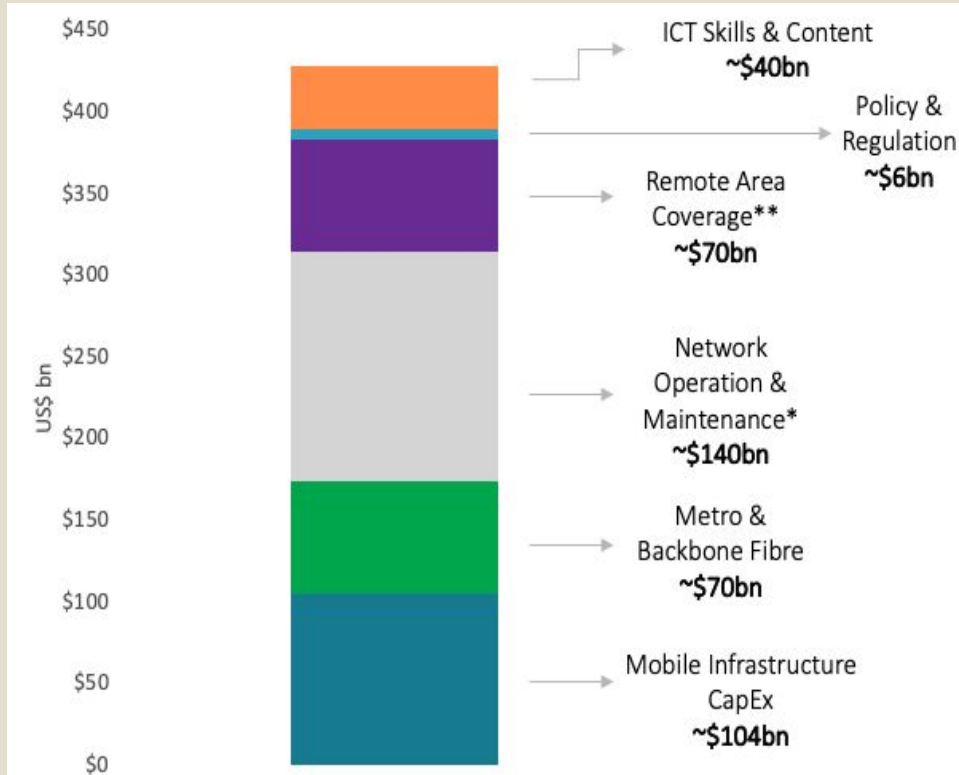
Nearly half of the world's population is still offline
Gender Digital Divide - most are women from developing countries

Just 41 out of 100 countries meet the "1 for 2" affordability target
1GB for 2% or less of average monthly income

Global Investments Needed to Achieve Universal Access



~\$428 bn is needed to achieve universal access to broadband connectivity across the world



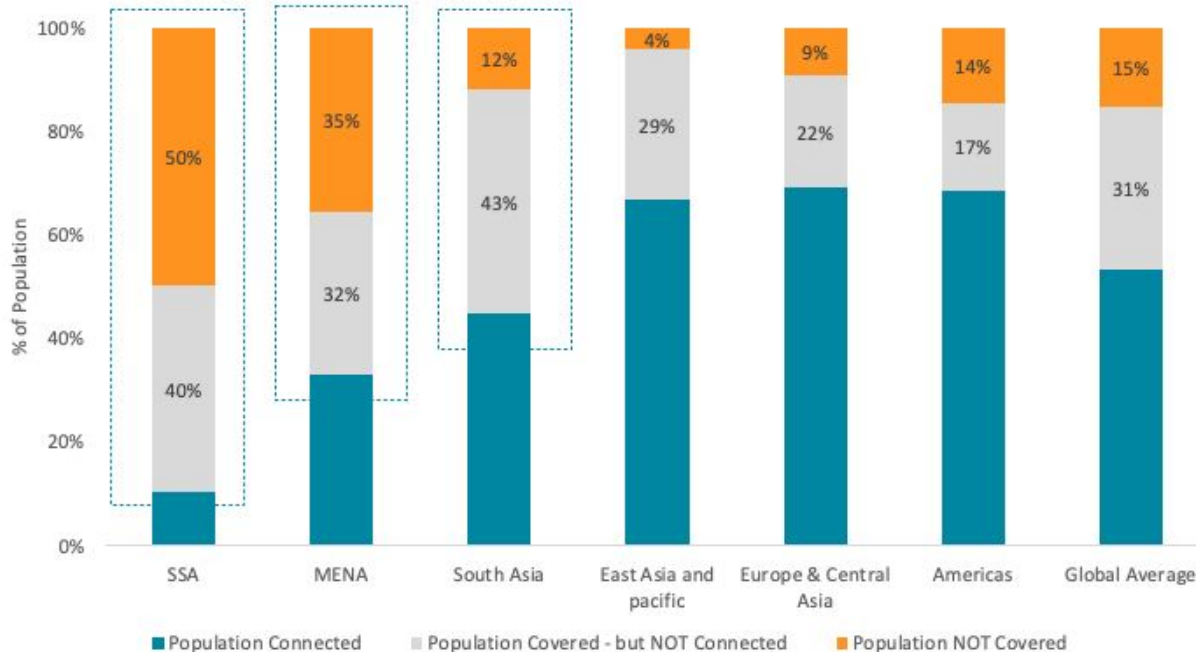
- **Around \$428bn would be needed to achieve universal access to broadband connectivity globally by 2030 – or \$40bn a year on average;**
- **Connecting the humanity to broadband is predominantly an infrastructure investment challenge.**
- ~90% of required investments are directly tied to the need to roll out and maintain broadband networks to support the additional connected user base and related traffic;

Source: ITU, Connecting Humanity, 2020.

Infrastructure Alone is Not Sufficient



4G Coverage of the Population - 2019



Source: ITU, Connecting Humanity, 2020.

- **~85% of the global population** is already covered by global broadband networks
- **~70% of the global unconnected are within a 4G coverage area**
- In Sub-Saharan Africa, ~80% of those covered by a 4G network do not have a connection
- **Beyond infrastructure:** complementary initiatives are needed to connect people already covered by broadband networks. These include programs to increase and support device affordability, affordability of data and services, digital skills programs and content, with a special focus on closing the digital gender gap

COVID-19 Policy Brief: Internet Access & Affordability



COVID-19 POLICY BRIEF

Internet Access & Affordability



WORLD WIDE WEB
FOUNDATION



ALLIANCE FOR
AFFORDABLE INTERNET

The Covid-19 pandemic has exposed the shocking inequalities in internet access and affordability across the globe. Never before has the need to bridge the global digital divide been more important.

[A4AI recommends](#) all stakeholders to take urgent actions to bring as many people online as possible during this global emergency.

[The policy brief](#) outlines guidance for providing universal access to an online world that is safe and empowering for everyone.

Policy Recommendations: Internet Access & Affordability



Governments must immediately implement policies to ensure everyone can connect to the internet by removing barriers like consumer facing taxes and internet shutdowns, and dedicate available resources to expanding access and addressing device shortages.

Companies should play a critical role by providing affordable and accessible connectivity options and supporting existing customers, prospective customers and the general public.

Public-Private Partnerships should be formed between governments and companies to speed up the delivery of affordable access and secure reliable connectivity to underserved and unserved areas and populations.

Civil Society Organizations should also serve as a foundation for community support for citizens by providing the tools necessary for individuals to access the internet.



Thank you!



Maiko Nakagaki

maiko.nakagaki@webfoundation.org