

A4AI-Myanmar  
Multi-stakeholder Coalition  
***Objectives and Plans***

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# Agenda

- What is A4AI?
- The A4AI national multi-stakeholder coalition model and objectives
- A brief look at internet affordability in Myanmar
- Starting the dialogue with stakeholders!



**WHAT IS A4AI?**

# Who is A4AI?



We are the  
**world's broadest technology sector alliance**  
working to  
**drive down the price of broadband**  
to the UN target of less than 5% of average  
monthly income by  
**transforming policy and regulatory**  
**frameworks.**

# A global multi-stakeholder coalition



## Global sponsors



## Private sector



# Strength in diversity

## Public Sector / Academia



## Civil Society / Foundations





# Focus on local partners



# How do we work?



**We partner  
with governments, companies and not-for-profits  
to shift policies and regulations,  
and deliver open, competitive and innovative broadband markets.  
This unlocks the power of technology and forces prices down.**



We have 70+ members from the private sector, public sector & civil society



We build consensus via a blend of advocacy, research and consultancy



We work directly with national governments around the world



We create strong in-country coalitions to develop solutions tailored to local realities



# Aligned around policy and regulatory best practices



- These diverse organizations have all endorsed a best practices document
- Practices aim to ensure open, competitive markets, plus policies/regulations in place to lower cost structure for the industry
- Grounded on principles of Internet freedom and the fundamental rights of expression, assembly, and association online

# **Robust research to support evidence based decision making**



## **Annual Affordability Report**

Newest edition  
published  
March 2015

## **Case studies**

Ghana, Nigeria,  
Cameroon,  
Peru, Brazil,  
Dominican  
Republic,  
Myanmar

## **Thematic briefings**

Universal  
Service Fund  
& others  
forthcoming

# Where are we working?



**Today Myanmar becomes first Asia Pacific country to join A4AI!**



# **THE A4AI NATIONAL MULTI-STAKEHOLDER COALITION MODEL AND OBJECTIVES**

# The National Coalition Concept



- A4AI recognizes that sustainable change requires workable approaches to the proposed reforms, but also clear consideration of the acceptability of the reforms to key stakeholders.
- The process of multi-stakeholder coalition building will seek to ensure that public, private, academic, media and CSO sectors are represented in the national multi-stakeholder coalitions.
- It will be grounded upon the principles of consultation, collaboration and open dialogue.

# The National Coalition Concept



- This will also ensure that the policy and regulatory reform proposals developed by the national coalitions are informed and shaped by the views and concerns of all stakeholder groups in each country.
- A multi-stakeholder coalition aims to work through an inclusive process where collaboration and participation are most critical.



# Objectives of the National Coalition Forum



- To establish an A4AI-Myanmar multi-stakeholder coalition that will contribute towards the government policy to bring about affordable Internet access to all people in Myanmar.
- To outline the coalition action plan and timeline of activities (priority areas to tackle, coalition meetings, workshops, seminars, proposal development, etc.)
- To agree on coalition work methods and tasks (online channels, F2F, frequency, etc.)

# Objectives of the National Coalition Forum



- To identify key priority areas/issues for coalition engagement
- To develop concrete proposals for the implementation of policy objectives, including regulations that create the right incentives for lowering cost structures and eliminating barriers to affordability
- To support the policy and regulatory reform process with evidence and solid research



# **A BRIEF LOOK AT INTERNET AFFORDABILITY IN MYANMAR**



ALLIANCE FOR  
AFFORDABLE INTERNET



5 Minute Guide to  
**Internet in Myanmar**

POPULATION

51.4 million



TOTAL GDP (2013/14)

\$56.8 billion



POPULATION LIVING UNDER POVERTY LINE

up to 37.5%



GDP PER CAPITA

\$1,105



Sources: Myanmar National Census, 2014; World Bank, 2014

## TELECOMS TIMELINE

2013

LIBERALISATION OF  
TELECOMS SECTOR

2014

TELEKOM & BUREDOO BEGIN  
OFFERING VOICE & MOBILE  
INTERNET SERVICES

2015

BECOMES FIRST ASIA  
PACIFIC NATION TO  
JOIN A4AI



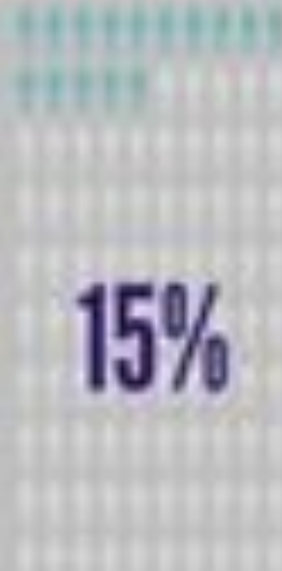
## INTERNET USE

### INTERNET USERS IN 2013



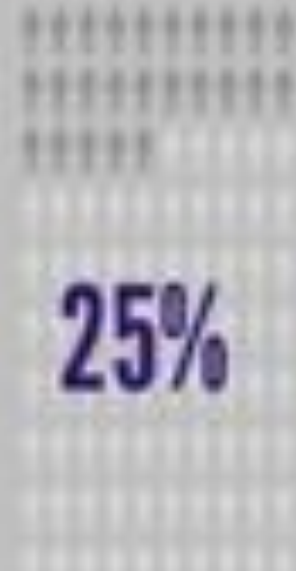
1.2%

### INTERNET USERS IN 2015



15%

### 2018 TARGET



25%

Source: ITU, 2013

Source: Government of India, 2015

Source: NCF report

# MOBILE SECTOR

FAST GROWING

25%

YEAR-ON-YEAR  
GROWTH

SIM CARD PRICE

\$150

(2013)

\$1.50

(2014)

12%

MOBILE NETWORK  
POPULATION  
COVERAGE

11.7 MILLION

MOBILE  
CONNECTIONS

IN 2014

## MOBILE TARGETS

The Ministry of Communication and Information Technology (MCIT) has set ambitious targets for Myanmar's mobile operators.

**10  
MILLION**

FEMALE MOBILE  
SUBSCRIBERS BY END  
OF 2015

Source: MCIT targets

**7,600**  
MOBILE BASE  
STATIONS  
BY END OF 2015

**17,300**  
BY 2017

Source: MCIT targets

**70%**  
MOBILE NETWORK  
POPULATION COVERAGE  
BY 2017

**95%**  
BY 2020

Source: MCIT targets

**22 MILLION**  
MOBILE CONNECTIONS  
BY 2017

Source: MCIT targets

# AFFORDABILITY ENVIRONMENT

2013

TELECOMMUNICATIONS  
LAW

mandated the establishment of the

**MYANMAR  
COMMUNICATIONS  
COMMISSION (MCC)**

as an independent ICT regulator

A4AI RANKED  
MYANMAR

**36 OUT OF 51  
COUNTRIES**

IN ITS 2014  
AFFORDABILITY INDEX

2013

TELECOMMUNICATIONS  
LAW

mandated the creation of a

**UNIVERSAL  
SERVICE FUND**

to support services in rural &  
underserved areas of the country



## THE ROAD AHEAD



**EXPAND INFRASTRUCTURE**



**SUPPORT EFFECTIVE REGULATORY OVERSIGHT**



**DEVELOP ROBUST OPEN ACCESS FRAMEWORK**



**BUILD HUMAN & INSTITUTIONAL CAPACITY**



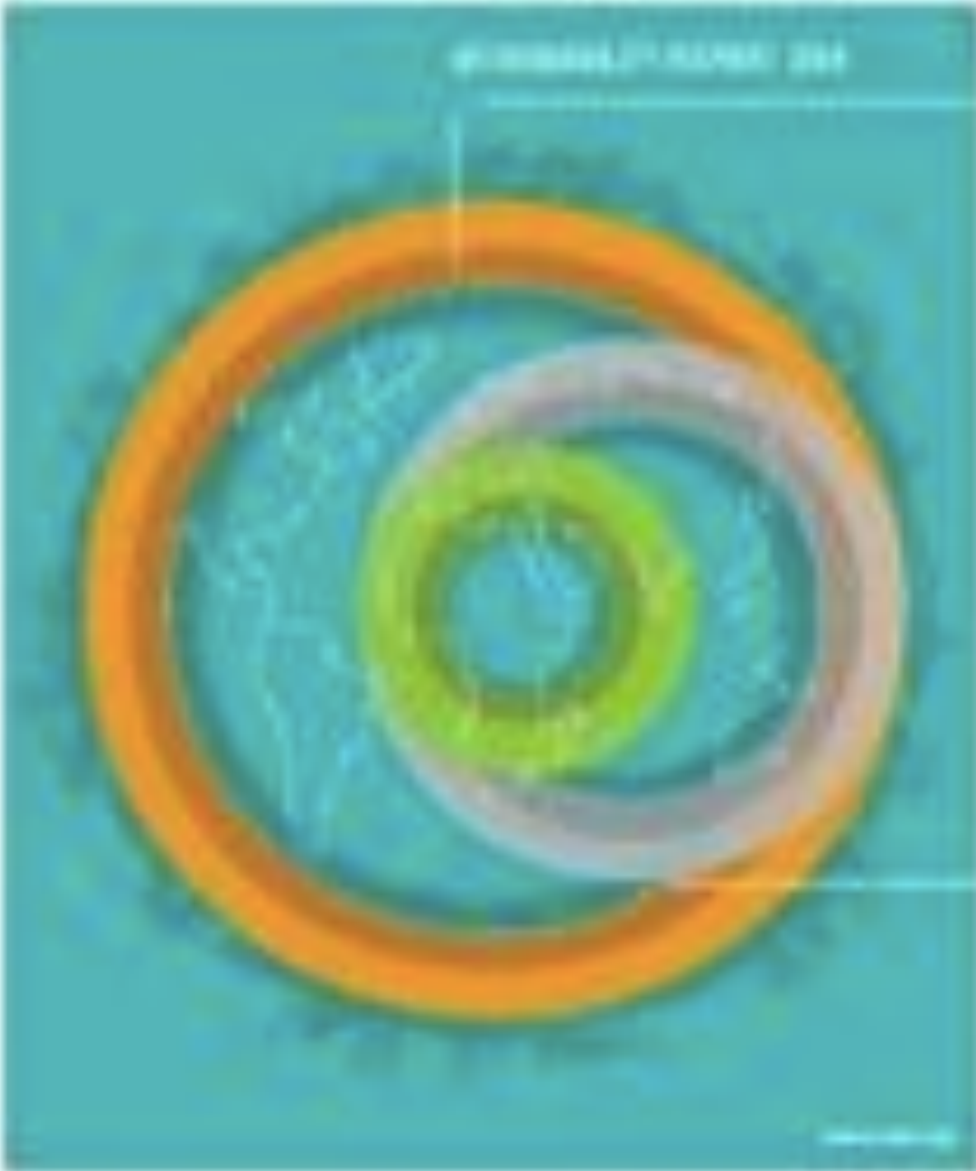
# **STARTING THE DIALOGUE WITH STAKE-HOLDERS**





## Because...

- Policy and regulation is the key, and active participation of all stakeholders in hammering out a concrete plan of action is perhaps the single most important step to move from high prices and low uptake to low prices and high demand.



# A4AI Affordability Index

**Not one of the 51 developing or emerging countries surveyed for the Affordability Report can claim to meet the UN target of broadband priced at less than 5% of monthly income for those 2 billion people living in poverty (on less than \$2 a day).**

# Who is hit the hardest?

- Women and rural populations
- Number of countries studied: **51**
  - Number living in poverty (< \$2/day): **2 billion+**
  - Number able to access Internet affordably: **0**
  - Average cost of entry-level mobile broadband: **25%**

# The foundations of affordability



**AFFORDABILITY**

**Healthy  
competition**

**Infrastructure  
sharing**

**Non-  
discriminatory  
access to  
spectrum**

**Universal  
access to  
rural and  
underserved  
populations**

**Effective  
broadband  
strategies**

**LEADERSHIP**



**Thank you!**

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