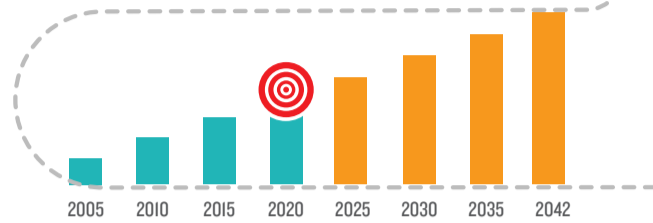


# INTERNET FOR ALL BY 2020?

IN SEPTEMBER 2015, WORLD LEADERS AGREED ON A NEW GLOBAL GOAL

**2020** 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



## THE GLOBAL CONNECTIVITY SITUATION



**4+ BILLION** PEOPLE OFFLINE

9 OUT OF 10 IN THE DEVELOPING WORLD

MOST OF THESE ARE WOMEN



## THE HIGH COST TO CONNECT IS EXCLUDING BILLIONS FROM THE DIGITAL REVOLUTION

UN DEFINES "AFFORDABLE BROADBAND" AS 500MB OF MOBILE DATA PRICED AT 5% OR LESS OF AVERAGE MONTHLY INCOME.

111 countries have met the UN affordability target of basic broadband priced at 5% or less of average income BUT ...

0 countries have met this target for those living in poverty

... JUST 8 countries have met this affordability target for the bottom 20% of income earners ...

## 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.



## WANT TO LEARN MORE?

Read the A4AI 2015-16 Affordability Report at [www.a4ai.org/affordability-report](http://www.a4ai.org/affordability-report)