ALLIANCE FOR AFFORDABLE INTERNET

A4AI

Enabling Internet Affordability, Highlighting the Task Ahead

WELCOME TO
A4AI **GHANA COALITION** QUARTERLY MEETING

Accra, Ghana

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Recounting Global Internet Status

- A4AI 2015/16 Affordability Report Analysis.
- Affordable Internet projected to benefit the least developed countries by 2020
- Yet study shows going trend will miss this goal by 22 years = 2042 = worrying
- The global connectivity situation -- About 4+billion plus not on line
- 9 out of 10 in developing world not on line
- Most are women

Recounting Global Internet Status

- UN Target 500MB of mobile data priced at 5% or less of average monthly income

- 111 countries have met criteria yet not realistic as:

- Only 9 countries have met criteria for bottom 20% living in poverty

- 0 country has met criteria for those living in poverty

Ghana's Position on Affordability Drivers Index 2015/16 Report

- Comm infrastructure   =38.92
- Access and Affordability   =47.15
- Overall Composite Score   =42.84
- Out 51 countries surveyed

    Ghana ranks   = 9th.

- Ghana has capacity to do better
- Massive Private and Gov't investment

What to Do : A4AI GUIDE

- Commit to a new **1for2** affordability Target: 1GB of mobile data priced at 2% or less of monthly average income

- 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.

What to Do

- Prioritising public access
- Promote free and subsidised community access to enable connectivity for those that continue to be excluded by the market or are unable to afford the cost to connect
- Re-formulating policies including those with disability and gender focus
- Empowering women key

What to Do == A4AI Challenge to Countries

- "Current report must serve as a wake-up call to policymakers, business leaders and civil society everywhere.— let's work together to build open and competitive markets that can drive prices down to 2% of less of monthly incomes, while creating innovative public access programmes to reach those that market forces can't."

- Executive Director ..Sonia Comments.

Working Together :The Proactive Move to Counter Challenges
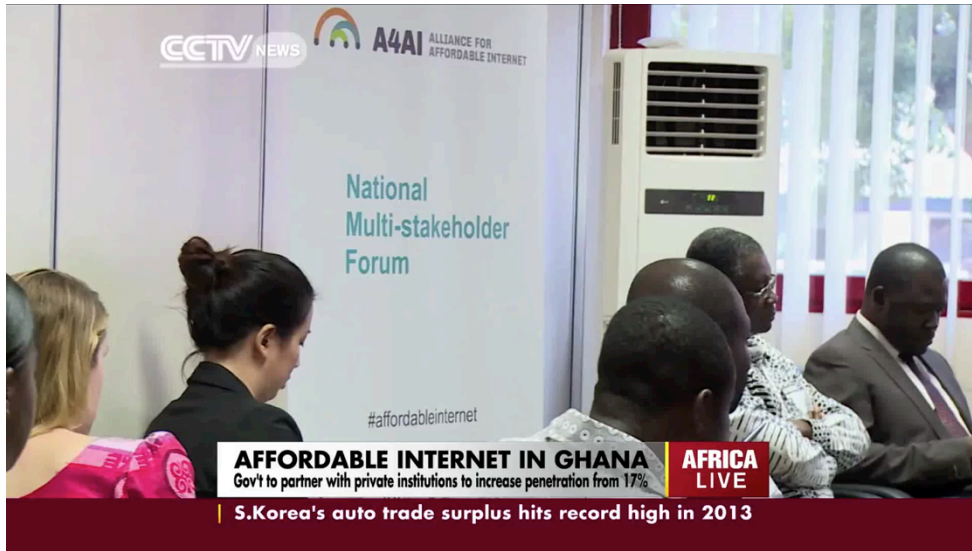
- Policy makers in developing countries to recognize that market forces and regulatory/coverage obligations alone may not be sufficient to achieve universal broadband Internet connectivity.

- Policy areas that need re-examination include: Open Access, Market Structure, Spectrum Policies, Device Access, Digital literacy, Local content, etc.

The Proactive Move to Counter Challenges

- Role of Government:---
- Formulation of Digital Policies,
- Provision of subsidies,
- Provision of tax incentives to Private Sector players
- Evolving new and innovative licensing models,
- Examining universal service funds applications and risks associated, etc.

A4AI IN ACTION

Setting the Tone

- Working beyond advocacy for policy and regulatory guidelines to enhance infrastructure sharing and open access model.

- Working towards measures for Government to consider reducing taxes to make broadband more affordable to all.

- Undertaking Consumers Baseline survey conducted in December 2015 revealing 2 major issues;

Setting the Tone

- 1. Many consumers believed the mode of data pricing by operators in percentage as an indicator of data used was not transparent.

- 2. Many consumers were confused with the concept of roll over among the service operators and not all the service providers were providing roll over services.

Setting the Tone

- Working towards the production of data matrix that outlines data so collected to impact on evidence-based policy decision making on affordability of Internet access.

- Working towards advocacy for policy and regulatory guidelines to enhance infrastructure open access and sharing model.

- This is the focus of today's meeting

Developments in Ghana

- Four (4) active A4AI-Ghana Working Groups led by Champions
- Work plans for each working group outlining key objectives and activities would be presented.
- The Champions will present their collaborative efforts in course of the meeting.

Join the A4AI-Ghana Coalition

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Thank you!

AND WELCOME TO YOU ALL

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