A4AI Webinar: Introducing "Meaningful Connectivity": A New Standard

A global coalition working to make broadband affordable for all

A4AI

October 3, 2019

a4ai.org
@a4a_internet

Today's Speakers

Sonia Jorge, Executive Director, A4AI

Dhanaraj Thakur, Research Director, A4AI & Web Foundation

Maiko Nakagaki, Strategic Partnerships & Development Manager, A4AI (Moderator)

Agenda

- Introduction
- Why we're developing a new standard
- Presentation of "Meaningful Connectivity"
  - Process
  - Standard
  - Research to support the threshold
- Next steps in the process
- Open Discussion

Meaningful Connectivity - Rationale

A4AI

Why do we need a new definition?

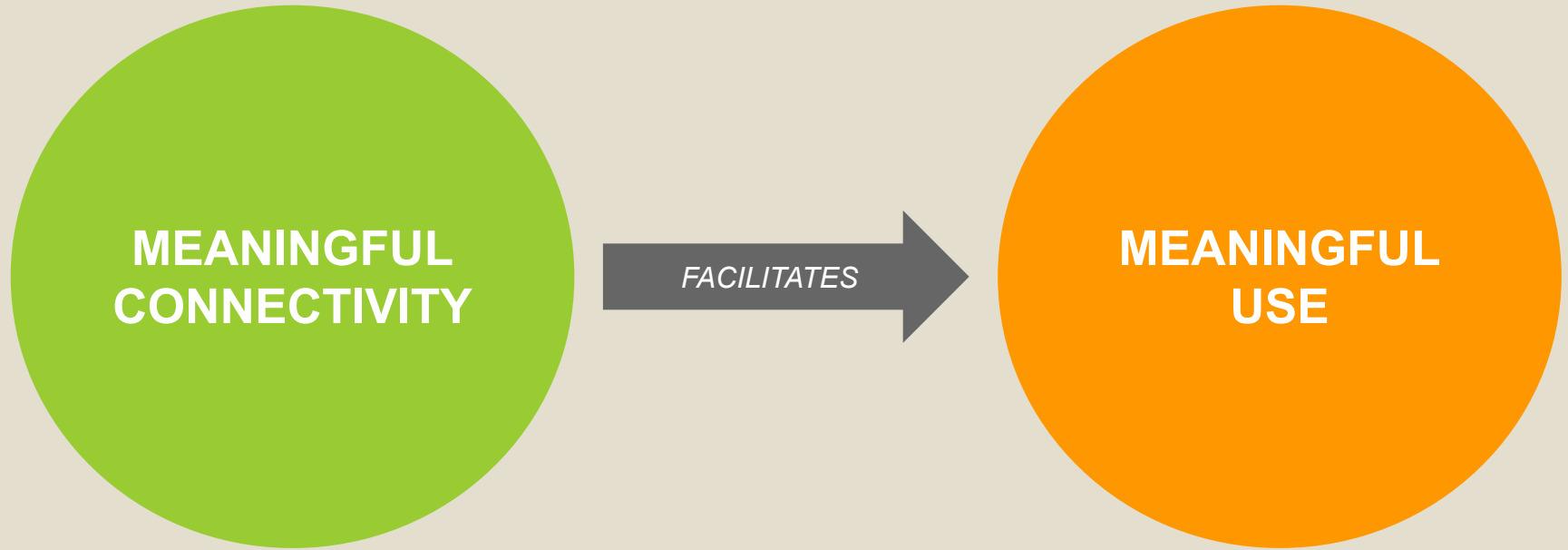|	
UNDERWHELMING DEFINITION	*Current UN definition:* internet access from any location/device within the last three months.
INSUFFICIENT BINARY	*Civil society stopgaps:* Increasing number of reports and statements referring to 'meaningful access' as something more. No precise definition.
ILLUSION OF COVERAGE	*Digital divide:* Without a better definition and better measures, risk perpetuating digital inequalities.

Process - Towards a New Standard

- Builds on our previous research on [mobile broadband quality of service in LMICs](#)
- Internal discussions, and consultations on the scope
- Further research on key components of new standard
- Internal and external consultations (international conferences, discussions with partners, etc.)
- Published new standard - September 2019

- Data Collection - to test and determine thresholds - August to October 2019
- Publish results for thresholds of new standard - early 2020

Meaningful Connectivity and Use

MEANINGFUL CONNECTIVITY — *FACILITATES* → **MEANINGFUL USE**

Meaningful Connectivity - Scope

- Our approach is to focus on the technical aspects of connectivity:
  - *What are the main technical features of how a person connects to the internet that will influence how meaningful it is for them.*

Meaningful Connectivity - Basic Assumption

- *Individuals have access to the open internet.*

- Excludes artificial restrictions (either economic or political) on internet access, and rejecting economic and legal barriers to posting and creating online.
    - Users do not face restrictions in terms of access to devices, partial or full network shutdowns, and blocking of specific internet based services or applications.

Meaningful Connectivity - Criteria for a Definition

CONNECTS TO THE OPEN INTERNET

CLEAR THRESHOLD

MEASURABLE

EVIDENCE -BASED

TECHNICAL IN SCOPE

Meaningful Connectivity - Key Components

A4AI

SPEED

How fast should the connection be?

END-USER DEVICE

Which devices allow the user to produce and consume content?

DATA ALLOWANCE

How much data allows someone to use the online applications that are important to them?

FREQUENCY OF CONNECTION

How often should someone connect to make effective use of the internet?

Meaningful Connectivity - Key Components

WHERE / HOW DO WE MEASURE?			
SPEED	**DEVICE**	**DATA ALLOWANCE**	**FREQUENCY**
MEDIAN DOWNLOAD SPEEDS (Measurement Lab, and household surveys)	CONNECTION VIA A DEVICE WITH A FULL KEYBOARD (Household surveys)	AMOUNT OF DATA CONSUMED MONTHLY (Household surveys)	FREQUENCY OF GOING ONLINE (Household surveys)

A4AI

Meaningful Connectivity - Thresholds

A4AI

ESTABLISHING THE THRESHOLDS (i.e., _THE MINIMUM TARGETS_)

SPEED	DEVICE	DATA ALLOWANCE	FREQUENCY
Connectivity with at least x Mbps download speed	Connectivity with at least one device that has a full keyboard.	Connects using at least xGB/month.	Connects to the internet at least X times over X period.

Next Steps

- Global advocacy on the standard
    - Affordable and meaningful connectivity

- Consultations (2) with members/partners on proposed thresholds for the standard (by end of year) - Stay tuned!

- Launch the standard early 2020

- Further advocacy towards wide adoption of meaningful connectivity

Questions & Open Discussion

#MeaningfulConnectivity