The Affordability Report is an annual report published by the Alliance for Affordable Internet. It examines the policy and regulatory frameworks that have allowed some countries to make broadband internet access more affordable, accessible, and universal and seeks to understand what others can do to catch up quickly. The 2019 Affordability Report explores the policy progress made across 61 low- and middle-income countries and 15 countries in the Americas.

In the Americas...

- **77%** of the online population (ITU, 2019)
- **62%** of mobile internet subscribers (A4AI/GSMA, 2019)
- **34%** of women unconnected (GSMA, 2019)

### Americas 2019 ADI Rankings

The Affordability Drivers Index (ADI) scores and ranks all 61 countries based on an in-depth analysis of communications infrastructure and access and affordability indicators.

<table>
<thead>
<tr>
<th>ADI RANK (AMERICAS)</th>
<th>GLOBAL ADI RANK</th>
<th>COUNTRY</th>
<th>ACCESS SCORE</th>
<th>INFRASTRUCTURE SCORE</th>
<th>ADI SCORE (OUT OF 100)</th>
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</tbody>
</table>

- = No Change  | ▲1 = Up from previous year  | ▼1 = Down from previous year

In Mexico, regulators have built special rules for community networks to build in rural areas where investment is less profitable for major operators, if at all. These networks have expanded coverage for some vulnerable groups – predominantly rural and indigenous communities – and helped narrow the country’s digital divide.

### What is affordable internet?

**“1 for 2”**

1GB of mobile prepaid data of 2% or less of average monthly income

### How affordable is access in the Americas?

10 out of 20 countries we track have affordable internet:

- Argentina
- Brazil
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- Jamaica
- Mexico
- Paraguay
- Peru

1GB of data costs an average person just over **1.9%** of their monthly income.

Data remains even more expensive for the poorest in society, for whom 1GB can cost 10-20%.
The 2019 Affordability Report calls on policy makers and regulators to promote competitive and diverse broadband markets as key ingredients to drive down the cost of internet access. Competitive and diverse markets, especially those with robust public access options, emerge as a path forward for increased inclusion and the expansion of digital economies.

How do we create stronger market competition?

1. **Fair Market Rules**
   Policymakers should set fair rules for entry into the market, with clear licensing requirements for traditional providers and community networks. Effective operating rules are also necessary for service providers to plan long-term network investments.

2. **Evidence-Based Policies**
   Policymakers and regulators should base their decisions on publicly available evidence and consult all stakeholders in inclusive processes, including businesses and civil society groups.

3. **Dynamic Competition Policy**
   Policymakers and regulators should apply dynamic pressures to markets as they change to support positive and sustainable market competition.

The Shape of Mobile Broadband Markets in the Americas

How can we build healthy, diverse broadband markets?

1. **Competitive Markets for Mobile Broadband**
   Robust and competitive markets give consumers a wider choice of services and pressures operators to lower prices and improve services. They also provide the regulatory certainty necessary to encourage investment.

2. **Affordable Backhaul & Infrastructure**
   Regulators and policymakers play a key role in facilitating passive and active infrastructure sharing among operators, supporting open access networks, and allocating spectrum in a fair and transparent manner for the greatest public benefit.

3. **Diverse Connectivity Strategies & Public Access**
   Public access strategies and community networks complement private investment by providing more opportunities to connect and expanding internet coverage to a wider diversity of people.

Globally, consumers pay an estimated additional $3.42 per GB in more consolidated markets.
A global coalition working to make broadband affordable for all