

# Journey from 1 to 5

Setting a Vision for Affordable Access:  
new global price benchmarks

The Alliance for Affordable Internet (A4AI) has long advocated for the cost of 1GB of mobile broadband to not exceed more than 2% of the average monthly income. This is no longer enough. The bar needs to be raised.

## What stays?

### The cost

2% is the threshold first advocated for by A4AI and later adopted by the UN Broadband Commission. The entry-level broadband service in developing countries should not cost more than 2 per cent of monthly Gross National Income (GNI) per capita.

## What changes?

### The data caps

We need to raise ambitions beyond basic access. While 1GB of data might have been sufficient to meet internet users' needs five years ago, today this package is severely limiting and in five years time it will be wholly inadequate.

# The Journey

Today...

'1 for 2'

A4AI will use the **'1 for 2'** target to advocate for greater affordability in low-income countries, none of which have yet to meet the target, and also for greater affordability across income brackets within a country to ensure that internet access is affordable and inclusive to all.

...In partnership with ITU...

'2 for 2'

The ITU's current **2GB for 2%** affordability target will become the A4AI's means for global comparison about the affordability across countries and continents.

...2026

'5 for 2'

Our policy advocacy and advisory work will encourage countries to set long-term targets around the affordability of **5GB for 2%** of both fixed and mobile broadband with a vision that this investment accelerates SDG attainment.