Limitations to Internet Access: Affordability

2019 A4AI Affordability Report

Teddy Woodhouse, Research Analyst & Advocate
<teddy.woodhouse@webfoundation.org>
Over half the world is offline

Equivalent to nearly 4 billion people, Reached 50/50 moment in late 2018

In Africa, average mobile broadband price of 1G relative to income increased for the first time in 4 years.

Across low- and middle-income countries

1GB costs over 6% of monthly income

Well above the affordable target of 2%
Approach for Africa’s Digital Future

Comprehensive
An ecosystem approach that considers supply, demand as part of critical foundations of an information economy.

Inclusive
An information economy that provides equal access and is affirmative in addressing exclusions.

Afrocentric
Anchored in Africa’s realities from infrastructure to culture and spirit.
MARKETS
COMPETITION
LAYERS
PUBLIC ACCESS

Average Cost of 1GB Mobile Data, as % of Average Monthly Income

- Africa: 9.03% (2018), 7.12% (2019)
- Americas: 3.01% (2018), 2.88% (2019)
- Asia: 1.95% (2018), 1.9% (2019)
- All Countries: 5.76% (2018), 4.69% (2019)

A4AI
1. Competitive markets for mobile broadband
2. Affordable backhaul and infrastructure
3. Public access and Community networks
Public access plays an essential role in a diverse, healthy market

- Market expansion through wholesale bandwidth purchases to private networks
- Demand stimulation through onboarding and skill-building for first-time users
Beyond the broadband market, public access offers several economic and social benefits:

- E-COMMERCE & ENTREPRENEURSHIP
- MOBILE MONEY & E-FINANCE
- EDUCATION & HEALTHCARE
- REMITTANCES
- CO-LOCATION WITH PRIVATE BUSINESSES
- DIGITAL INCLUSION
### 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.

### Affordable backhaul and 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.

### Diverse connectivity strategies and 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.
Making Universal, Affordable Internet Access a Reality
Time for action to advance affordable access

- Infrastructure
- Digital Skills
- Platforms
- Financial Services & Entrepreneurship
Thank you!

Onica N. Makwakwa
Head of Africa, Alliance for Affordable Internet
World Wide Web Foundation
onica.makwakwa@webfoundation.org

a4ai.org
@a4a_internet