Enabling Affordability, Driving Development

Wendy Seltzer
World Wide Web Foundation
What is A4AI?

• An global coalition with a laser focus on broadband affordability
• Launched October 7, 2013, in Abuja, Nigeria
• World Wide Web Foundation serves as the Secretariat
WHO ARE A4AI’S MEMBERS?
# A4AI Members

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<tr>
<th>Global Sponsors</th>
<th>Google Inc</th>
<th>Omidiyar Network</th>
<th>UK DFID</th>
<th>USAID</th>
<th>Private Sector</th>
<th>Alcatel Lucent</th>
<th>Cisco</th>
<th>Digicel</th>
<th>Ericsson</th>
<th>Facebook</th>
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<td>Public Sector/Academia</td>
<td>Commonwealth Telecommunications Organisation</td>
<td>Center for Technology and Society of the Getulio Vargas Foundation (CTS/FGV)</td>
<td>Dialogo Regional sobre Sociedad de la Informacion (DIRSI)</td>
<td>Research ICT Africa</td>
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<td>Cherie Blair Foundation for Women</td>
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<td>World Wide Web Foundation</td>
<td>Internet Without Borders</td>
<td>Mercy Corps</td>
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Country Members

• Ghana
• Nigeria
• Sweden
• United States (State Dept, US AID)
• United Kingdom (DFID)
WHAT WE WANT TO ACHIEVE
Bring the next two billion online

Meet UN Broadband Commission Broadband Target of entry-level broadband services priced at less than 5% of average monthly income.

Thereby:

• Enabling billions more users to come online (with a particular focus on low-income countries)
• Raising Internet penetration rates to least 40% in all countries
Affordability remains a key issue

### Broadband Prices as % of GNI per capita

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<th>Developed</th>
<th>Developing</th>
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<td>Fixed Broadband</td>
<td>1.7%</td>
<td>30.1%</td>
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<tr>
<td>Mobile Broadband</td>
<td>1.4%</td>
<td>11 - 25%*</td>
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* dependent on plan

Source: ITU Facts and Figures 2013

- In Africa, mobile broadband prices still represents 36-58% of GNI per capita.

- Broadband Commission just reported that over 90% of people in the world’s 49 least developed countries are still not connected
HOW WILL WE ACHIEVE THIS?
Policy, engagement and information

- Policy and Regulatory Change
- Working with ‘pioneer’ countries
- Production of an ‘Affordability Index’
- Facilitating South-South dialogue
A4AI on the ground

• MOUs signed with Nigeria, Ghana (2 additional African countries under discussion; Latin America and the Caribbean and South East Asia countries to be selected in early 2014)
• Concrete action plans agreed for each country
• Stakeholder mapping exercise underway
• Validation missions to each country early 2014.
Policies to drive change (i)

1. Liberalized market with an open, competitive environment
   a. Nurture healthy market competition
   b. Regulator established as an effective and independent expert agency
   c. Promote evidence-based policymaking and regulatory processes that include meaningful public participation
Policies to drive change (ii)

2. Policies and practices to encourage lower cost structure for industry
   
a. Streamlined processes for infrastructure deployment and sharing
b. Effective spectrum management
c. Enable innovative usage through unlicensed spectrum and opportunistic reuse within rules that avoid harmful interference (e.g. harmful interference with spectrum assigned to mobile operators). Established local and/or regional internet exchange point (IXP)
d. No luxury taxation or excessive customs/tariffs on telecom goods and services required for internet access
e. Effective Universal Service Fund Administration (if one exists)
f. Reasonable effort to systematize data collection of key indicators to measure effectiveness
HOW DOES THIS LINK TO THE WEB FOUNDATION?
A4AI and the Web Foundation

• A complementary mission…
  – The Web Foundation “seeks to establish the open Web as a global public good and a basic right.”

• …leading to strong synergies and mutual opportunities…

• …supported by shared infrastructure:
  – Web Index research backbone
  – Integrated communications function
A4AI and the Web Foundation

Affordability makes the Web possible!

• As we celebrate the 25th anniversary of the Web next year, the Web Foundation will celebrate the Web’s past and look forward to its future.

• The Web We Want Campaign will engage millions around the globe to have a say in the Web’s future, and build a Bill of Rights for the Internet.
To find out more, or to join us:

WWW.A4AI.ORG