

Digital Programs in Latin America

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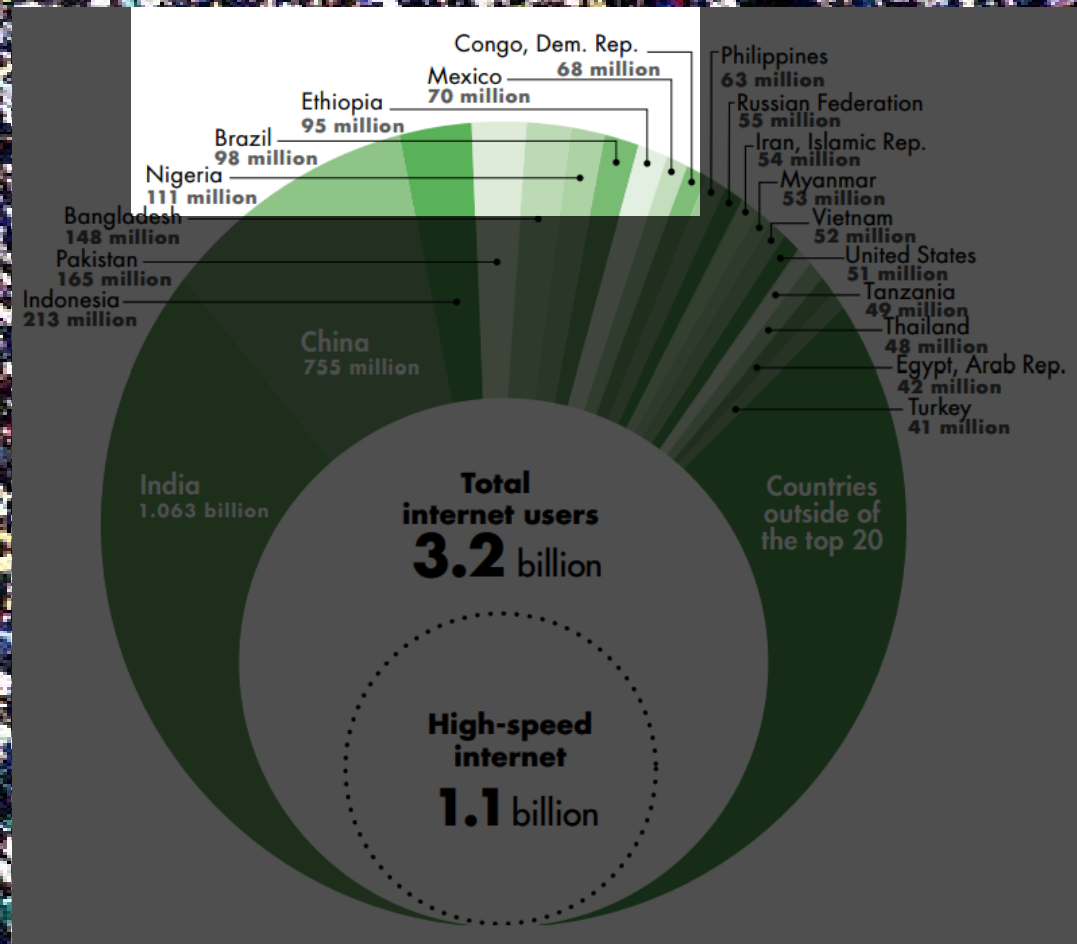




Common Challenges Common Opportunities

4.2 Billion People

The World's
Offline Population



No Internet No *Digital Dividends*



Growth, Jobs, Services,
Inclusion & Efficiency

Brazil: “Minha Casa Melhor” / My better home

Social program created to complement the “My home, my life” program

Main goal: Provide accessible credit for furniture and appliances – normal rates might go above 50%

PC’s and broadband are covered up to \$350



Com ele você tem:

R\$ 5 mil de crédito, 5% de desconto e 48 meses para pagar.

Colombia: Hogares Digitales / Digital Homes

Main objective: to increase the broadband penetration in low income households through investment in infrastructure

Households can get broadband service for three years for \$6 a month

First stage targeted ~140.000 households



Peru: Conectividad Integral para Desarrollo Social / Complete Connectivity for Social Development

Combination of:

- Fiber Optic Network
- Broadband Connectivity for Public Offices
- Broadband Connectivity for homes

\$1.5B in USF funds for 21 provinces including broadband and free PC's / Tablets

10 year timeline



What we have learned... so far!

Demand generation is a very good alternative to more “traditional” programs

Balance between broadband accessibility and device availability to achieve social goals while minimizing idle infrastructure

It is not enough to have internet access; we must foster the *right use* of it

Self-sustainable programs, not reliant on loans or donations; subsidize instead of giving away

Government, private sector and citizens must work together

What we have learned... so far!

Ideal program duration is 2-3 years

Target audience must be segmented – don't try to be everything to everybody at once

A PC complemented with a Smartphone is the ideal combination, tablets are losing ground

“Internet Cafes” and community centers seem like a good value proposition at first but eventually represent high maintenance costs and lose their initial appeal

Above All:

No digital program is perfect but the human cost of not having one is too high