

**12th World Telecommunication/ICT Indicators Symposium
(WTIS-14)**

Tbilisi, Georgia, 24-26 November 2014



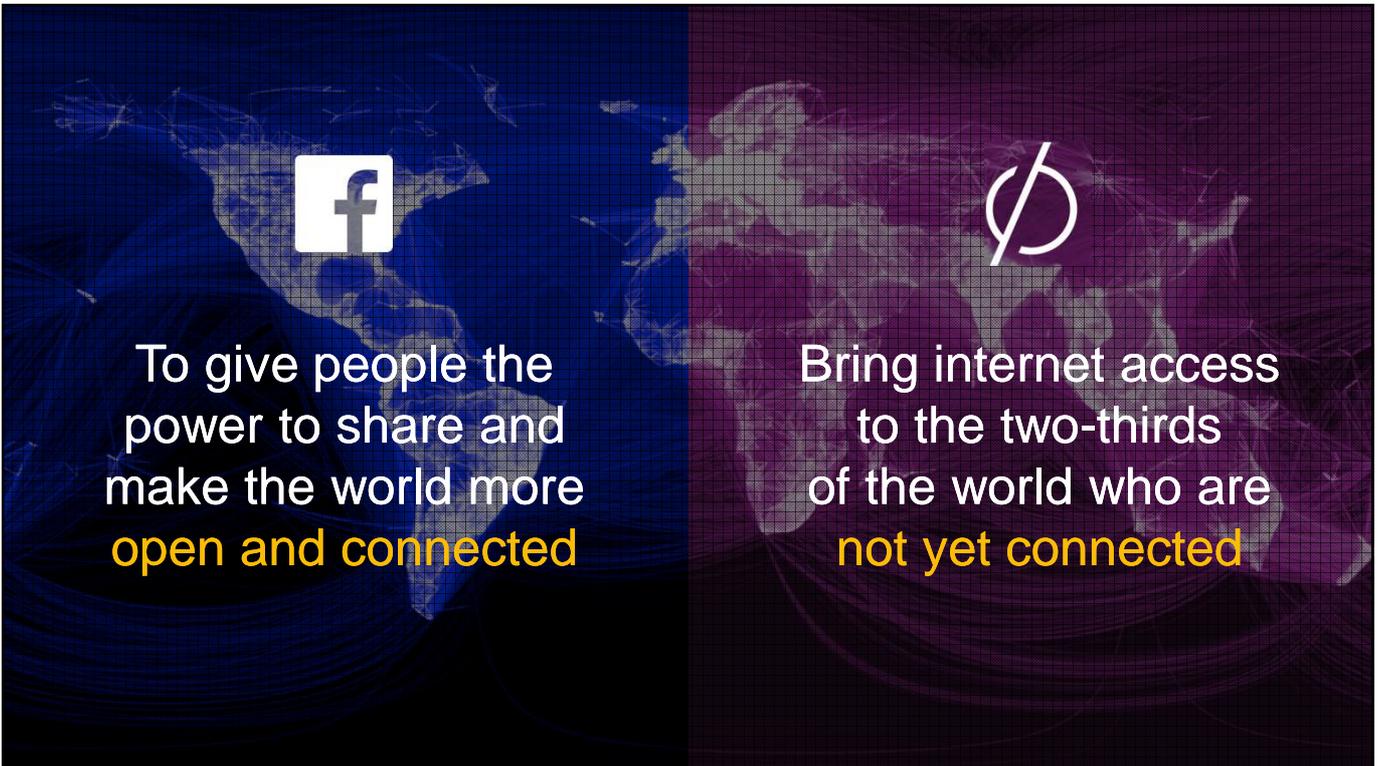
Presentation

**Document C/5-E
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English

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Demographics of Online & Offline Populations

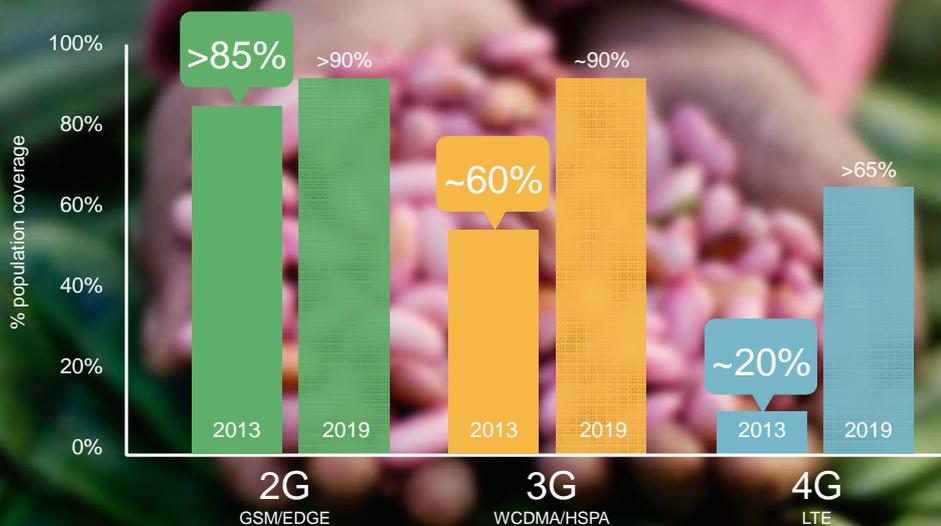
Population, 2013 (B)
Living in rural areas¹
Low income²
Illiterate³
Younger than 25
Older than 54
Female

Online
1.7
~24%
~0%
~0%
~47%
~7%
~42%

Offline
3.2
~64%
~50%
~28%
~42%
~18%
~52%

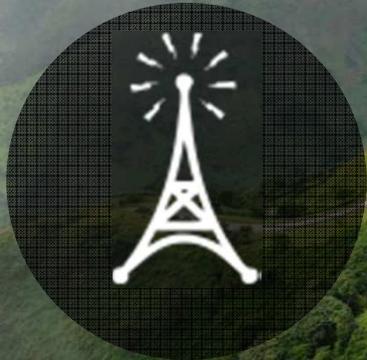
¹ Urban areas have a core town with a minimum population of 50k and a high probability that area will be fully urbanized in a period of 2 decades.
² Low income defined as incomes below the average between the national poverty line and the median; assumption that the highest earners are online.
³ Based on simplifying assumption that 100% of the online population is literate.
 Note: Data shown for top 20 countries with the largest offline populations; Myanmar and Iran excluded for age split, Myanmar excluded for gender split because of lack of data. 2012 or most recent available data points used to profile offline and online population.
 SOURCE: Offline and falling behind: Barriers to Internet adoption (McKinsey)

Network Access



SOURCE: ERICSSON MOBILITY REPORT JUNE 2014

Facebook's Initiatives



Mobile Operator Partnerships



Connectivity Lab @Facebook



Alliance

