

# The need to measure the Information Society

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*Lord Kelvin (1824-1907):*

*"If you cannot measure it, you  
cannot improve it."*

# Historical overview

- 1984: "The Missing Link"
- 2003/2005: World Summit on the Information Society (WSIS)

## WSIS Geneva Plan of Action (para 28)

*“A realistic international performance evaluation and benchmarking (both qualitative and quantitative), through **comparable statistical indicators** and research results, should be developed to follow up the implementation of the objectives, goals and targets in the Plan of Action ...”*

*“All countries and regions should develop **tools so as to provide statistical information on the Information Society**, with basic indicators and analysis of its key dimensions. Priority should be given to setting up **coherent and internationally comparable indicator systems**, taking into account different levels of development.”*

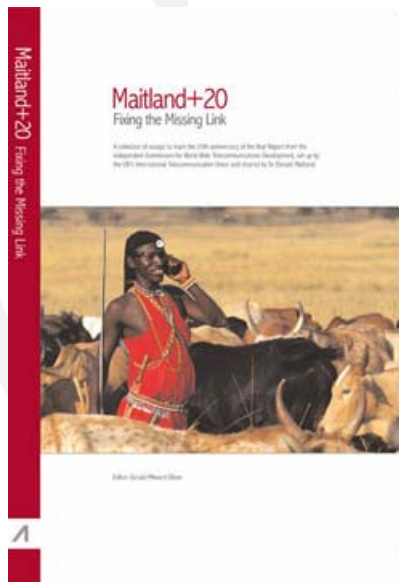
# WSIS Tunis Agenda

*We call for periodic evaluation, using an agreed methodology, such as described in paragraphs 113-120.*

*114. The development of ICT indicators is important for measuring the digital divide. We note the launch, in June 2004, of the Partnership on Measuring ICT for Development, and its efforts:*

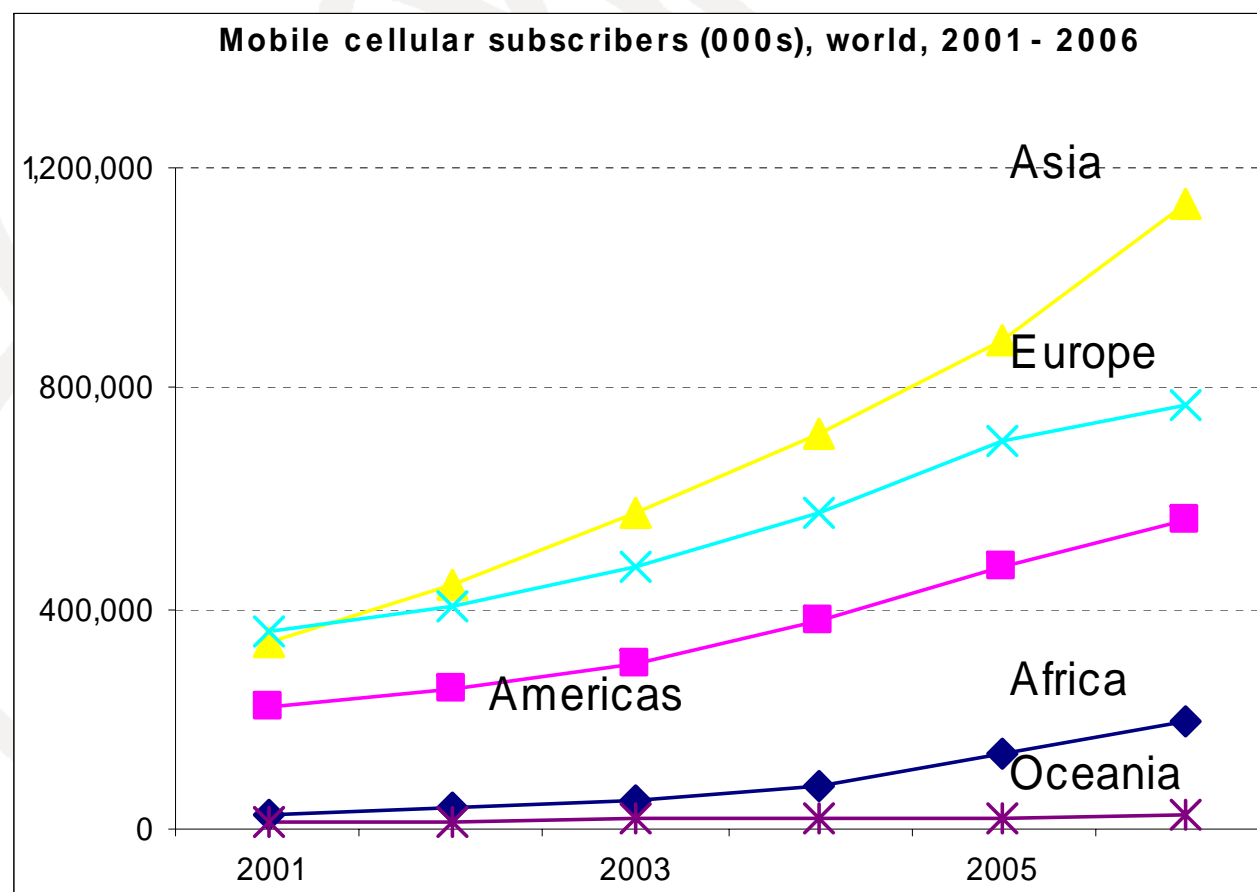
- a) to develop a common set of core ICT indicators; to increase the availability of internationally comparable ICT statistics as well as to establish a mutually agreed framework for their elaboration, for further consideration and decision by the UN Statistical Commission.*
- b) to promote capacity building in developing countries for monitoring the Information Society.*
- c) to assess the current and potential impact of ICTs on development and poverty reduction.*
- d) to develop specific gender-disaggregated indicators to measure the digital divide in its various dimensions.*

# Who is interested?



- National policy-makers
- Private sector/investors
- Civil society/movements
- Multilateral institutions
- Donors
- Researchers
- Lobby groups
- Media
- ...

# Developments become visible!



Source: ITU World Telecommunication/ICT Indicators (WTI) Database

# Advantages of measuring the IS

- International benchmarking: ICT Opportunity Index
- Inform policy makers
- Setting targets
- Market trends, service analysis and market opportunities



# International Telecommunication Union

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