Meaningful connectivity: Insights from Brazil

Workshop on measuring universal and meaningful connectivity

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Hybrid meeting

unesco
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Summary

Measuring UMC in practice
Initial remarks

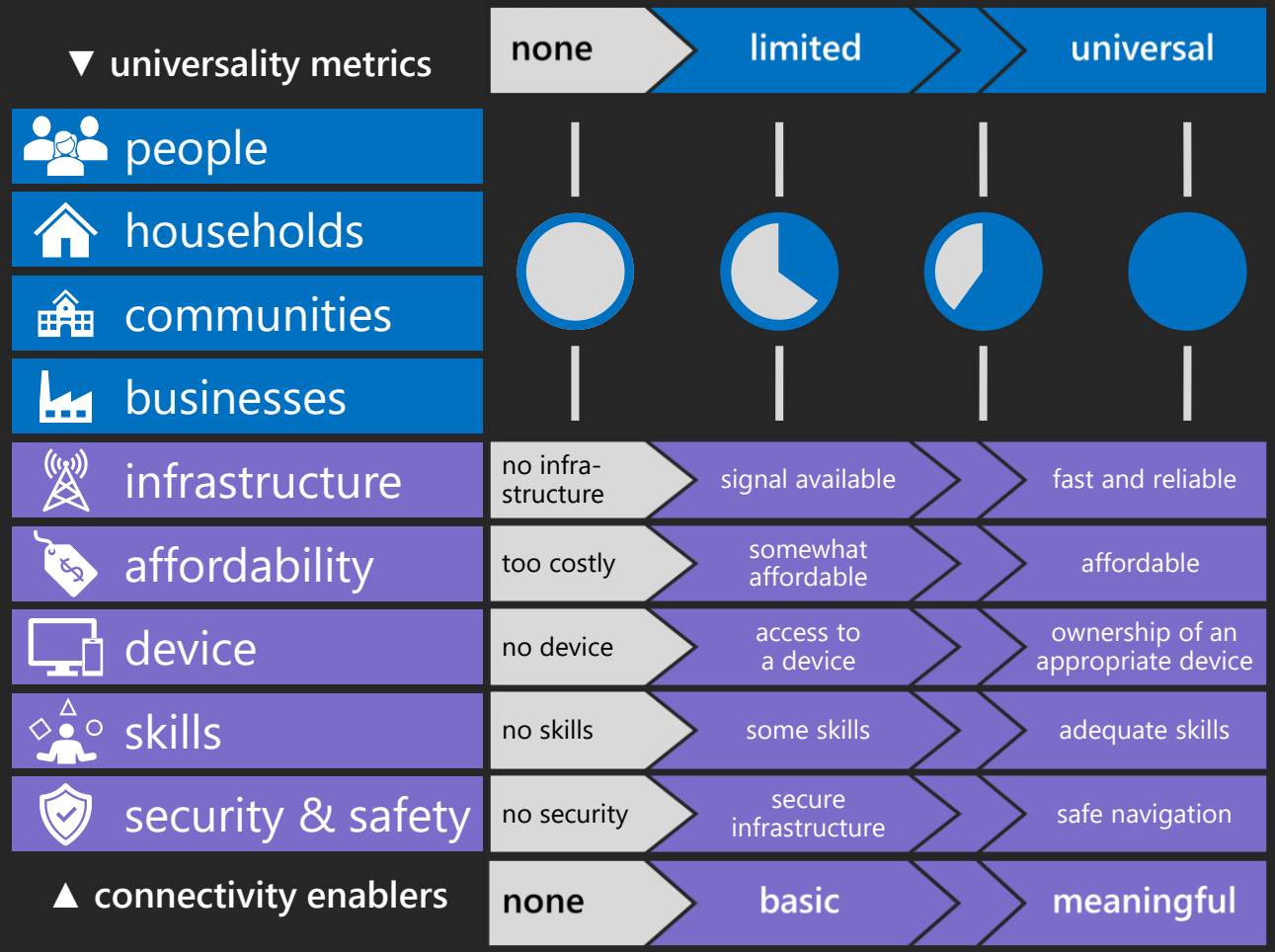
Case study: Brazil
How does Brazil fare regarding its connectivity enablers?

Universality metrics
- People
- Households
- Communities
- Businesses

Connectivity enablers
- Infrastructure
- Affordability
- Device
- Skills

Final remarks

Measuring UMC in practice



Binary
Fixed target

Scale
Moving target?

Source: United Nations Office of the Secretary-General's Envoy on Technology. (2022). *Achieving universal and meaningful digital connectivity: Setting a baseline and targets for 2030*. https://www.itu.int/umc2030

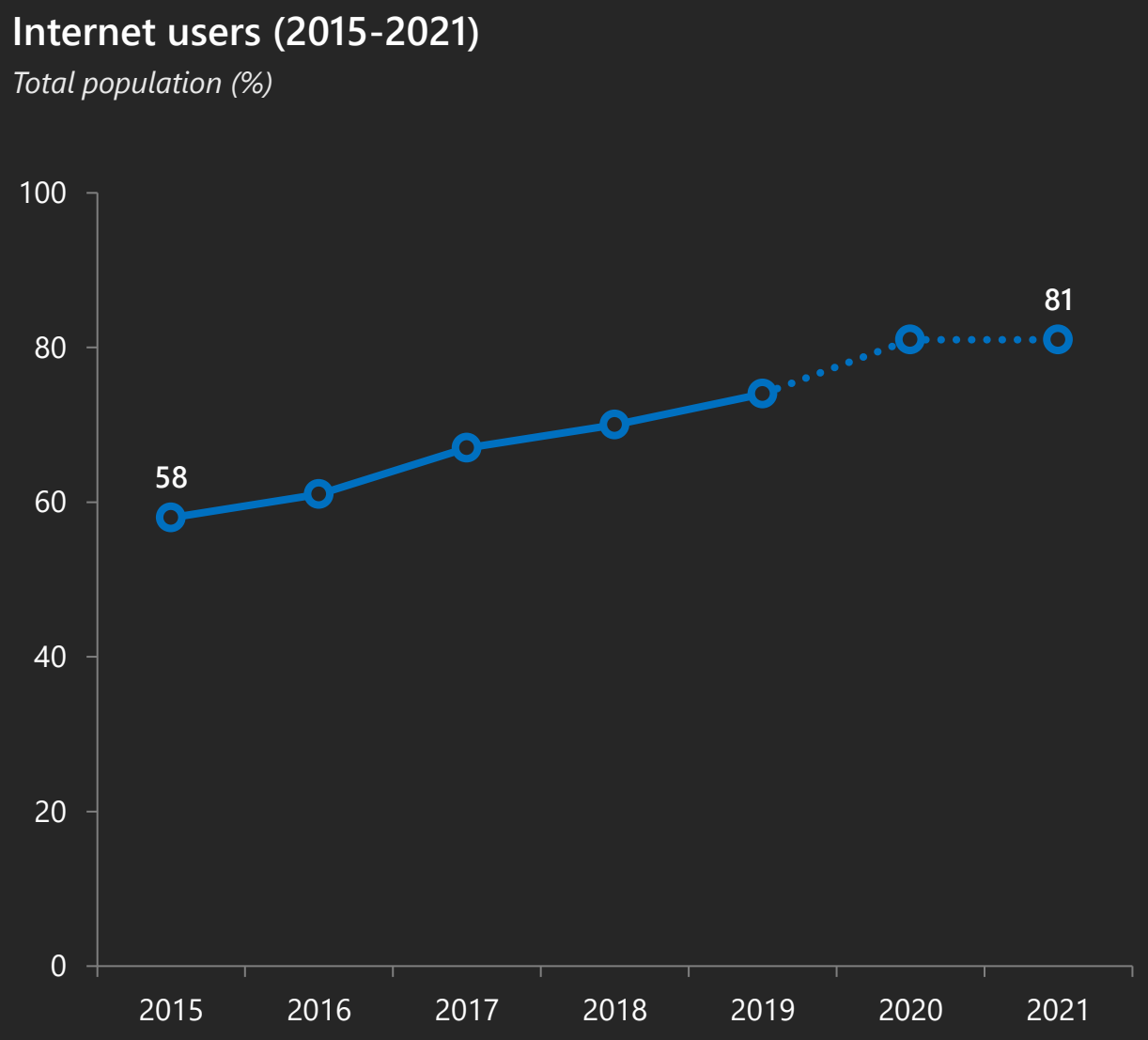
Case study: Brazil

Increased Internet use

▼ universality metrics

people

▲ connectivity enablers



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Case study: Brazil

▼ universality metrics

people

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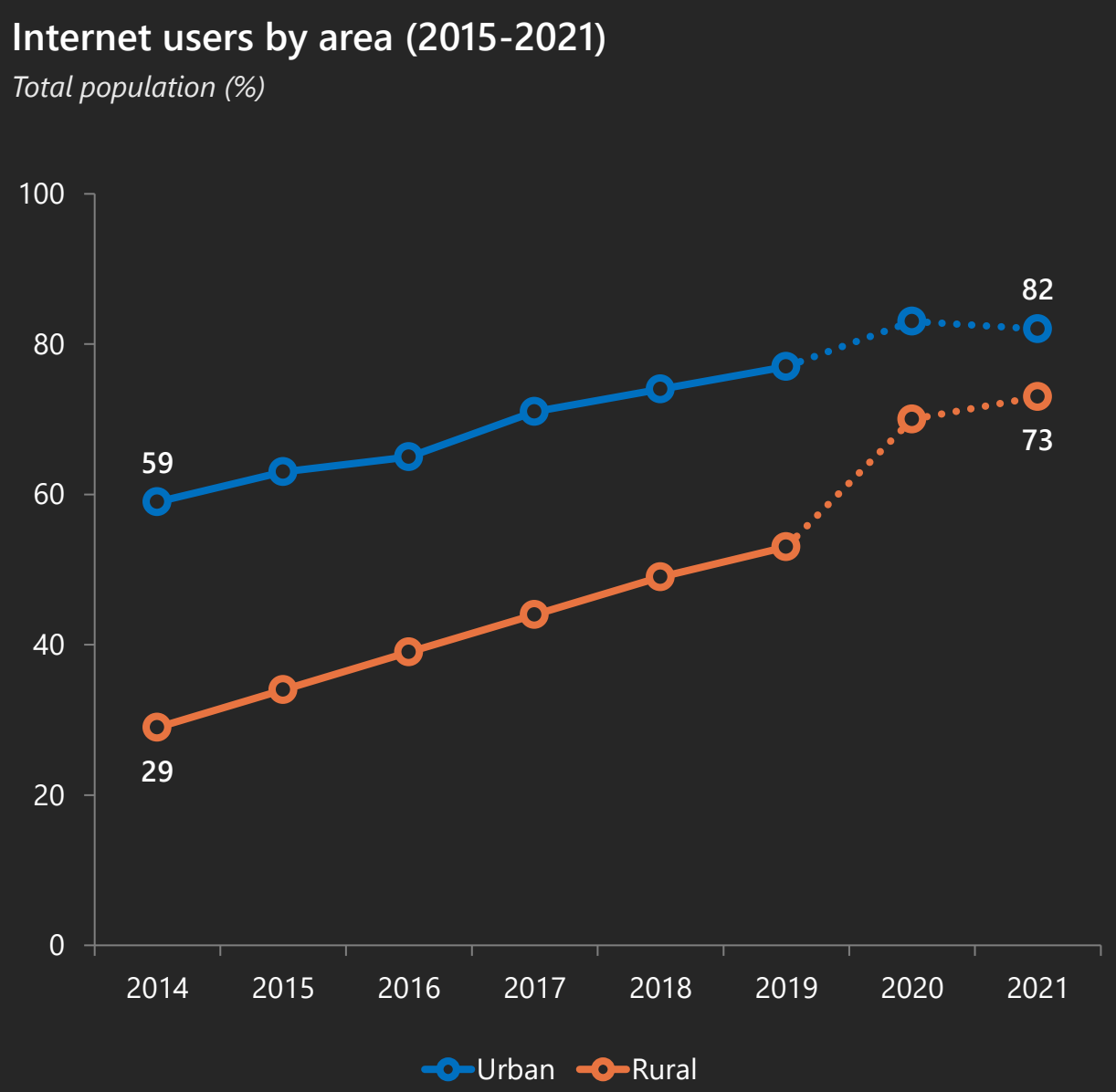
Increased Internet use

Urban-rural gap closing



Case study: Brazil

▼ universality metrics

households

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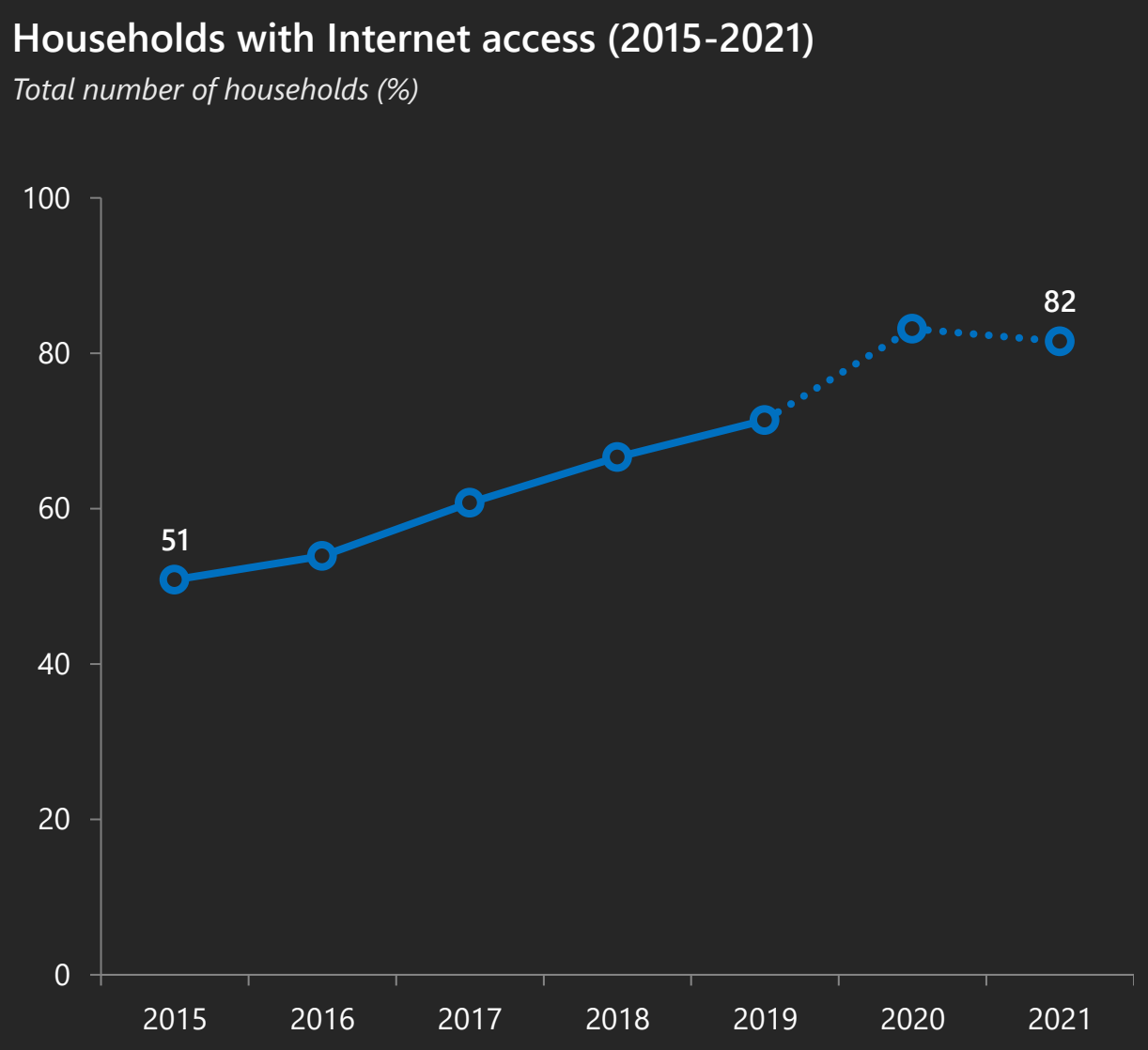
Increased Internet use

Urban-rural gap closing

Increased connectivity in households



Case study: Brazil

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households

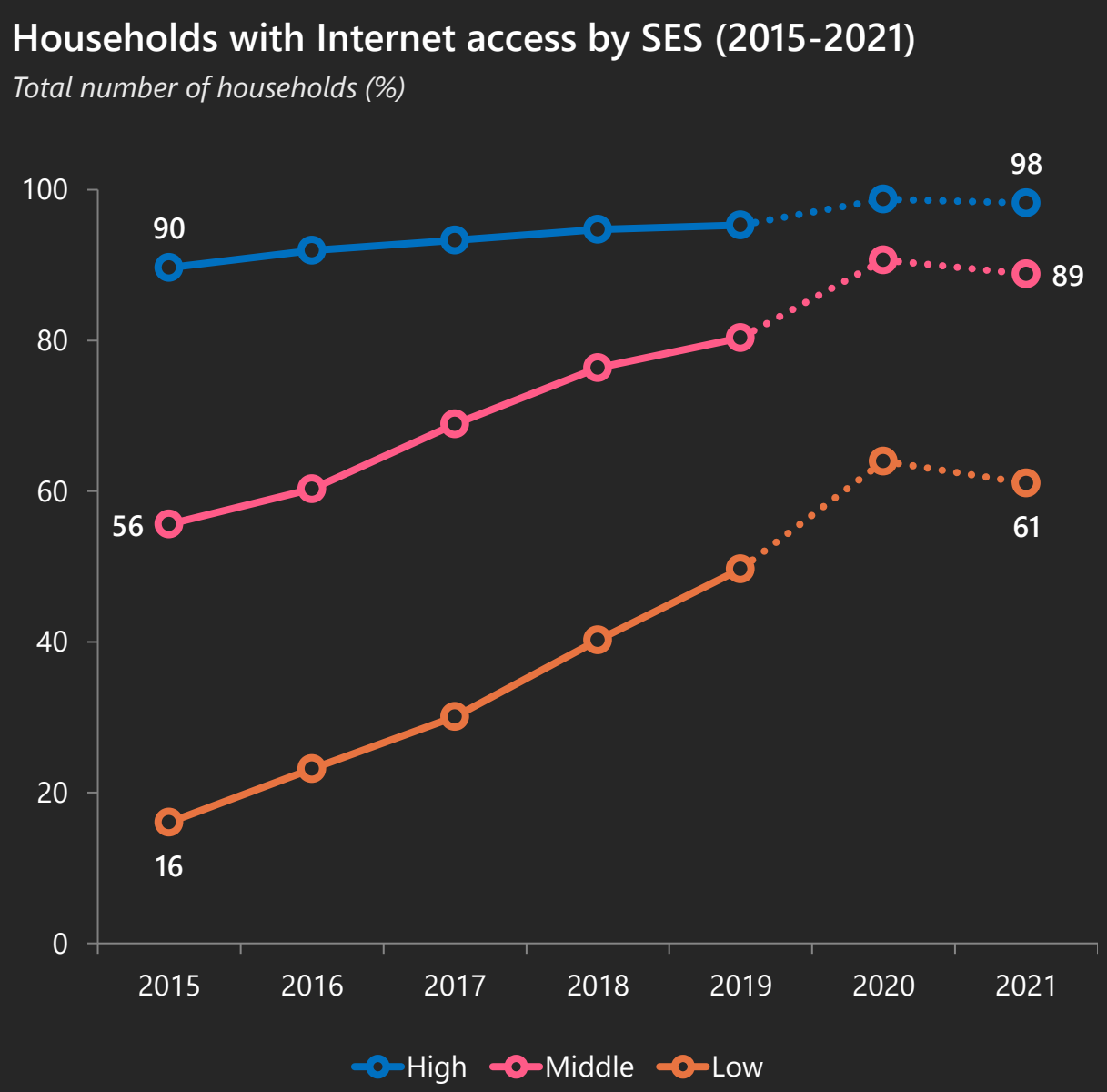
▲ connectivity enablers

Increased Internet use

Urban-rural gap closing

Increased connectivity in households

SES gap closing



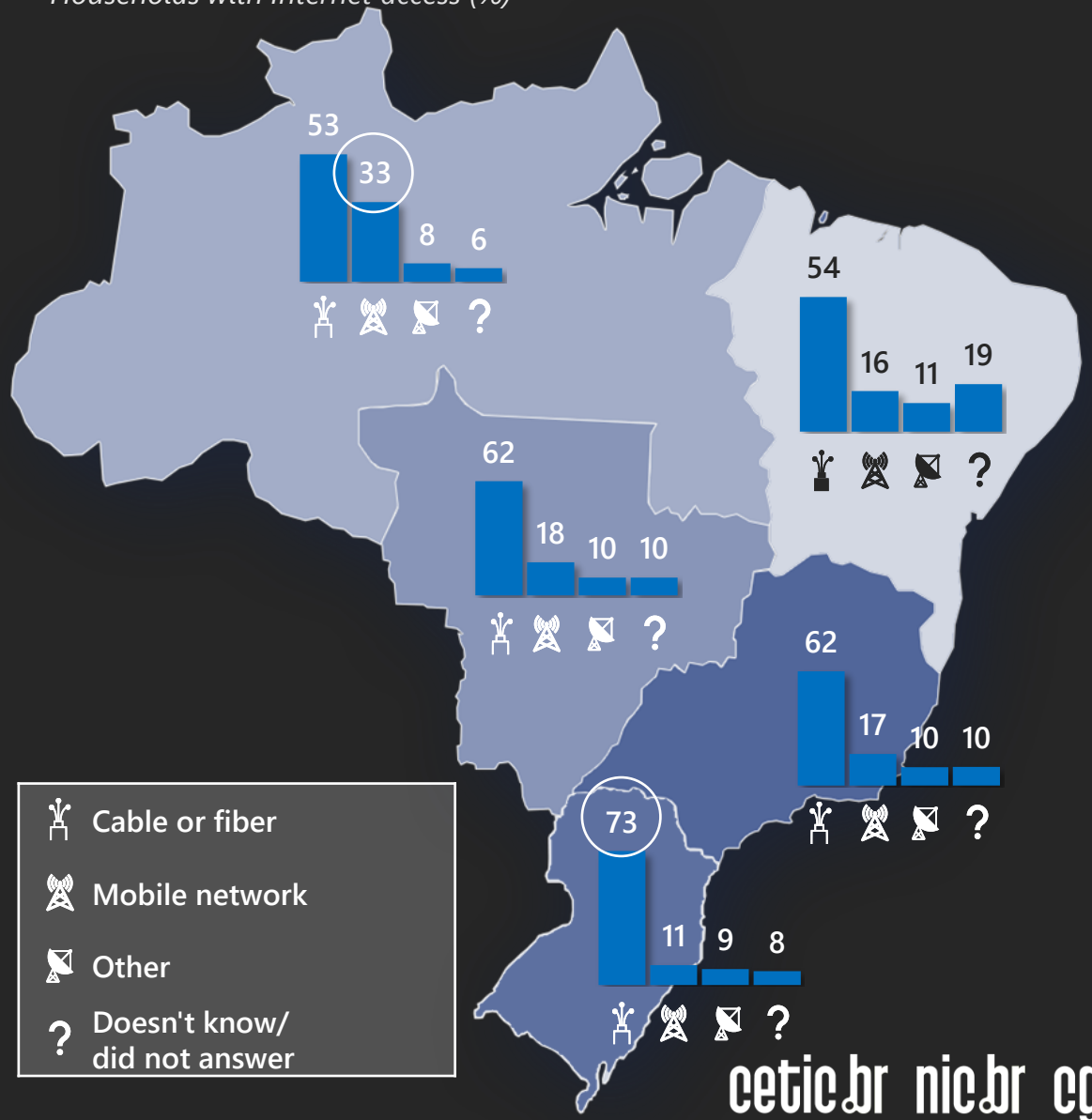
Case study: Brazil

▼ universality metrics

- households
- infrastructure

▲ connectivity enablers

Unequal penetration of fixed broadband in households



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Case study: Brazil

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infrastructure

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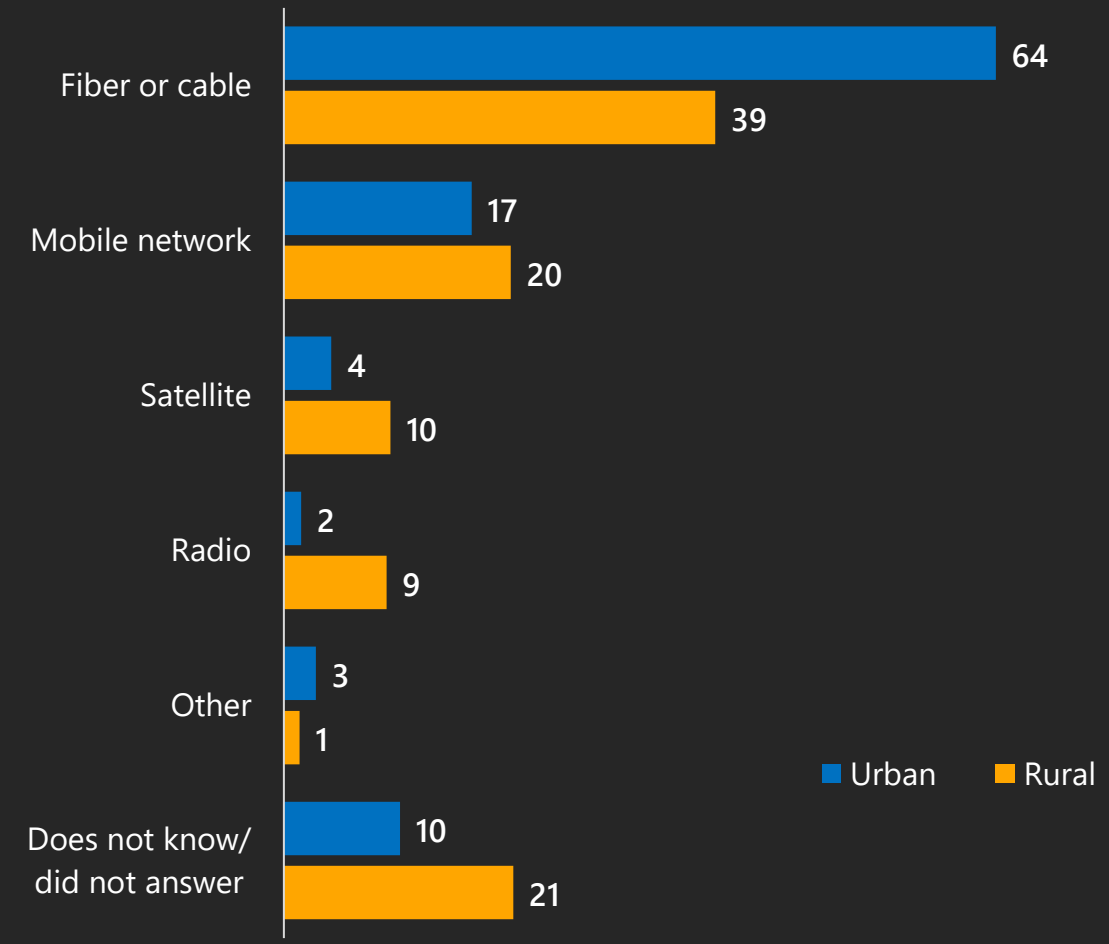
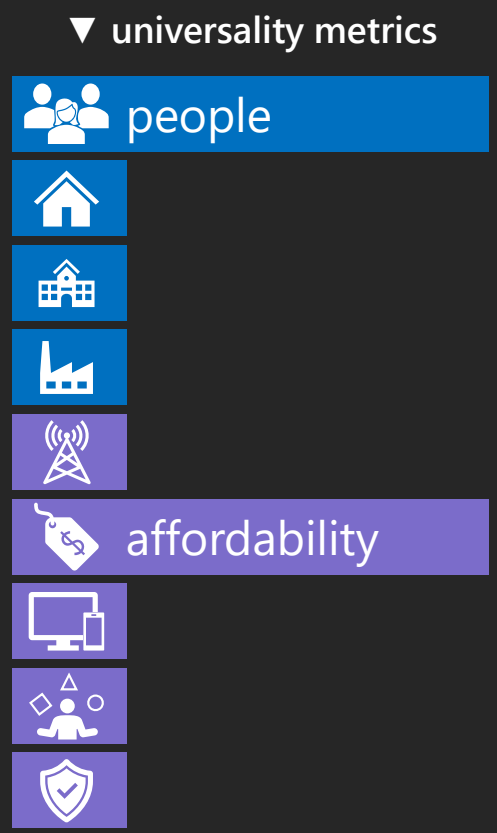
Unequal penetration of fixed broadband in households

Type of main connection by area (2021)

Households with Internet access (%)



Case study: Brazil



Fixed-broadband basket (5 GB): **3.49%** of GNIpc*

Data-only mobile-broadband basket (2 GB): **0.63%**

Higher-income individuals spend over 30x on ICT services than lower-income ones**

What is the minimum service quality expected to meet the affordability threshold?

* 2021 data from ITU's ICT Price Baskets (IPB), **https://www.itu.int/en/ITU-D/Statistics/Dashboards/Pages/IPB.aspx**

** Instituto Locomotiva, with data from the Brazilian household income survey (POF/IBGE). See PwC's report *O abismo digital no Brasil*, **https://www.pwc.com.br/pt/estudos/preocupacoes-ceos/mais-temas/2022/o-abismo-digital-no-brasil.html**

Case study: Brazil

▼ universality metrics

people

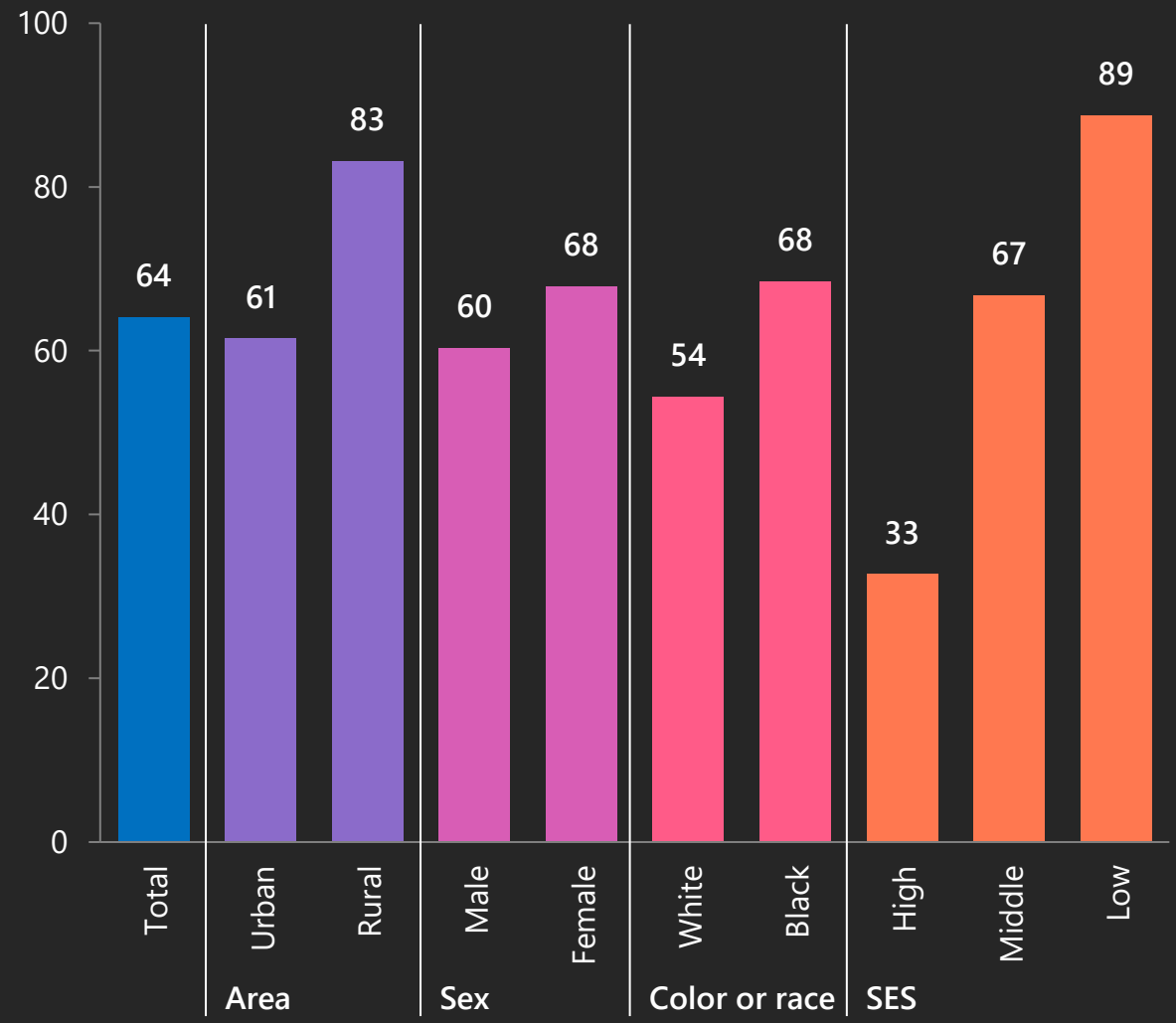
device

▲ connectivity enablers

Majority of users are mobile-only

Internet users by access exclusively via mobile phone (2021)

Internet users (%)



Case study: Brazil

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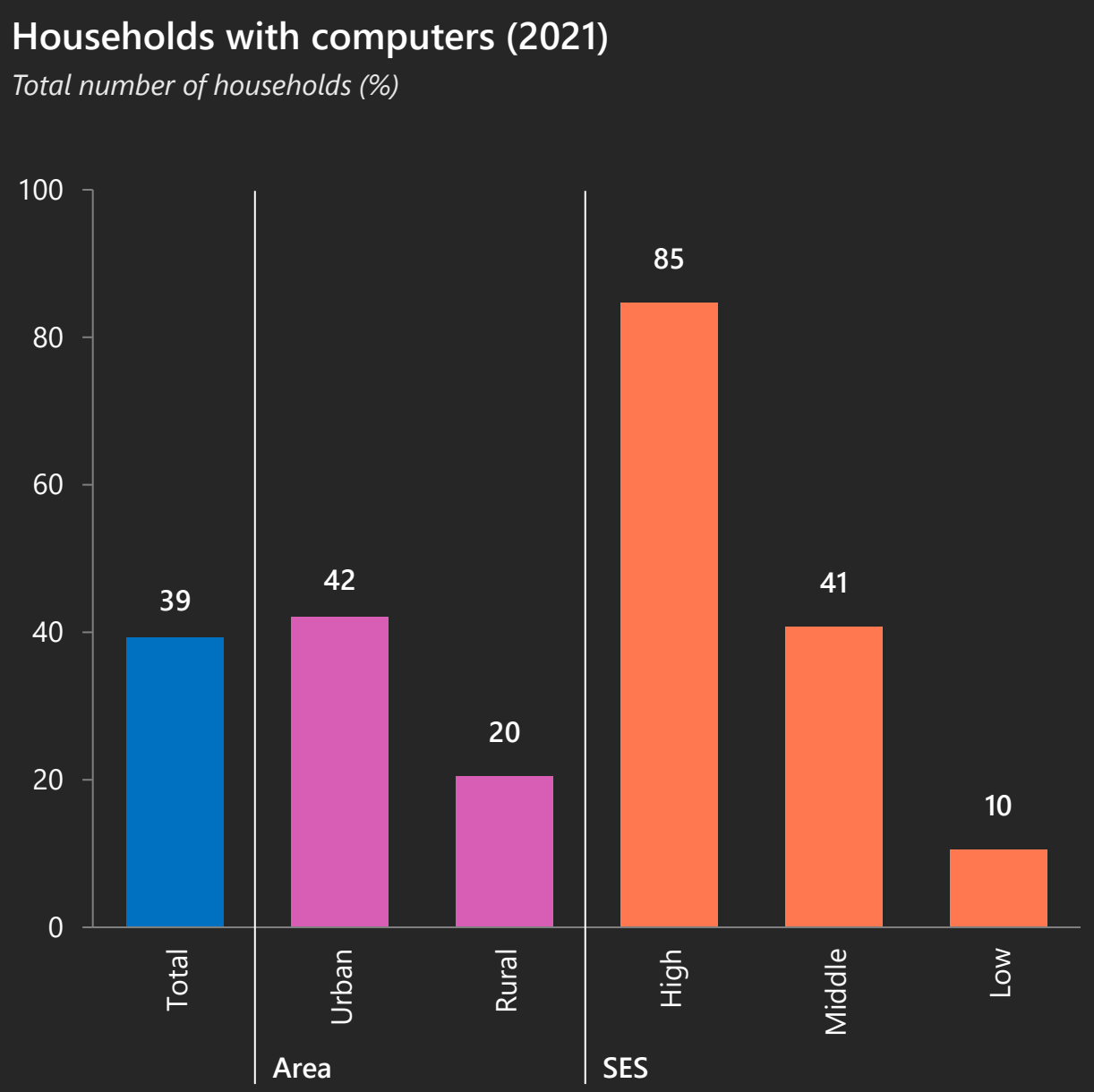
Majority of users are mobile-only

Majority of low-SES households w/o computers



Case study: Brazil

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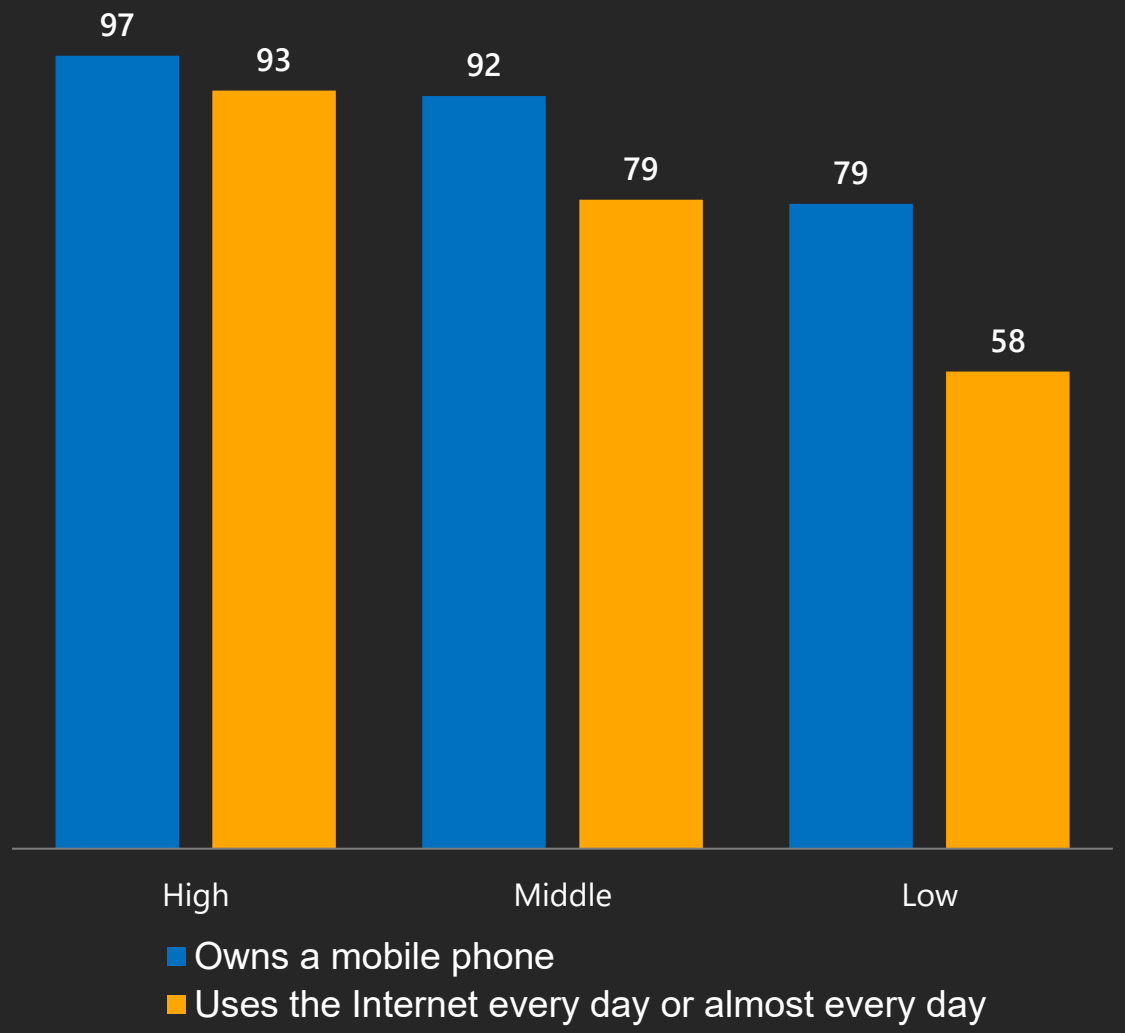
Majority of low-SES households w/o computers

Ownership vs. frequency of use

Ownership and frequency of use by SES (2021)

Total population (%)



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Case study: Brazil

▼ universality metrics

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skills

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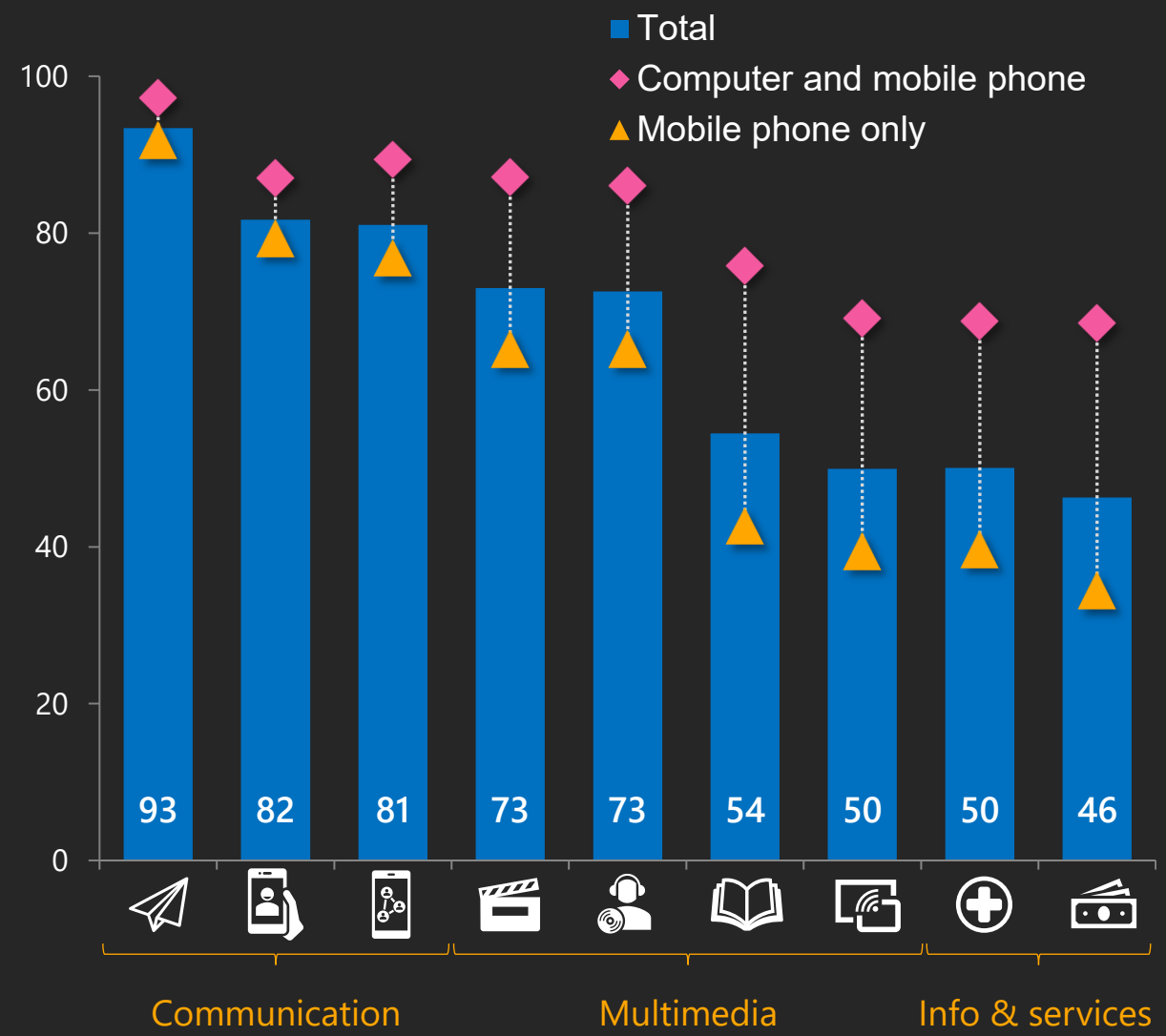
Measuring skills based on activity can be affected by factors related to connection and devices

Activities carried out on the Internet by device used to access the Internet (2021)

Internet users (%) (%)



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Case study: Brazil

▼ universality metrics

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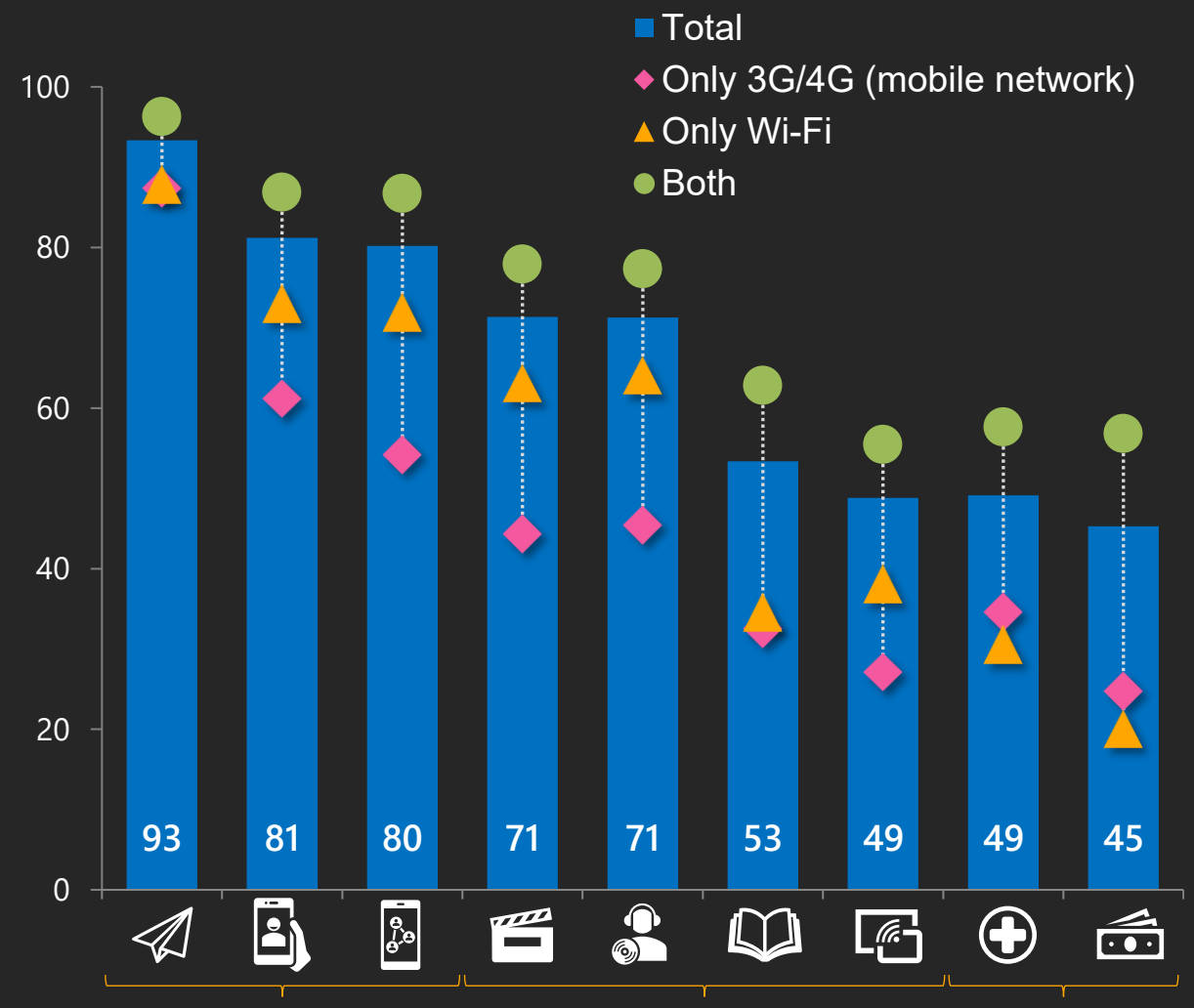
Measuring skills based on activity can be affected by factors related to connection and devices

Activities carried out on the Internet by type of connection on mobile phone (2021)

Internet users via mobile phone (%)



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Concluding remarks

Measuring UMC with available indicators

National averages vs. inequity

Measuring "data scarcity"

Thank you!

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