



# Mobile Internet Usage Challenges in Asia: Awareness, Literacy and Local Content

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# Who we are



## MEMBERSHIP



**800**

mobile operators in  
over **220** countries



**230** associate  
members

## MOBILE REACH



**6.6**  
billion  
mobile  
connections



**3.2 billion**  
individual subscribers

## PRESENCE



Offices in  
**9 countries**  
serving every region



Staff based in  
**26 countries**  
representing  
**36 nationalities**

**The GSMA's Digital Inclusion programme supports the industry to connect an additional two billion people in developing countries to the mobile internet by 2020**

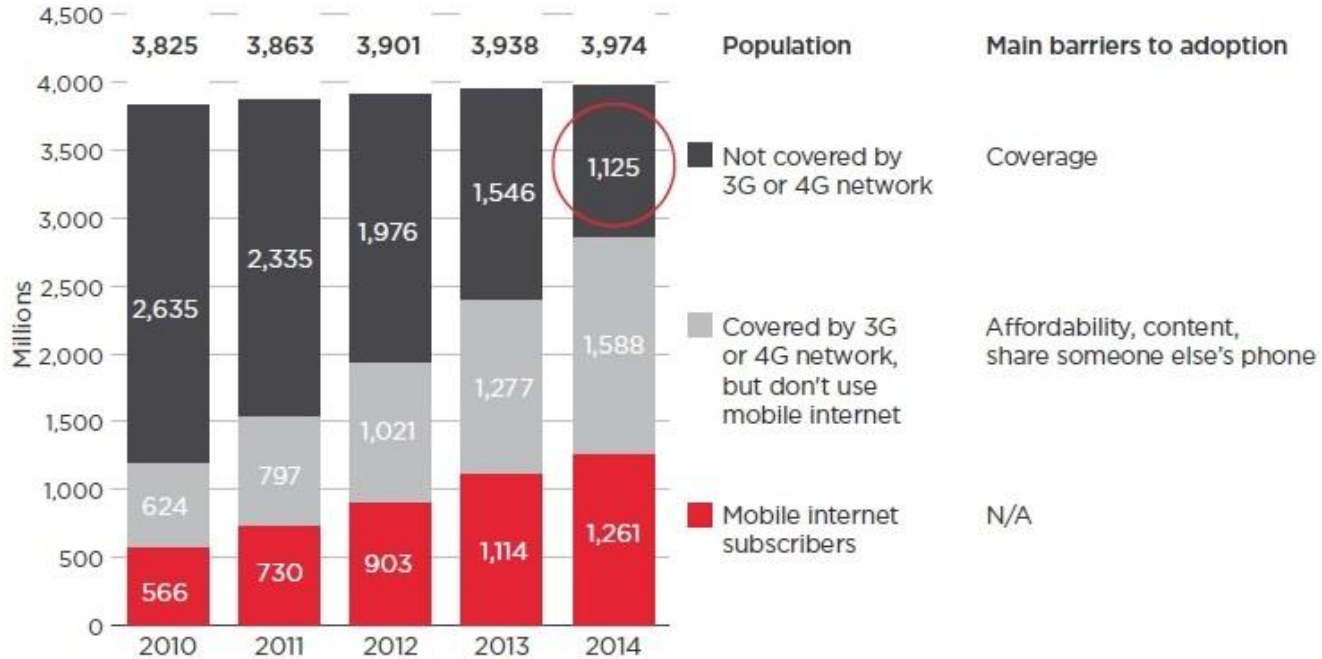
Approximately 62 per cent of the world's population are not connected to the internet, the majority of which are rural consumers in developing countries

In the developing world, mobile is the cheapest and most convenient way of accessing the internet, and is often the first internet touch point for rural consumers

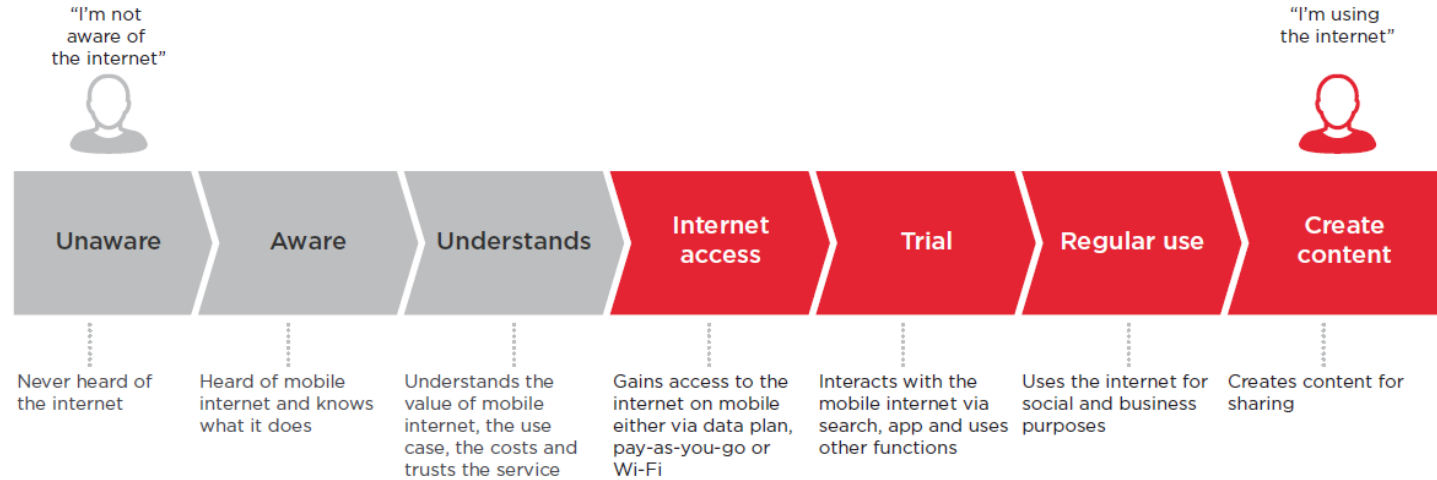
# Barriers to Digital Inclusion



# Mobile Internet Coverage in Asia



# Consumer Awareness Journey



- An accurate understanding of the internet is critical in encouraging adoption
- Misunderstanding of the internet can lead to rejection of internet services before the access and trial stages

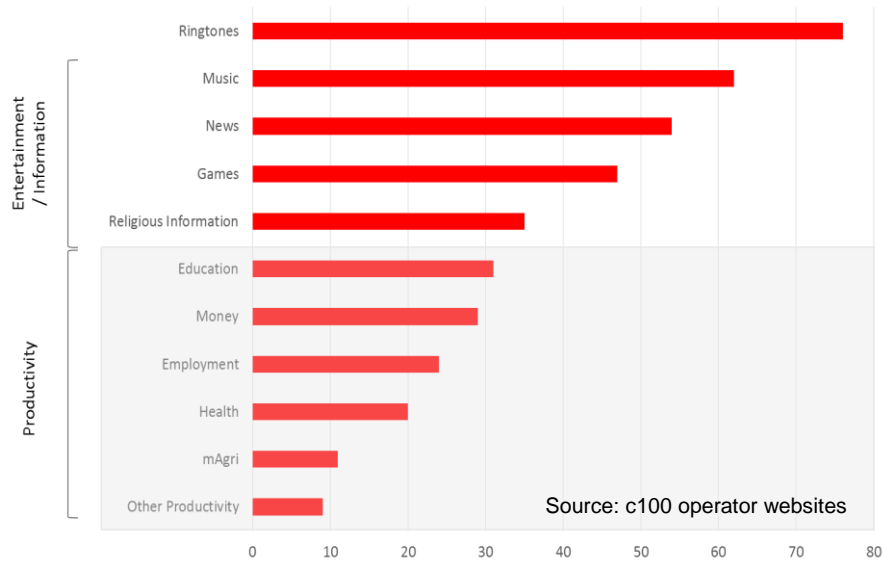


“Internet is not of use to me, I would rather spend my money on a gas cylinder — it’s more useful. It’s a hobby for people with big money, who want to buy shoes and shirts and chat” – *non-user, rural India*

Researcher: Do you go on the Internet?  
Responder: No, I don’t have my Facebook account yet  
- *non-user, rural Bangladesh*

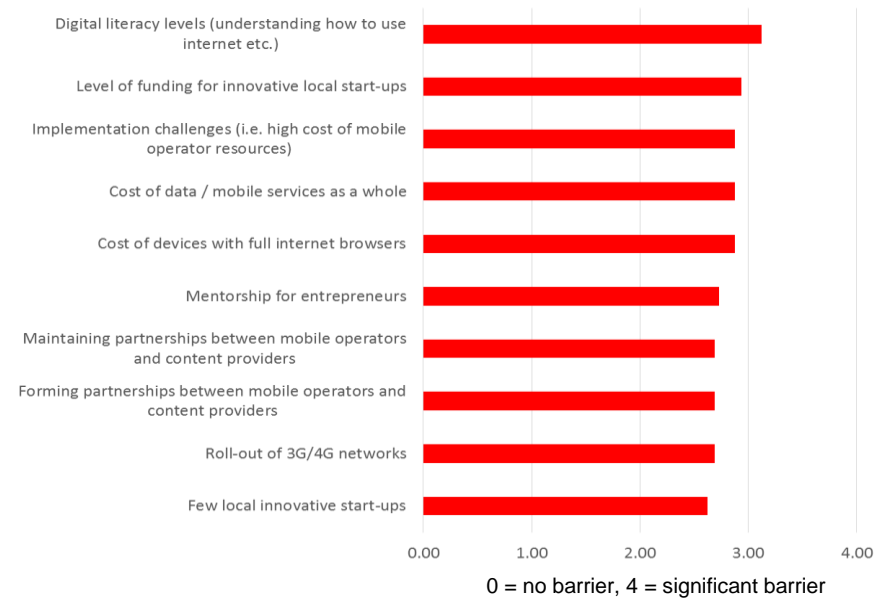
# Barriers to local content

## Current Services on Operator Websites



- Current operator services weighted towards infotainment
- Productivity services less prevalent in Emerging Asia
- Primary research shows that non-internet users are looking for productivity services rather than infotainment

## Barriers to the uptake of “Local Content”



- Results from stakeholder survey showing top barriers to the uptake of local content
- Digital literacy and awareness highlighted along with lack of support for innovative local start-ups

# Initiatives driving awareness and local content



## Idea Internet Network



- Demonstrates the skills that can be learnt through the internet – e.g. engineering, business skills and foreign languages
- Helps to educate non-users on the benefits of internet access

## Thailand Incubator Programs



- Three biggest operators in Thailand have incubator programs (dtac Accelerate, True Incube and AIS The StartUp).
- All designed to support local start-ups with mentoring and financial opportunities

## Philippines Incubator Programs



- Kickstart Ventures (Globe Telecom) provides funding and a six-month incubation period to selected start-ups
- Ideaspace Foundation (Smart) selects start-ups to incubate for six months, and each one receives mentoring and \$12,000 of funding

## Internet on Wheels



- Educates people in rural areas on the benefits mobile internet access can bring
- Explains how to access the internet on a feature phone, how to navigate a smartphone and how data packages work





Thank you

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