Measuring the cost and affordability of broadband
Measuring the cost and affordability of broadband is essential to support evidence-based policies and regulatory decisions affecting broadband prices. Price data help monitoring the cost and affordability of fixed- and mobile-broadband services. The report features the first comprehensive mobile-broadband price data set for around 130 economies.
**Fixed broadband**

Prices going down, minimum speeds going up

**Fixed-broadband prices, as a percentage of GNIpc.***

- **Developing world**: from 165 to 31 (82%)
- **Developed world**: from 2.5 to 1.7 (21%)

**Minimum advertised speed in 2012**

- 0.256 Mbit/s: 21%
- 0.512 Mbit/s: 16%
- 1.024 Mbit/s: 18%
- 2.048 Mbit/s: 14%
- 10 Mbit/s: 20%
- 50 Mbit/s: 7%

**While speeds have gone up!**

- **2008**: from 9% to 27%
- **2012**: 2 Mbit/s or above

*Gross national income per capita*
**Fixed-Broadband Price Divide**

Large regional differences persist

**FIXED-BROADBAND PRICES AS A PERCENTAGE OF GNI PER CAPITA, 2012**

- **Africa**: 70.0 - 60.0 - 50.0 - 40.0 - 30.0 - 20.0 - 10.0 - 0.0
- **Asia & Pacific**: 70.0 - 60.0 - 50.0 - 40.0 - 30.0 - 20.0 - 10.0 - 0.0
- **The Americas**: 70.0 - 60.0 - 50.0 - 40.0 - 30.0 - 20.0 - 10.0 - 0.0
- **CIS**: 70.0 - 60.0 - 50.0 - 40.0 - 30.0 - 20.0 - 10.0 - 0.0
- **Europe**: 70.0 - 60.0 - 50.0 - 40.0 - 30.0 - 20.0 - 10.0 - 0.0
- **Arab States**: 70.0 - 60.0 - 50.0 - 40.0 - 30.0 - 20.0 - 10.0 - 0.0

**World Average**: 16.3% of GNI per cap.

**Least Affordable**: 1.5% of GNI per cap.

**Most Affordable**: 4.5% of GNI per cap.

**Above 100% in Papua New Guinea and Afghanistan**

**USA has one of the most affordable fixed-broadband prices in the world**

**Russia has the lowest value in CIS**

**Kyrgyzstan has the highest value in CIS**

**Cuba has the least affordable price in the world**

**Serbia has the highest value in Europe**

**Most Affordable**: 1.5% of GNI per cap. in Europe

**World Average**: 22.1% of GNI per cap.

**Least Affordable**: 64.3% of GNI per cap. in Africa
competing prices

Mobile broadband often more affordable than fixed broadband

IN THE DEVELOPED WORLD MOBILE BROADBAND IS MORE AFFORDABLE THAN MOBILE VOICE...

...WHILE IN THE DEVELOPING WORLD MOBILE BROADBAND IS LESS AFFORDABLE THAN MOBILE VOICE

*MOBILE BROADBAND, PREPAID HANDSET-BASED (500 MB) **PACKAGE INCLUDING 30 CALLS AND 100 SMS

1.3% of GNIpc.

2.0% of GNIpc.

13.4% of GNIpc.

9.6% of GNIpc.

POSTPAID HANDSET-BASED MOBILE BROADBAND (500MB)
PREPAID HANDSET-BASED MOBILE BROADBAND (500MB)
POSTPAID COMPUTER-BASED MOBILE BROADBAND (1GB)
PREPAID COMPUTER-BASED MOBILE BROADBAND (1GB)
POSTPAID FIXED BROADBAND (1GB)
Mobile broadband basket as a percentage of GNI per capita reveals major differences among countries.

*Mobile broadband basket reflects different mobile-broadband plans.*

Europe and Arab States have the most affordable prices.

**Austria** has the most affordable prices for all mobile-broadband plans.

20 economies, including Bahrain, Kazakhstan, UAE and Uruguay.

**2012 Top 10 most affordable mobile-broadband basket**

1. Austria
2. Qatar
3. UK
4. Germany
5. Kuwait
6. France
7. Estonia
8. Norway
9. Belgium
10. Switzerland

Mobile broadband is six times more affordable in China compared to India (3.7% of GNI per capsule).

SAO Tomé & Príncipe, Zimbabwe and DR Congo have mobile broadband that is 100% or more of GNI per capita.

Mobile broadband is 1% or less of GNI per capita in France, Estonia, and Norway.
MEASURING THE COST AND AFFORDABILITY OF BROADBAND
ICT DEVELOPMENT INDEX (IDI)
MEASURING THE WORLD'S DIGITAL NATIVES
DIGITAL TV BROADCASTING TRENDS

ITU: The source for global ICT statistics