

## **Broadband Targets for 2015**

### ***Ambitious but achievable targets***

The Broadband Commission has set four clear, new targets for making broadband policy universal and for boosting affordability and broadband uptake:

- **Target 1: Making broadband policy universal.** By 2015, all countries should have a national broadband plan or strategy or include broadband in their Universal Access / Service Definitions.
- **Target 2: Making broadband affordable.** By 2015, entry-level broadband services should be made affordable in developing countries through adequate regulation and market forces (amounting to less than 5% of average monthly income).
- **Target 3: Connecting homes to broadband.** By 2015, 40% of households in developing countries should have Internet access.
- **Target 4: Getting people online.** By 2015, Internet user penetration should reach 60% worldwide, 50% in developing countries and 15% in LDCs.

### ***Target 1: Making broadband policy universal***

*By 2015, all countries should have a national broadband plan or strategy or include broadband in their Universal Access / Service Definitions.*

- Action to enhance broadband access is more likely when there is a national broadband plan or strategy, or when broadband is included in countries' Universal Access / Service (UAS) definitions.
- In 2010, out of 144 developing countries, 99 had a UAS definition. Of those, 49 had included Internet dial-up and 36 had included broadband.
- Five years earlier, 21 developing countries had Internet dial-up as part of their UAS definition and only 1 country had included broadband.

### ***Target 2: Making broadband affordable***

*By 2015, entry-level broadband services should be made affordable in developing countries through adequate regulation and market forces (amounting to less than 5% of average monthly income).*

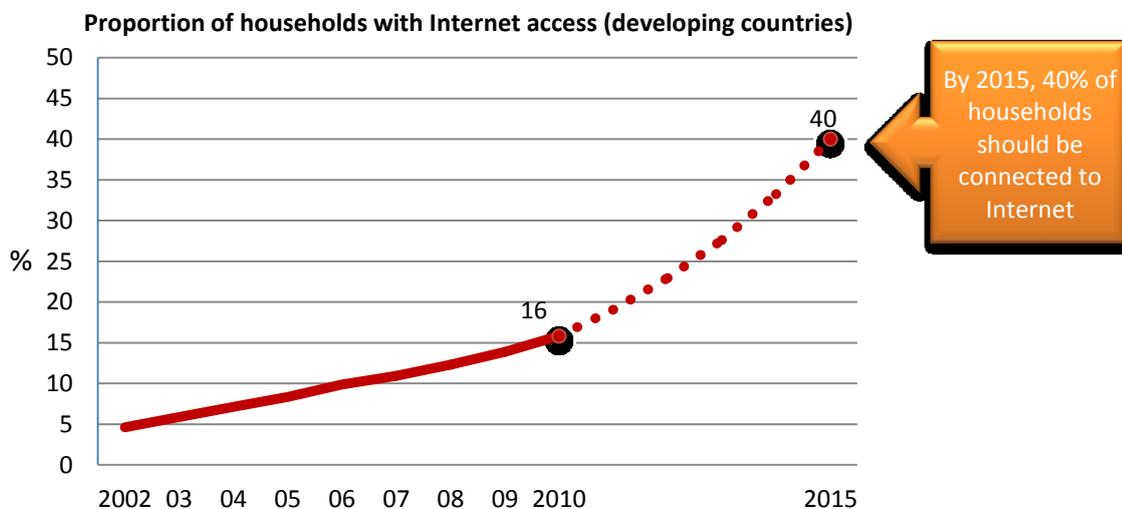
- The price of broadband access plays a critical role in terms of broadband diffusion. While broadband is becoming more affordable worldwide, with prices falling everywhere, it nonetheless remains unaffordable in many parts of the developing world.

- In 49 economies in the world – mostly rich-world economies – broadband access in 2010 cost less than 2% of average income.
- This compares to 32 economies in the world in 2010 where broadband access cost more than half of average national income.
- In 2010, there were 35 developing economies (out of 118) where broadband access cost less than 5% of average monthly income, up from 21 two years earlier.
- Current data is based on fixed broadband, but as mobile broadband data becomes available it will be included in the rankings.

### **Target 3: Connecting homes to broadband**

*By 2015, 40% of households in developing countries should have Internet access.*

- Access to broadband or the Internet at home is the most inclusive way of bringing people online. At home, all household members can have access – no matter whether they have jobs, go to school, are male or female, children, adults or elderly.
- Research has shown that children with Internet access at home perform better in school. And children using the Internet at home are usually under parental guidance and therefore better-protected against online dangers.
- In developed countries, more than two thirds of households already had Internet access at the end of 2010, compared to around 16% of households in the developing world. This is likely to increase significantly by 2015, especially with the rise of mobile Internet.
- This target includes access via both fixed and mobile networks.



#### Target 4: Getting people online

By 2015, Internet user penetration should reach 60% worldwide, 50% in developing countries and 15% in LDCs.

- At the end of 2010, just over two billion people were using the Internet – or 30% of the global population.
- Internet penetration in 2010 stood at 21% in the developing world and at just under 5% in the world's least developed countries (LDCs).
- The Broadband Commission has set targets for Internet use (as opposed to access) by 2015 that are higher than ITU would forecast for 2015.
- Internet use can be via fixed or mobile networks, and covers use of the Internet at home, at work, in school, at friends' houses, in Internet cafés, in public places – in other words Internet use anywhere.

