
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 5: Achieving gender equality in access to broadband by 2020

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.

Target 5: Achieving gender equality in access to broadband by 2020

Gender equality in access to broadband is essential for empowering women and girls through equal access to new technologies to acquire ICT skills and better-paid jobs, to access information, to redress some of the inequalities women face in their everyday lives, and to enjoy the same opportunities as their male counterparts. Gender equality was recognized in the MDGs, and is recognized as both a principle and a stand-alone goal in the SDGs (SDG #5), as well as being integrated into all other SDGs as a vital enabler of true and equitable development.