QUICK GUIDE

2025 Advocacy Targets of the Broadband Commission

Updated: November 2023

What are the 2025 Advocacy Targets?
The seven Advocacy Targets of the Broadband Commission reflect ambitious and aspirational goals and function as a policy and programmatic guide for national and international action in broadband development. Starting initially with four connectivity goals established in 2011, the Targets were expanded to five in 2013, with the addition of the gender equality goal, and eventually to seven in 2018.

How is progress towards achieving the targets tracked?
The Commission tracks progress on the Targets in its annual flagship State of Broadband Reports. Utilizing a variety of data sources, it estimates progress on these goals and provides multistakeholder policy recommendations to achieve them. In addition, the Commission’s Working Groups address themes related to these targets to provide more in-depth analysis and detailed recommendations for all stakeholders. The Targets map directly onto the UN Secretary-General’s Digital Cooperation Roadmap areas of actions.

TARGET 1: MAKE BROADBAND POLICY UNIVERSAL
By 2025, all countries should have a funded National Broadband Plan (NBP) or strategy, or include broadband in their Universal Access and Service (UAS) Definition

TARGET 2: MAKE BROADBAND AFFORDABLE
By 2025, entry-level broadband services should be made affordable in low- and middle-income countries at less than 2% of monthly Gross National Income (GNI) per capita

TARGET 3: GET EVERYONE ONLINE
By 2025, broadband-Internet user penetration should reach: (i) 75% worldwide; (ii) 65% in low- and middle-income countries; and (iii) 35% in least developed countries

TARGET 4: PROMOTE DIGITAL SKILLS DEVELOPMENT
By 2025, 60% of youth and adults should have achieved at least a minimum level of proficiency in sustainable digital skills

TARGET 5: INCREASE USE OF DIGITAL FINANCIAL SERVICES
By 2025, 40% of the world’s population should be using digital financial services

TARGET 6: GET MSMEs ONLINE
By 2025, improve connectivity of micro-, small- and medium-sized enterprises (MSMEs) by 50%, by sector

TARGET 7: BRIDGE THE GENDER DIGITAL DIVIDE
By 2025, gender equality should be achieved across all targets

For more information and the latest data, visit broadbandcommission.org/advocacy-targets