

# THE NEXT 3 BILLION DIGITAL LIVES

#TheNextThreeBillionDigitalLives

Digital innovations transform lives. Despite progress over the past decade, billions remain disconnected from the potential of a digital life. We have the Digital Doers and the Digitally Excluded globally.



## DIGITAL TECHNOLOGY CAN TRANSFORM LIVES

DIGITAL SERVICES WITH QUALITY CONTENT ENABLES BETTER LIVES AND LIVELIHOODS BY:



## ACCESS TO DIGITAL SERVICES IS EXPANDING GLOBALLY

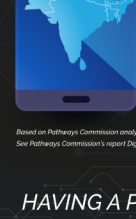
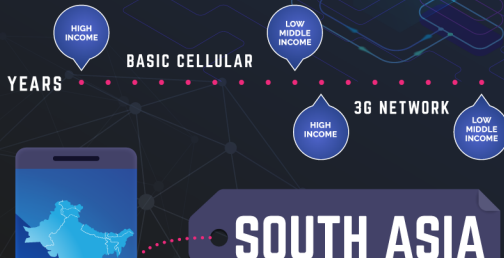


# 80%

of people in low-income countries have mobile network coverage

### MOBILE NETWORK COVERAGE IS EXPANDING RAPIDLY.

Basic network coverage reached 75% of people in lower-middle-income countries nine years after reaching 75% of people in high-income countries. For 3G networks, this time lag was only six years.



## SOUTH ASIA

leads the way with the cheapest calls, data and SMS prices.

Based on Pathways Commission analysis of data from the International Telecommunications Union. See Pathways Commission's report Digital Lives Meaningful Connections for the Next 3 Billion.

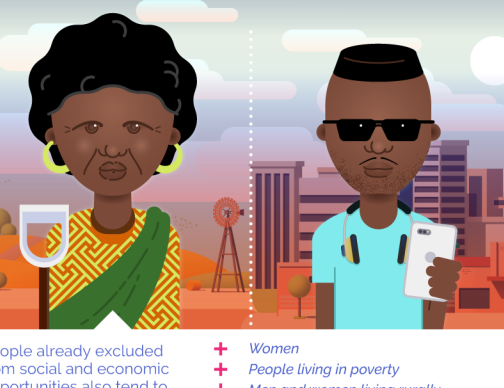
## HAVING A PHONE AND NETWORK BY ITSELF IS NOT ENOUGH TO CHANGE LIVES

REAL IMPACT IS ACHIEVED BY HOW PEOPLE USE THEIR PHONES IN DEVELOPING COUNTRIES.



Based on Pathways Commission analysis of a dataset from Financial Inclusion Insights covering seven countries in Africa and Asia. See Pathways Commission's report Digital Lives Meaningful Connections for the Next 3 Billion.

## DIGITAL INEQUALITY IS REAL



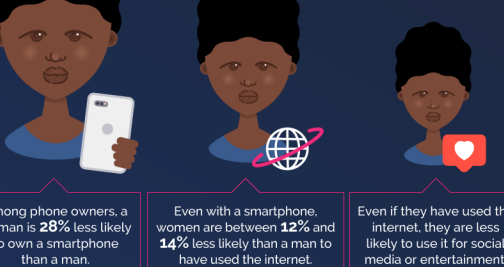
People already excluded from social and economic opportunities also tend to be digitally excluded:

- + Women
- + People living in poverty
- + Men and women living rurally
- + Those who are less well educated
- + People who are over the age of 30 years

## IF YOU ARE DIGITALLY EXCLUDED YOU ARE MORE LIKELY TO BE LEFT FURTHER BEHIND.

WOMEN IN DEVELOPING COUNTRIES ARE PARTICULARLY DIGITALLY EXCLUDED

Women have less access to a digital life. Even where women have access to a device, their use of it is less effective.

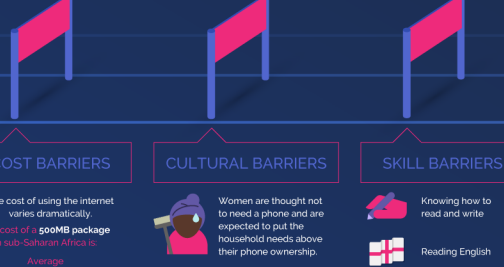


- Among phone owners, a woman is **28%** less likely to own a smartphone than a man.
- Even with a smartphone, women are between **12%** and **14%** less likely than a man to have used the internet.
- Even if they have used the internet, they are less likely to use it for social media or entertainment.

Based on Pathways Commission analysis of data from Financial Inclusion Insights covering seven countries in Africa and Asia and Caribbean Digital Data covering two countries in Africa. See Pathways Commission's report Digital Lives Meaningful Connections for the Next 3 Billion.

## BARRIERS TO DIGITAL USAGE NEED TO BE URGENTLY ADDRESSED

It is only with effective usage that transformational benefits are unlocked for people in poverty and marginalised men and women.



- COST BARRIERS**  
The cost of using the internet varies dramatically. The cost of a 500MB package in sub-Saharan Africa is:  
Average \$15  
Madagascar \$0.35  
Guinea-Bissau \$82
- CULTURAL BARRIERS**  
Women are thought not to need a phone and are expected to put the household needs above their phone ownership.  
Mobile phones can be perceived as facilitating promiscuity.
- SKILL BARRIERS**  
Knowing how to read and write  
Reading English  
Knowing how to navigate a phone

Based on Pathways Commission analysis of data from the International Telecommunications Union. See Pathways Commission's report Digital Lives Meaningful Connections for the Next 3 Billion.

### HOW TO MEANINGFULLY CONNECT THE NEXT THREE BILLION (IN FOUR STEPS)



GOVERNMENTS AND BUSINESS PROVIDERS CAN CHOOSE TO MAKE THIS HAPPEN.