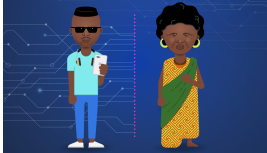


THE NEXT 3 BILLION DIGITAL LIVES

#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



**MOBILE NETWORK COVERAGE
IS EXPANDING RAPIDLY.**
Basic internet coverage reached 75% of people in lower-middle-income countries nine years after reaching 25% of people in high-income countries. For 3G networks, this time lag was only six years.



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.



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 rural
- Those who are less well educated
- People who are over the age of 35 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 38% less likely to own a smartphone than a man.

Even with a smartphone, women are between 32% and 14% less likely than men to have used the internet.

Even if they have used the internet, they are less likely to use it for social media or entertainment.

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.



GOVERNMENTS AND BUSINESS PROVIDERS CAN CHOOSE TO MAKE THIS HAPPEN