

## **ADVOCACY TARGET 4:** Advocacy Target 4: Getting people online – by 2015, Internet user penetration should reach 60% worldwide, 50% in developing countries and 15% in LDCs.

By the end of 2013, some 2.7 billion people will be online, equivalent to a global penetration rate of 39% (up from 32.5% or 2.27 billion Internet users at the end of 2011). In the developing world, Internet penetration will reach 31% by the end of 2013 and 10% in the LDCs (Figure 9).

At current growth rates, this target looks unlikely to be achieved. By 2015, the Broadband Commission predicts that despite the growth of mobile broadband, global Internet user penetration will reach 45% worldwide, far short of its target of 60%, while Internet user penetration will reach 37% in developing countries, far short of its target of 50%. Based on ITU data, Intel (2013) forecasts that at current growth rates, Internet user penetration in developing countries will climb above 40% by 2014<sup>12</sup>. Annexes 5, 6 and 7 give national rankings. The top ten countries for Internet usage in Annex 5 are all located in Europe, except for New Zealand (8th) and Qatar (10th).

Policy-makers can help stimulate demand in many developing countries, with a clear plan of digitalization in public services (education, health, city services, etc.) that can enable citizens to become familiar with and use new technologies. Public consultations and public-private cooperation are also essential, so actors can work towards the same priorities.

Chapter 7 provides some policy recommendations to universalize broadband as quickly as possible, while Featured Insight 18 details the efforts Government and industry are making in the Rep. of Korea to connect the entire population to high-speed broadband, including rural communities.