



THE STATE OF BROADBAND 2012 REPORT

Shifting linguistic landscape

Number of Internet users accessing the web mainly in Chinese will overtake Internet users using predominantly English by 2015

Loud and social online

1/2 of all active Internet users access social networks

Mobile broadband

Smartphones offer access to an online world of apps, with powerful potential for achieving the Millennium Development Goals (MDGs)

Internet of Things

By 2020, connected devices may outnumber connected people by a ratio of 6:1

2012



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GLOBAL BROADBAND ADVOCACY TARGETS 2015

Making broadband policy universal

119 countries have a National Broadband Plan by mid-2012, with 12 Plans in formulation

Connecting homes to broadband

20.5% of households in developing countries had Internet access at end 2011 - on track to achieve 2015 target

Making broadband affordable

Fixed broadband cost less than 5% of monthly income in 48 developing economies in 2011 - up from just 35 in 2010

Bringing people online

1/3 of the world's population is now online, but greater effort is needed to extend Internet access and achieve 2015 target

2012



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