QUICK GUIDE

2025 Advocacy Targets of the Broadband Commission

Updated: June 2024

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

Despite documented increases in broadband coverage globally, several National Plans have expired and not been renewed. In 2022, 155 countries had a national broadband plan or other strategic document emphasizing broadband, down from 165 in 2021. More work is needed to monitor and evaluate the implementation and operationalization of national plans.

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

According to the ITU's 2023 Facts and Figures Report, mobile broadband and fixed broadband have become more affordable in all regions of the world and for all income groups. Where data are available, 114 out of 188 economies meet the affordability target for data-only mobile broadband, up by 11 from 2022. For fixed broadband, 71 out of 178 economies meet the target, unchanged from 2022.

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

ITU data find that approximately 67% of the world's population, or 5.4 billion people, is now online, up from 54% in 2019. This represents an annualized growth rate of around 6% over 2021. In 2023, Internet use was 93% in high-income countries, 55% in LMICs but just 35% in the LDCs.
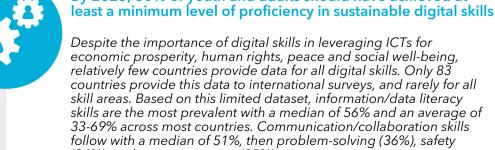
TARGET 4: PROMOTE DIGITAL SKILLS DEVELOPMENT

By 2025, 60% of youth and adults should have achieved at least a minimum level of proficiency in sustainable digital skills

Despite the importance of digital skills in leveraging ICTs for economic prosperity, human rights, peace and social well-being, relatively few countries provide data for all digital skills. Only 83 countries provide this data to international surveys, and rarely for all skill areas. Based on this limited dataset, information/data literacy skills are the most prevalent with a median of 56% and an average of 33-69% across most countries. Communication/collaboration skills follow with a median of 51%, then problem-solving (36%), safety (34%), and content creation (25%).

TARGET 5: INCREASE USE OF DIGITAL FINANCIAL SERVICES

By 2025, 40% of the world's population should be using digital financial services

According to the latest data from the World Bank's FINDEX 2022 survey, 64% of people aged 15 years and older made and/or received digital payments in 2021. This figure exceeds the global target of 40% on a global basis, but many low-income, lower-middle income countries have not yet reached this target.

TARGET 6: GET MSMEs ONLINE

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

Data availability for MSMEs globally is very sparse. For example, connectivity data by enterprise size is widely available for high-income nations but often excludes micro-enterprises. Most low- and middle-income countries lack even aggregated data on enterprises with Internet access, making it difficult to gauge the problem's severity. The type of connectivity also matters; a one-person micro-enterprise might find a smartphone with wireless access sufficient for operation. However, where available, data shows a gender gap in mobile Internet use by micro-entrepreneurs.

TARGET 7: BRIDGE THE GENDER DIGITAL DIVIDE

By 2025, gender equality should be achieved across all targets

According to the latest ITU estimates, 70 per cent of all men were using the Internet in 2023 compared to 65 per cent of women. Gender parity increased from 0.90 in 2019 to 0.92 in 2023. Some regions and income groups have achieved gender parity in Internet usage, including some among high-income countries, SIDS, Latin America and the Caribbeans, CIS countries, and Europe. However, despite increases in gender parity, women account for a disproportionate – and increasing – share of the global offline population. In fact, women now outnumber male non-Internet users by 17 per cent, up from 11 per cent in 2019.

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

2025 BROADBAND TARGETS COMMISSION