

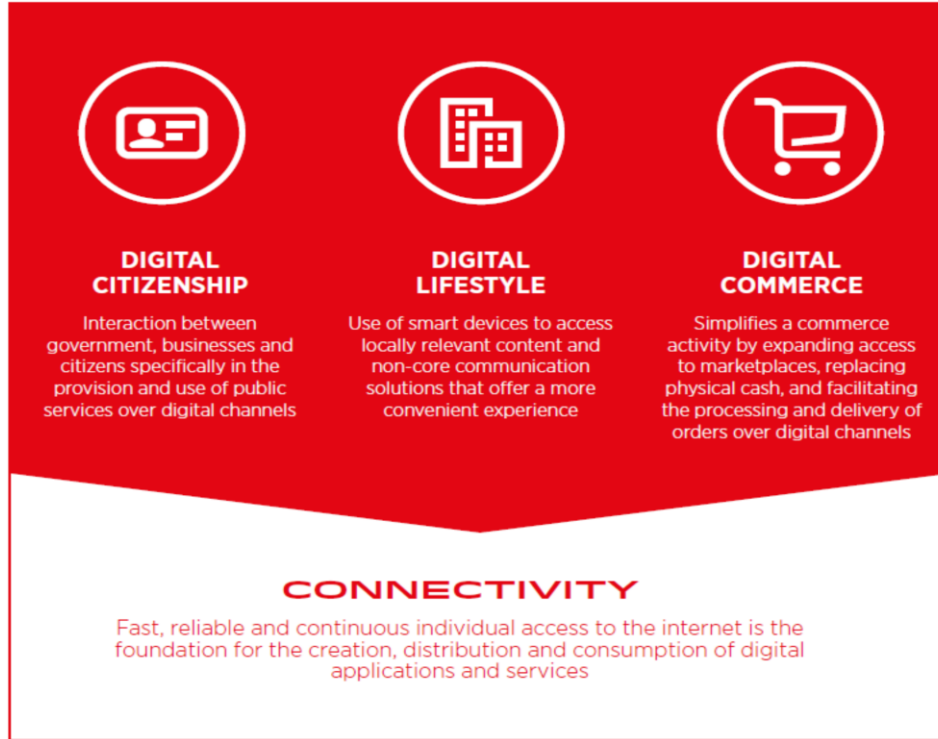
# Advancing Digital Societies in Asia

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# Key elements of a digital society

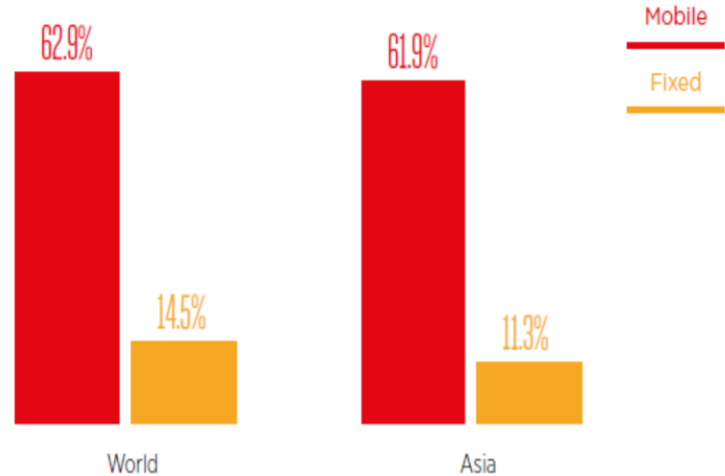




# Mobile: enabling a digital society

- Wireless networks cover a wide area with greater efficiency than many other technologies
- In Asia, 2G network covers more than 90% of the population while mobile broadband (3G & 4G) covers nearly 50%
- Advancement of networks and devices now facilitate the delivery of feature-rich services and other complex transactions
- Potential for universal mobile connectivity makes it suitable to deliver key digital services, including identity and financial access

Mobile versus fixed line penetration, 2015



# The digital society landscape in Asia

## EMERGING DIGITAL SOCIETY

Exhibit the early stages of a digital society with an emphasis on digital and financial inclusion.



**DIGITAL CITIZENSHIP**  
Identity is based primarily in physical documents. Some citizens will not have these documents and will struggle to prove their identity.



**DIGITAL LIFESTYLE**  
Is likely to be limited due to insufficient infrastructure and cost barriers.



**DIGITAL COMMERCE**  
May display advanced levels of simple digital payment systems eg. mPesa. Online banking and card-based payments likely to be low.

## TRANSITION DIGITAL SOCIETY

Some personalised services are available to citizens, allowing them to perform private transactions with public and private institutions online.



**DIGITAL CITIZENSHIP**  
Some forms of digital identity are available but are likely to be limited to a few specific use cases and not yet widely adopted.



**DIGITAL LIFESTYLE**  
As Infrastructure develops some elements of digital lifestyle may become more prevalent.



**DIGITAL COMMERCE**  
As the number of citizens with bank accounts rises, more complex digital payments, such as loan facilities and online insurance schemes, become available.

## ADVANCED DIGITAL SOCIETY

A high level of integration of public and private infrastructure and services. A strong emphasis on efficient utilisation of scarce resources.



**DIGITAL CITIZENSHIP**  
Robust, secure solutions for establishing digital identity have been fully integrated across public and private spheres.



**DIGITAL LIFESTYLE**  
High levels of infrastructure and investment lead to implementation of smart-city programmes and adoption of IoT across industry verticals.

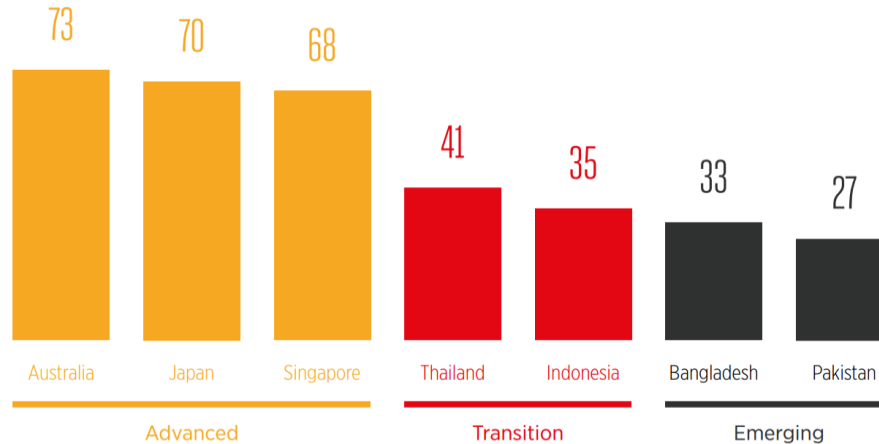


**DIGITAL COMMERCE**  
Digital payments are prevalent across all aspects of society and become the standard method of interacting with money.



# Analysis of current level of digitisation

Digital society: country index scores



- Based on a two-pronged approach of quantitative metrics and qualitative evidence
- Tool for countries to understand their current level of digitisation and put in place the necessary policies and governance structures to move up the digital society value chain



# Moving up the digital society value chain

- No single pathway to a digital society or pinnacle of digitisation
- Policymakers need to establish governance structures and regulatory frameworks to support the advancement of a digital society
- Requires a coherent and holistic approach to addressing key issues in the emerging digital landscape, including consumer protection, privacy and data protection, network security, taxation, and universal service and accessibility
- The aim should be to quickly modernise traditional policies and frameworks, taking into account the intricacies of the emerging digital landscape



# A practical roadmap for growth: general principles and practices

- Governments need to become more involved in the digitisation process;
  - Secure high-level political commitment to the digitisation strategy to ensure inter-agency cooperation
  - Become leading digital users to stimulate the use of digital services
  - Engage all stakeholders
- Central objective of regulatory policy should be to promote innovation in the digital ecosystem;
  - Build regulations and regulatory institutions around the concept of functionality, rather than legacy technologies or industry sectors
  - Regulations should be dynamic rather than static
  - Broad-based and bottom-up re-evaluation of regulation, its goals, and the means by which those goals are accomplished
- Establish ahead of time what success looks like to keep track of progress and quickly identify any gaps or challenges in the implementation of a digital society agenda



# A practical roadmap for growth: Emerging digital societies

- Focus on holistic planning
- Build foundational elements for more advanced digital activities and transactions (e.g. e-commerce)
- Establish the enabling regulatory environment for creative disruption (e.g. new entrants) to occur
- Tackle barriers to connectivity for unconnected populations, including access and affordability





# A practical roadmap for growth: Transition digital societies

- Progress from connectivity to hyper-connectivity, epitomised by interoperability across networks and sectors
- Extend and streamline public service delivery by integrating government operations
- Shift orientation to greater citizen-centric service delivery
- Develop broader m-services ecosystem and accelerate interconnectivity and interoperability of industries (e.g public infrastructure)



# A practical roadmap for growth: Advanced digital societies

- Focus on improving citizen experience in accessing public services through multiple digital channels
- Streamline digital IDs
- Take the lead in setting standards and push for regional harmonisation to drive economies of scale
- Share best practices in key areas, such as IoT and 5G, to create a truly 'Digital Asia'



# Regional organisations have a role to play

- Strengthen links with non-state actors, such as the private sector, NGOs and academia, for an inclusive approach to tackling the complex issues of a digital era
- Use the challenges of a digital era to revive and rejuvenate member collaboration (e.g digital commerce and digital identity can form the foundation for regional development goals)
- Identify alternative mechanisms to encourage action among members
- Provide platform for national-level lessons and successes to be propagated so that emerging and transition societies have reference points for best practices
- Promote standards and international best practices for measuring success



**Thank you**

April 2016

