INFORMATION AND
COMMUNICATION
TECHNOLOGIES
AUTHORITY

ITU Regional Forum for Europe on Meaningful Connectivity

Session 1: The Digital Divide in Europe: Ensuring meaningful and inclusive connectivity

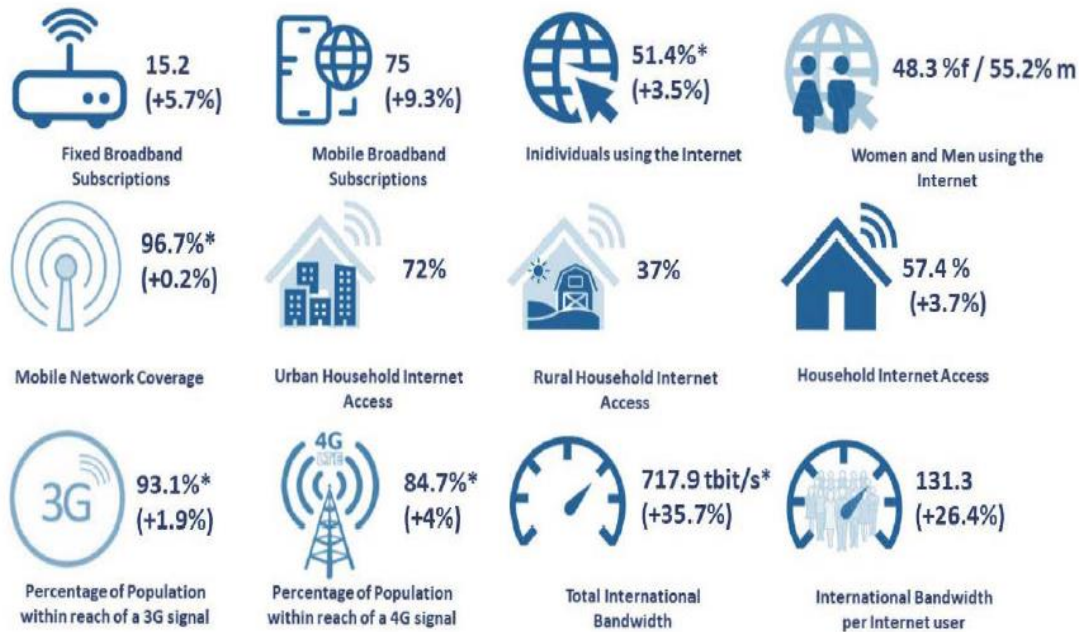**Mehmet ÖZCAN**
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March 8, 2021

Agenda

- **Digital Divide - Global Indicators**

- **Internet Adoption Barriers**

- **Possible measures to increase demand**

- **An overview of Broadband Internet in Turkey**

- **Selected regulations and initiatives targeted to spesific groups in Turkey**
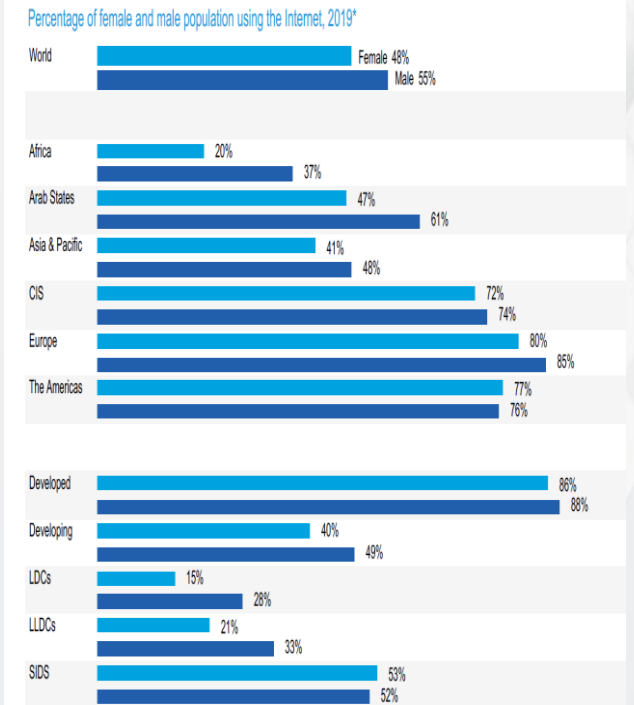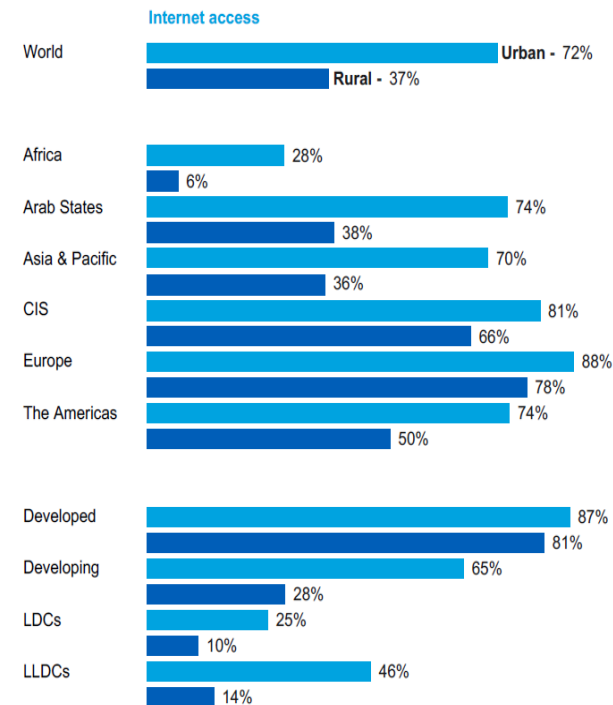
Global Connectivity!

Global ICT indicators

15.2 (+5.7%)
Fixed Broadband Subscriptions

75 (+9.3%)
Mobile Broadband Subscriptions

51.4%* (+3.5%)
Inidividuals using the Internet

48.3 %f / 55.2% m
Women and Men using the Internet

96.7%* (+0.2%)
Mobile Network Coverage

72%
Urban Household Internet Access

37%
Rural Household Internet Access

57.4 % (+3.7%)
Household Internet Access

3G 93.1%* (+1.9%)
Percentage of Population within reach of a 3G signal

4G 84.7%* (+4%)
Percentage of Population within reach of a 4G signal

717.9 tbit/s* (+35.7%)
Total International Bandwidth

131.3 (+26.4%)
International Bandwidth per Internet user

*2020 estimate

Source: Digital Trends in Europe 2021

Internet Access (urban vs rural & female vs male)

Internet access

	Urban	Rural
World	72%	37%
Africa	28%	6%
Arab States	74%	38%
Asia & Pacific	70%	36%
CIS	81%	66%
Europe	88%	78%
The Americas	74%	50%
Developed	87%	81%
Developing	65%	28%
LDCs	25%	10%
LLDCs	46%	14%

Percentage of female and male population using the Internet, 2019*

	Female	Male
World	48%	55%
Africa	20%	37%
Arab States	47%	61%
Asia & Pacific	41%	48%
CIS	72%	74%
Europe	80%	85%
The Americas	77%	76%
Developed	86%	88%
Developing	40%	49%
LDCs	15%	28%
LLDCs	21%	33%
SIDS	53%	52%

Source: ITU, Measuring Digital Development, Facts and Figures 2020

Connectivity - Internet adoption barriers
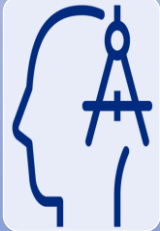

Source: Philbeck, 2017
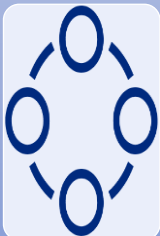
Digital Divide-Demand vs Supply

DEMAND

Affordability
- Services
- Devices

Digital Skills & Inclusion
- Gender
- Age
- Literacy
- Disability

Relevance
- Content
- Awareness
- Privacy/Security

SUPPLY

Infrastructure
- Regulations
- Investment
- Funding

DISADVANTAGEOUS

- Female
- Low Income groups
- Rural Population
- Elderly People
- People with Disabilities
- Illiterate

Possible Measures to Increase Demand

- **Develop policies, campaigns, subsidy programmes for disadvantageous groups**

- **Reduce service and device costs**
  - Reduce tax on services and end-user devices
  - Tariff discounts/direct subsidies for vulnerable groups

- **Develop awareness campaigns emphasizing benefits of being connected, and address privacy/security issues**

- **Encourage digital content diversity including local content,**

- **Promote accessibility and social inclusion, and stimulate demand with special groups (women, elderly, disabled etc.)**

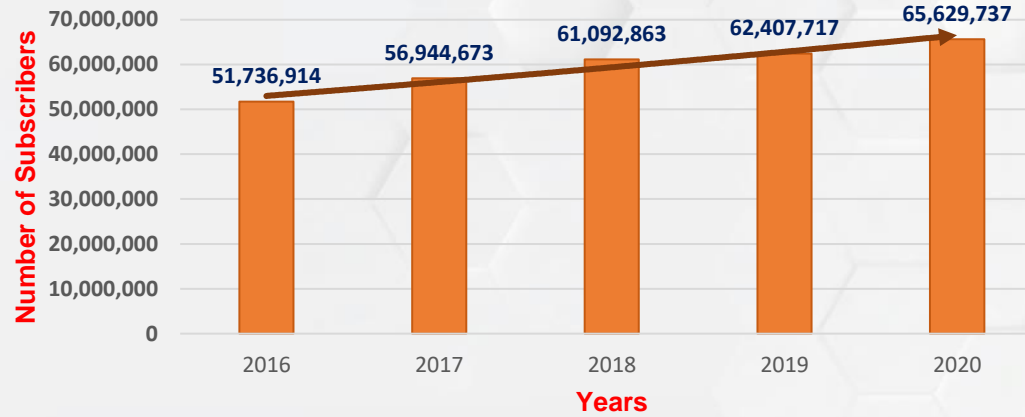- **Fund public internet access points, public wi-fi networks**
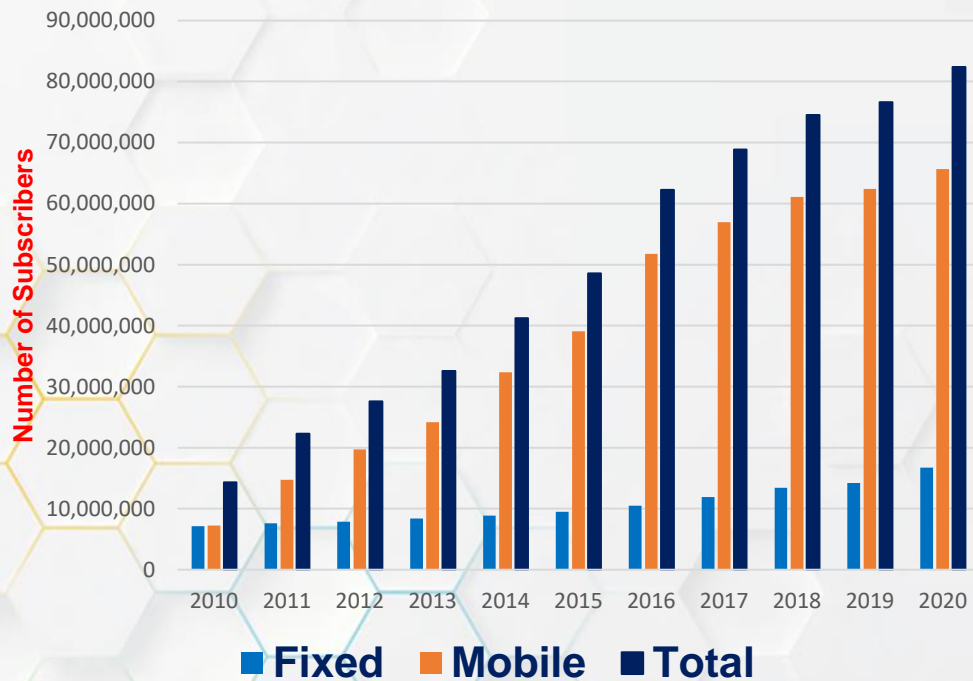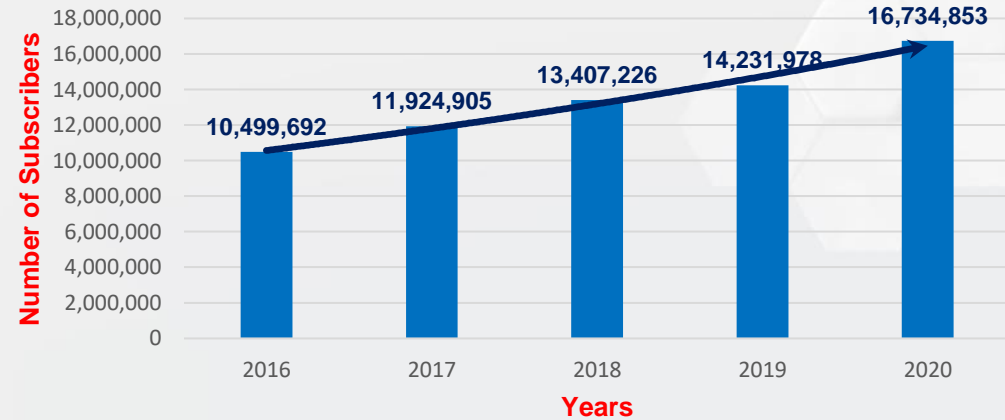
PWDs as a special focus group for inclusion & connectivity

Measures for People with Disabilities →2018 ICTA Regulation

Operators Having +200K Subscribers

25% Discount for Voice, SMS, Data, & Bundle Services

Data Only Plans for Hearing Impaired

Prioritize Software & Designs Developed or Used By PWDs

+2.5 Million* PWDs Benefited →Accessibility & Affordability of Services

*combined

«Regional Internet Offers» to increase connectivity

Regional Offers

Launched in 2017 → affordable prices + discounts

Township-spesific

Targeted to low income groups living in townships where broadband penetration is below 40 %

Broadband Plans

845 thousand households introduced to internet→2020-Q4

Picture Source: teknodiot.com

«İnternet Bizden Offers» Boosting penetration with entry level-low priced plans

Fixed Broadband Penetration Project

Picture Source: teknodiot.com

- Launched in 2017 Q1 (wholesale & Retail)
- Goal: Increase broadband penetration with affordable prices
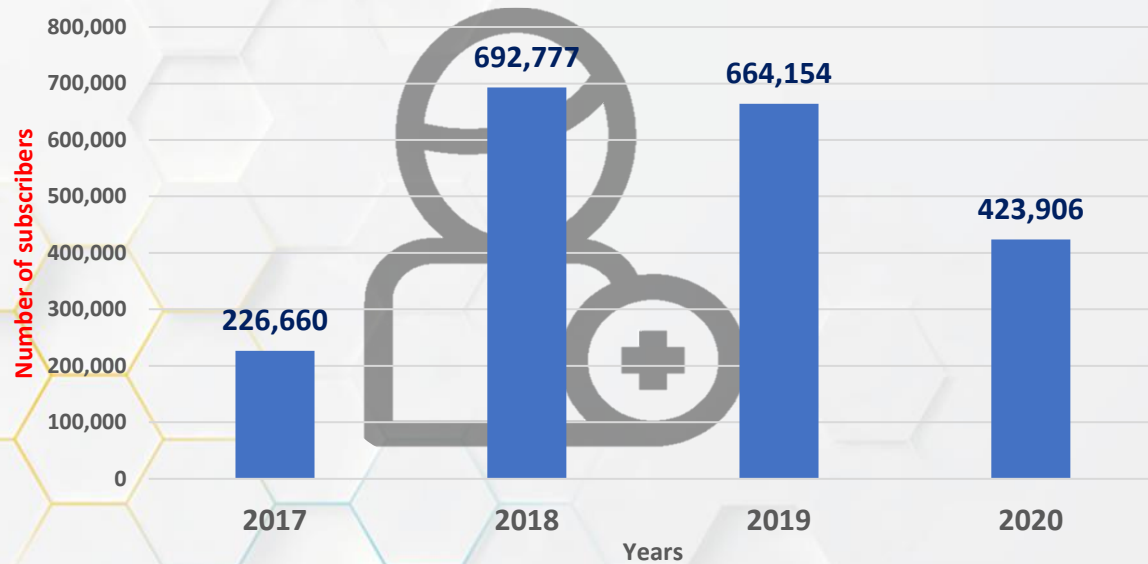- Target Group: Nonsubscribers & Unsubscribed
- Alternative Speed and Data Allowance plans
- Availability on ADSL, FTTH, FTTC Networks
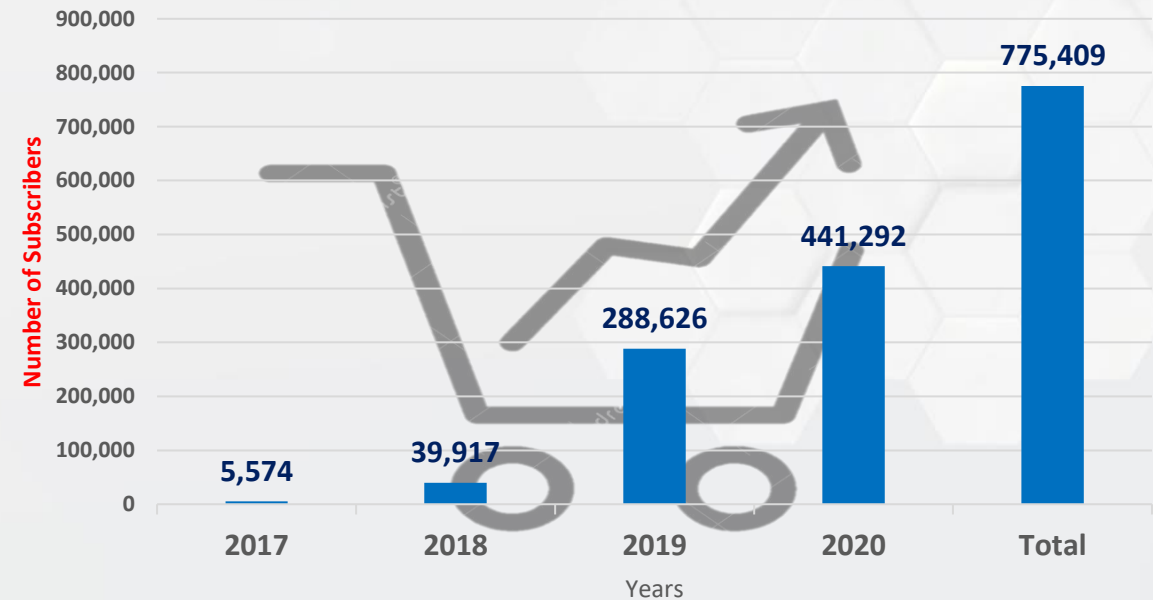- Wholesale Support to ISPs

«İnternet Bizden Offers» New Subscribers and Upsells

**"Internet Bizden" Offers
New subscribers by year**

Number of subscribers

- 2017: 226,660
- 2018: 692,777
- 2019: 664,154
- 2020: 423,906

Years

+ 2M New Subscription in total

Upsell Subscribers

Number of Subscribers

- 2017: 5,574
- 2018: 39,917
- 2019: 288,626
- 2020: 441,292
- Total: 775,409

Years

Thank You

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