



## Reaching Base-of-the-Pyramid (BOP) Users

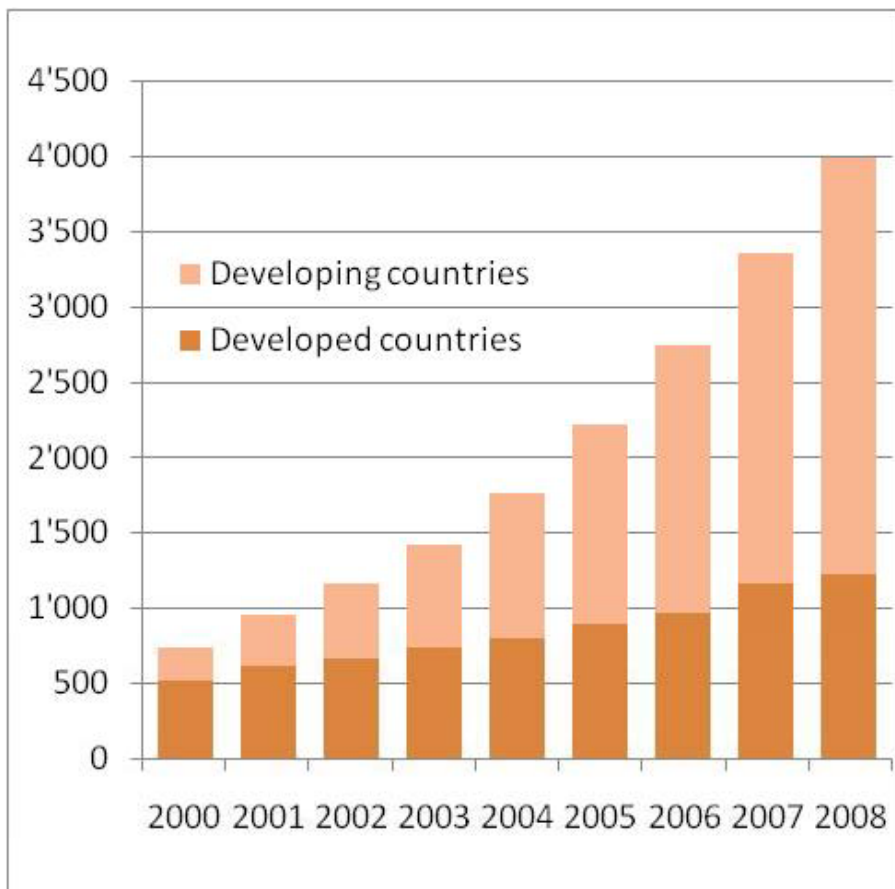
**Tim Kelly,**  
**LIRNEasia 5<sup>th</sup> anniversary celebration,**  
**Colombo, 11 December 2009**

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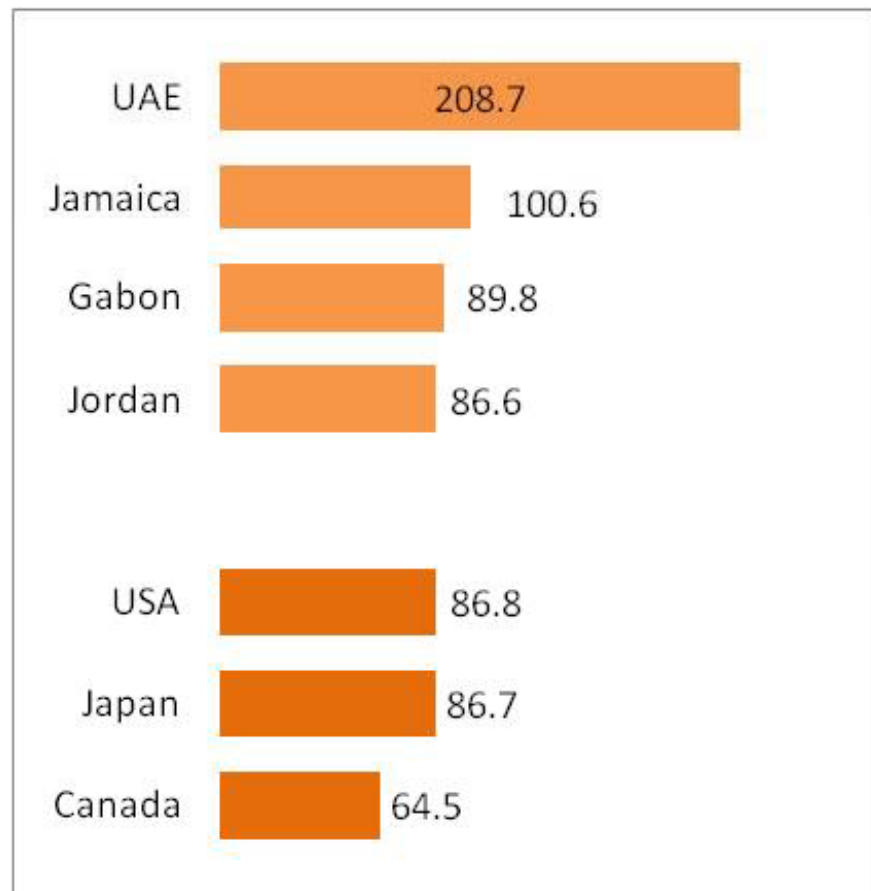


## Mobile phones have narrowed the gaps in voice communications worldwide



**Mobile phones worldwide, millions**

## Some developing countries are beginning to leapfrog OECD counterparts



**Mobile density, per 100 pop.**

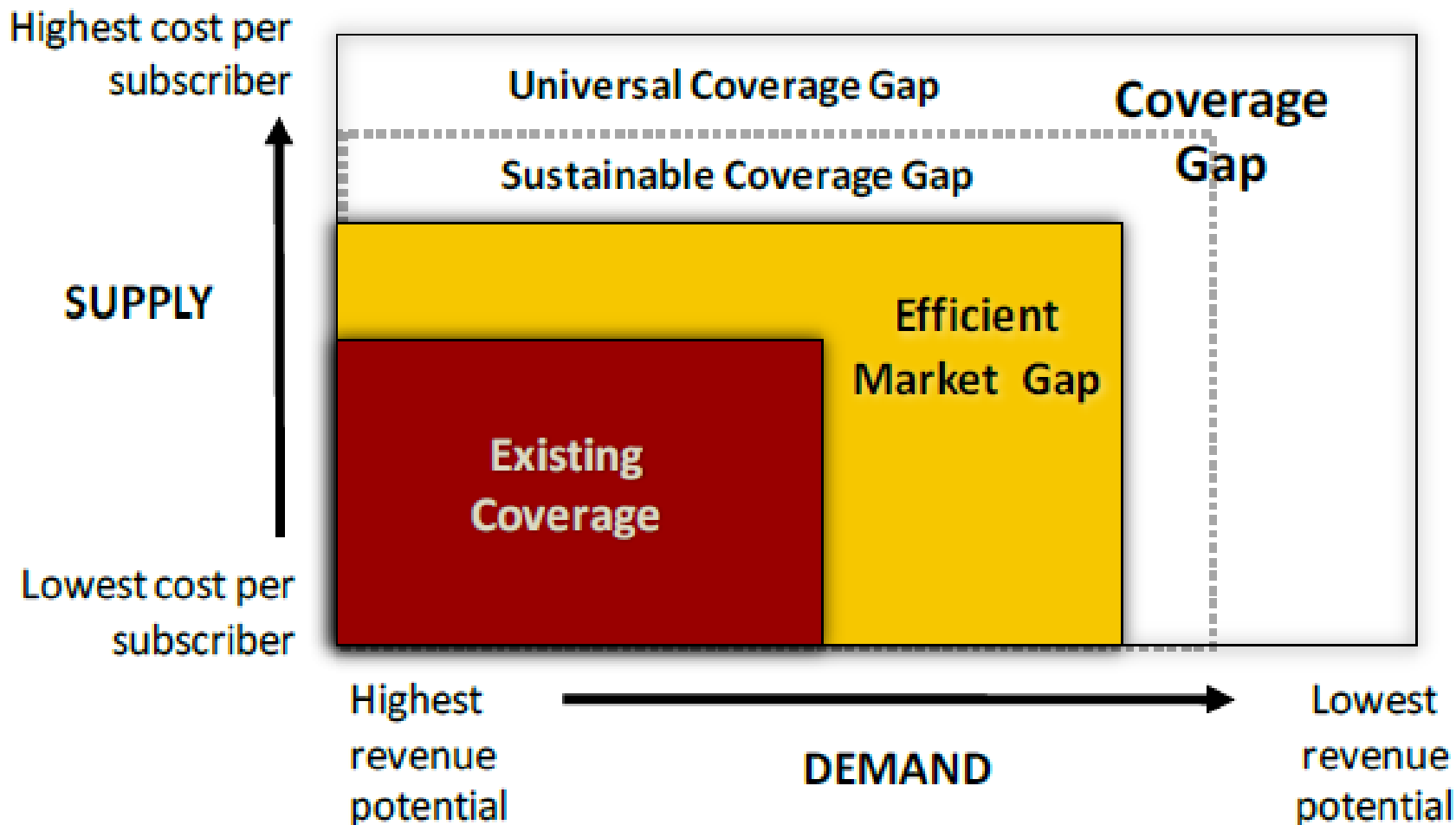


Click on icon to  
show animation

## **Growth of mobile phone penetration in Brazil, Russian Federation, India, China and South Africa (BRICS), 1995-2007**



# Analyzing the coverage gap

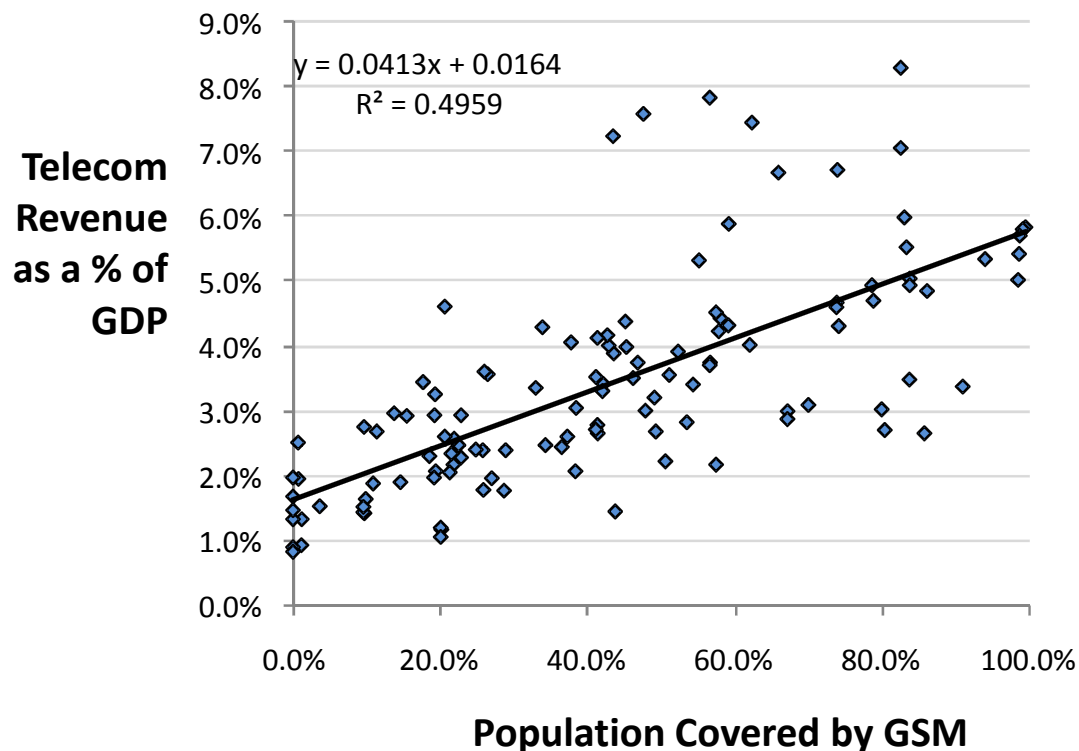




# The economics of mobile coverage

• Reaching Base of the Pyramid Users effectively means **extending mobile coverage and improving affordability**

• Africa illustrates the relationship between **telecoms revenue as a % of GDP and extending GSM coverage**



## Africa analysis for Mobile Coverage

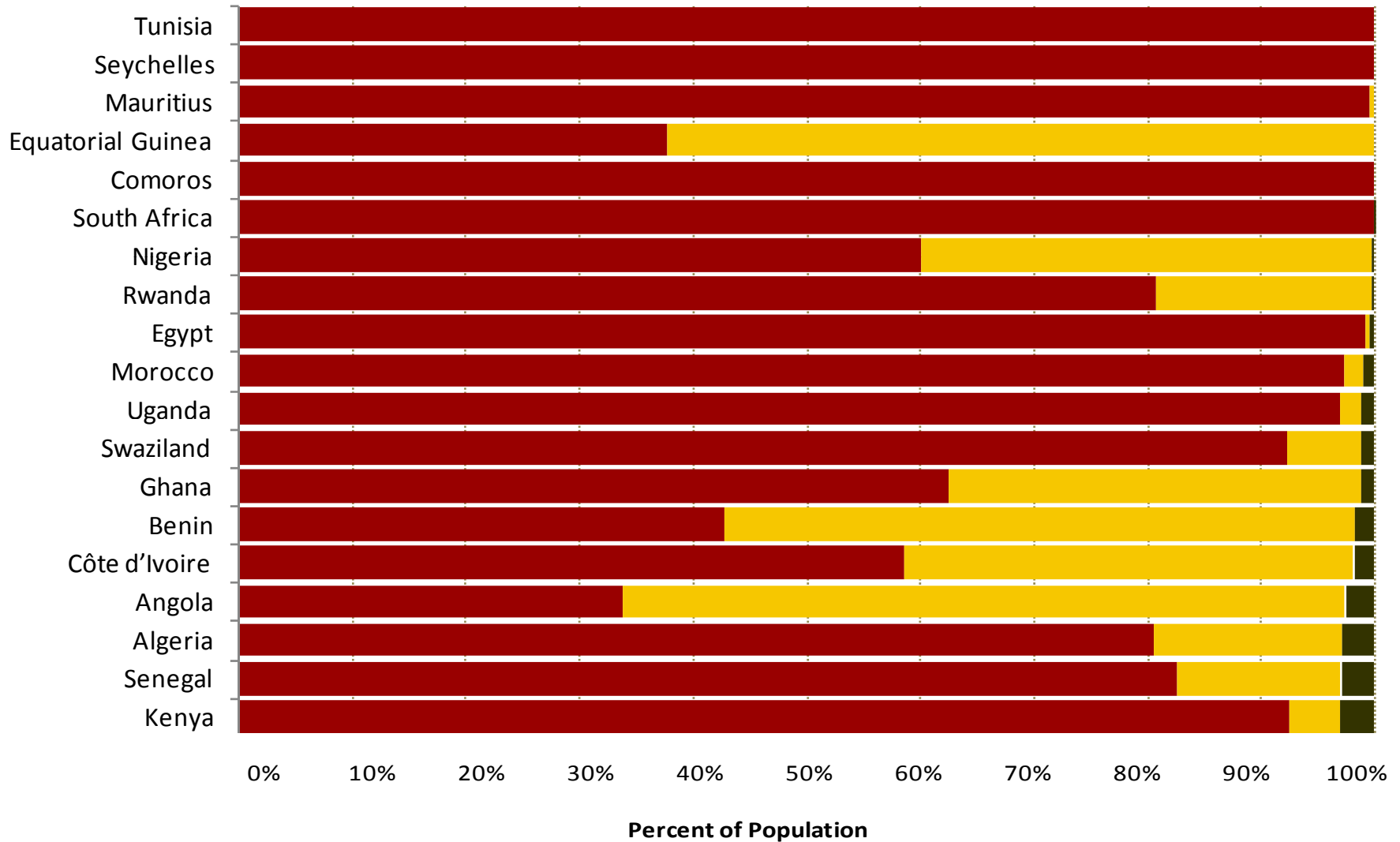
	Efficient-market gap	Sustainable coverage gap	Universal coverage gap
Investment (% of GDP)	0.07	0.03	0.07
Average annual investment (\$ millions)	\$869.1	\$335.2	\$869.5
Total investment (\$ billions)	\$7.82	\$3.02	\$7.83
Share of population affected (%)	30.6	3.3	3.9

Source: Africa Infrastructure Country Diagnostic Study (24 SSA countries only)



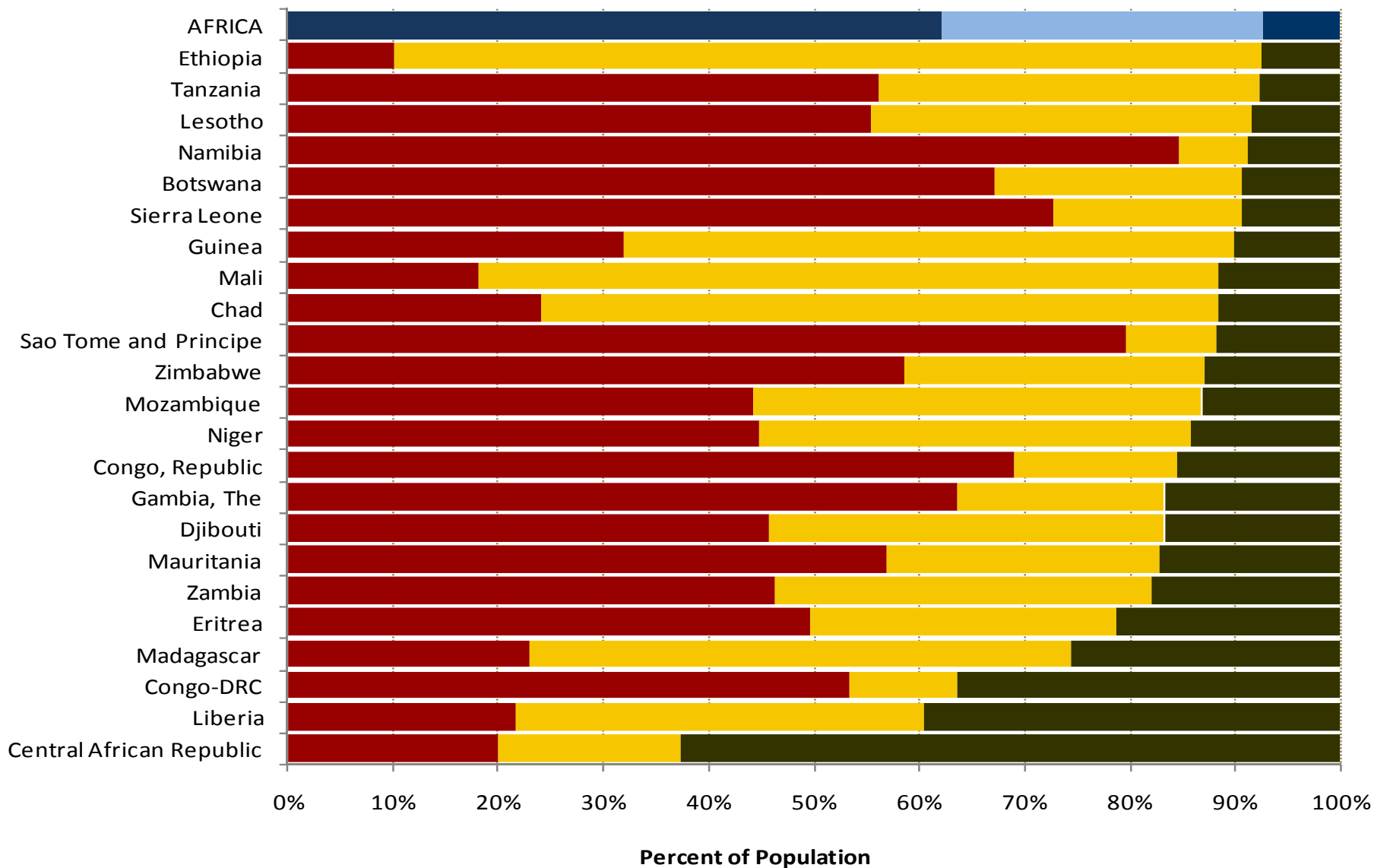
# The methodology in action (top)

Existing Coverage      Efficient Market Gap      Coverage Gap





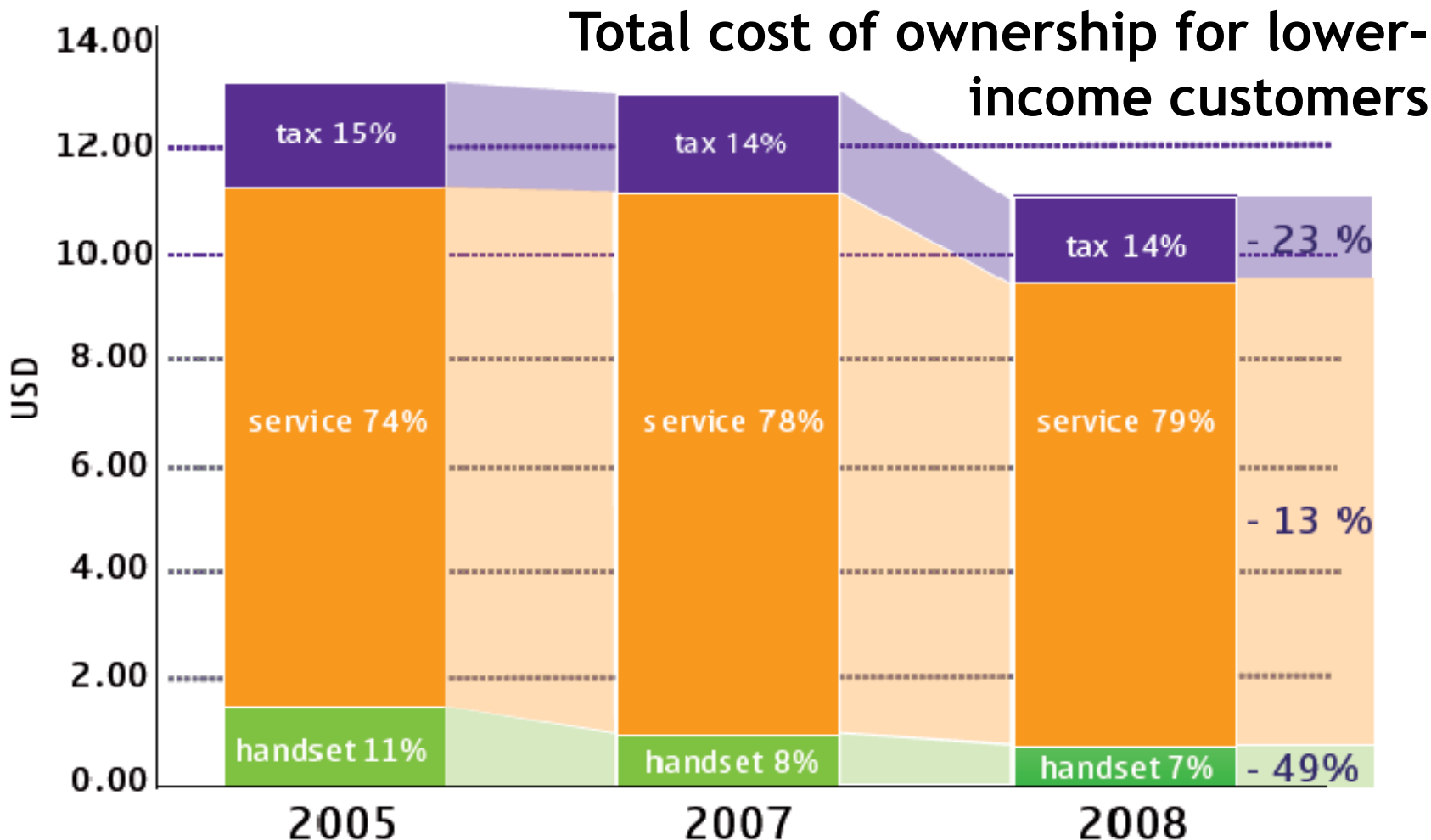
# Methodology in action (bottom)





# Trends in cost of mobile ownership

Source: Nokia

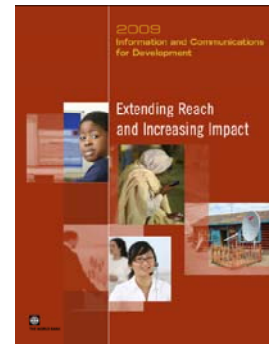


Countries with Total Cost of Mobile Ownership <US\$5 per month:  
 Honduras, India, Bangladesh, Pakistan, Uzbekistan, Indonesia,  
 Sri Lanka, Madagascar, China, Guinea, Mongolia, Malaysia



## Analytical work

- Flagship report: *Information and Communication for Development 2009: Extending reach and increasing impact*
- *The role of mobile phones in sustainable poverty reduction*  
GICT report, June 2008



## M-Payments

- Mobile Money Summit, Barcelona June 22-25 (with GSMA, DFID)
- Banking on mobiles: Why, How, For Whom?  
CGAP Report, 2008
- Micro-payment systems and their application to mobile networks, *infoDev* report, 2006
- M-Banking: A knowledge map, *infoDev* report, 2006



## Partnership activities

- 2010: Planned launch of regional mobile applications laboratories in Africa, Asia and ECA (joint programme between *infoDev* / Govt of Finland / Nokia Corporation)
- 2010: Launch of social networking hubs for mobile communications sector in Africa and ECA (with Mobile Monday)





## Global Information and Communication Technologies



**Thank You**

A graphic consisting of a series of red dots of varying sizes, arranged in a curved path above the text.  
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