



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

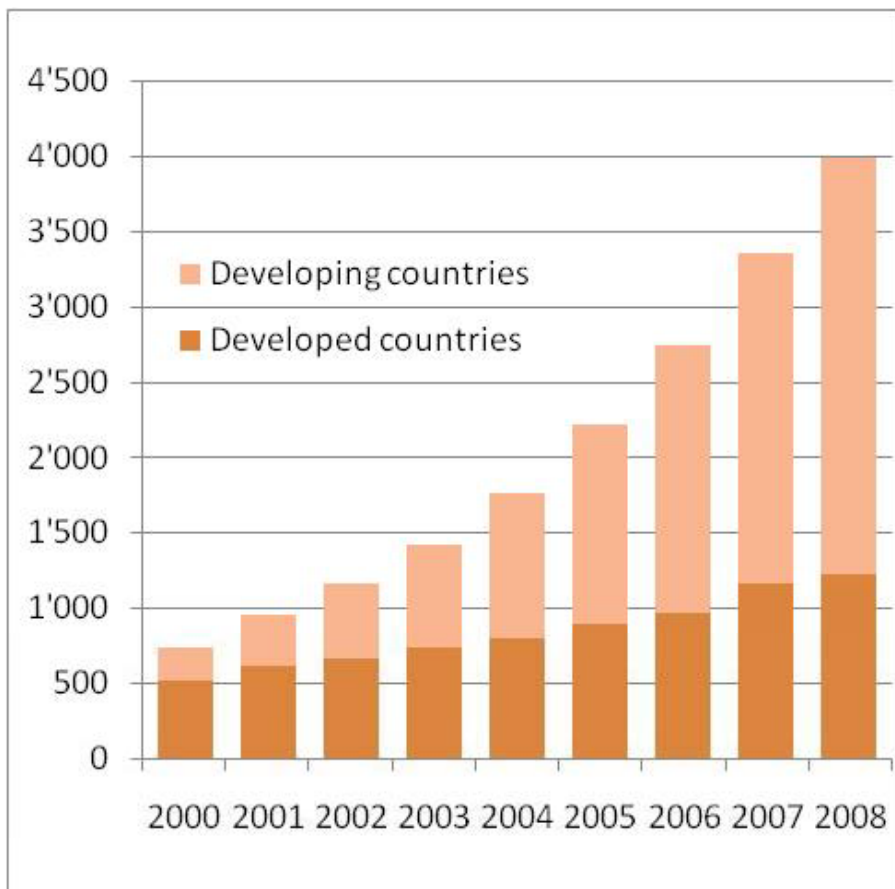
Tim Kelly,
LIRNEasia 5th anniversary celebration,
Colombo, 11 December 2009


infoDev

Innovate. Connect. Transform.

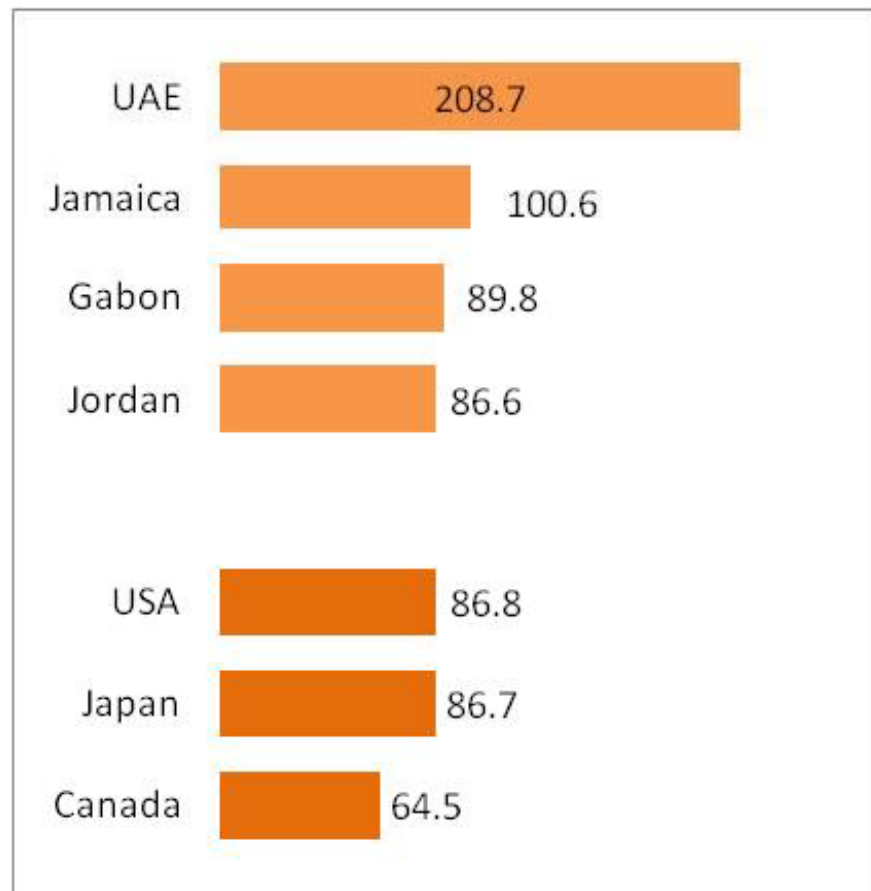


Mobile phones have narrowed the gaps in voice communications worldwide



Mobile phones worldwide, millions

Some developing countries are beginning to leapfrog OECD counterparts



Mobile density, per 100 pop.

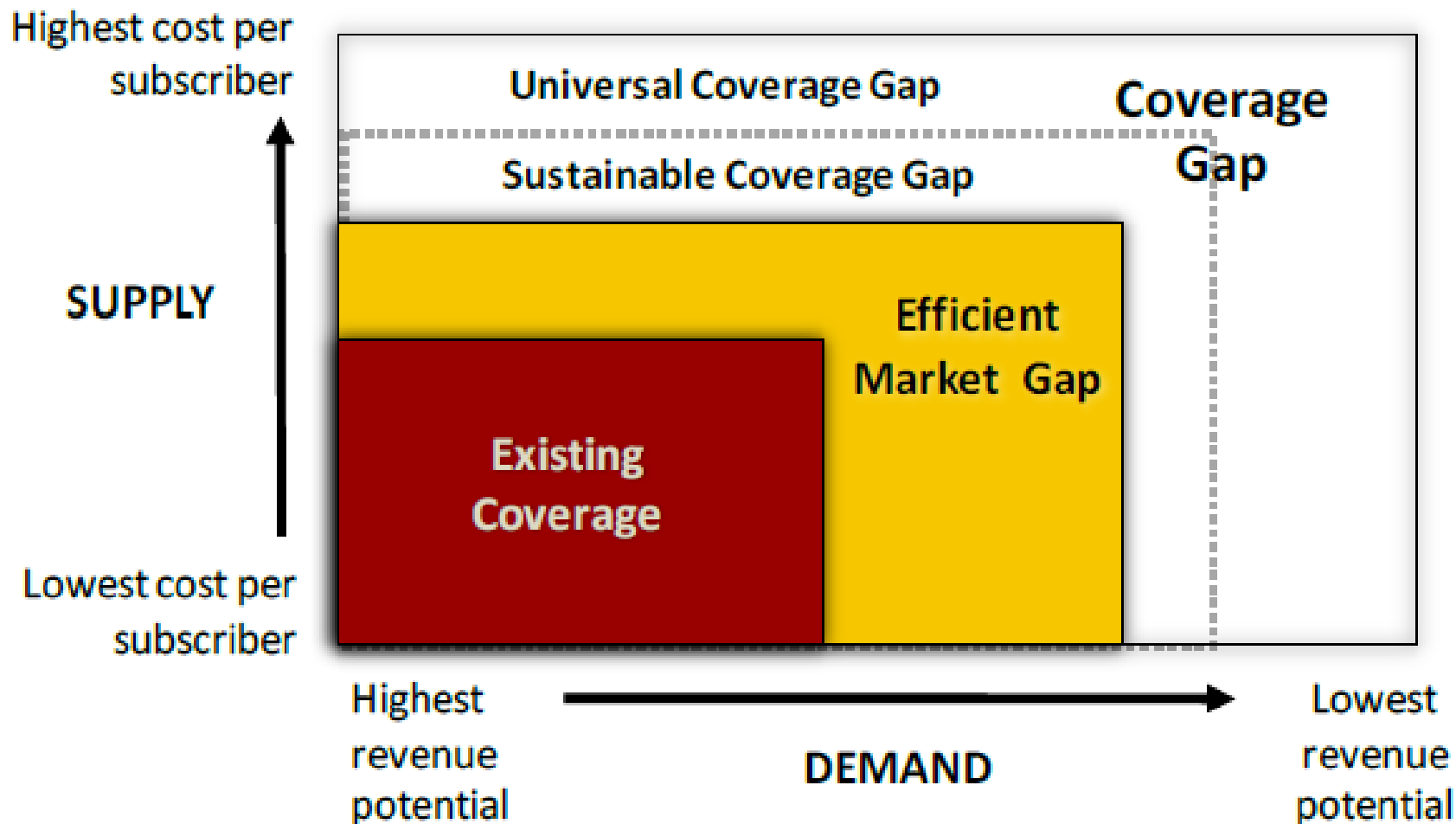


Click on icon to
show animation

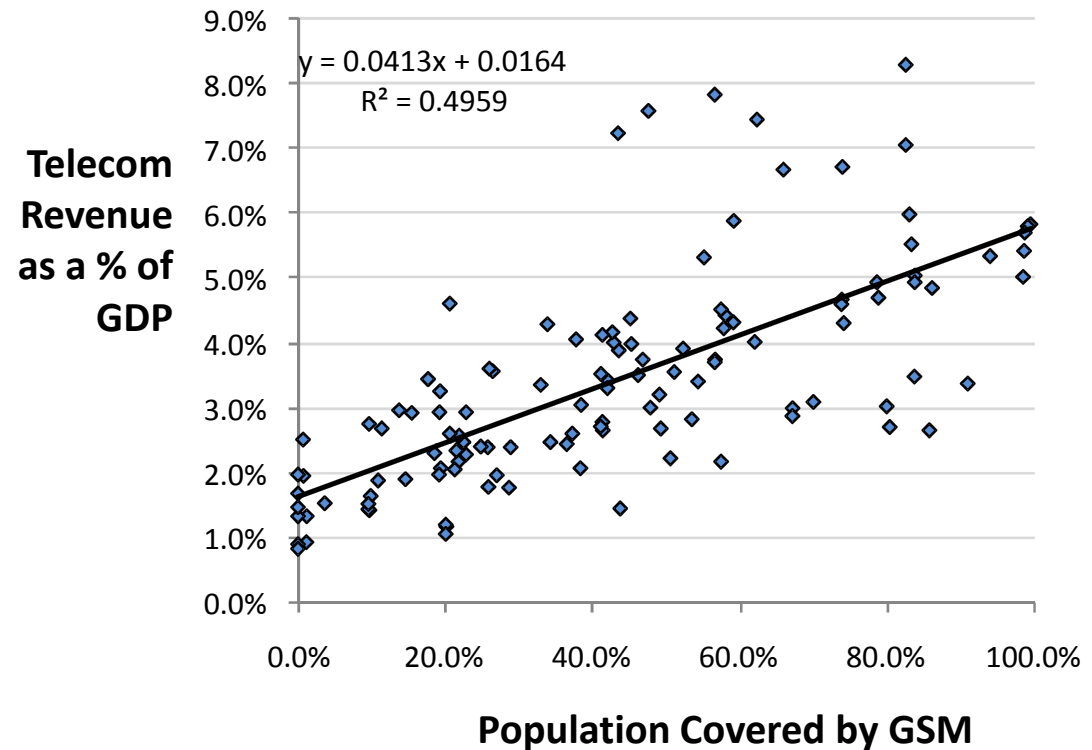
Growth of mobile phone penetration in Brazil, Russian Federation, India, China and South Africa (BRICS), 1995-2007



Analyzing the coverage gap



- 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

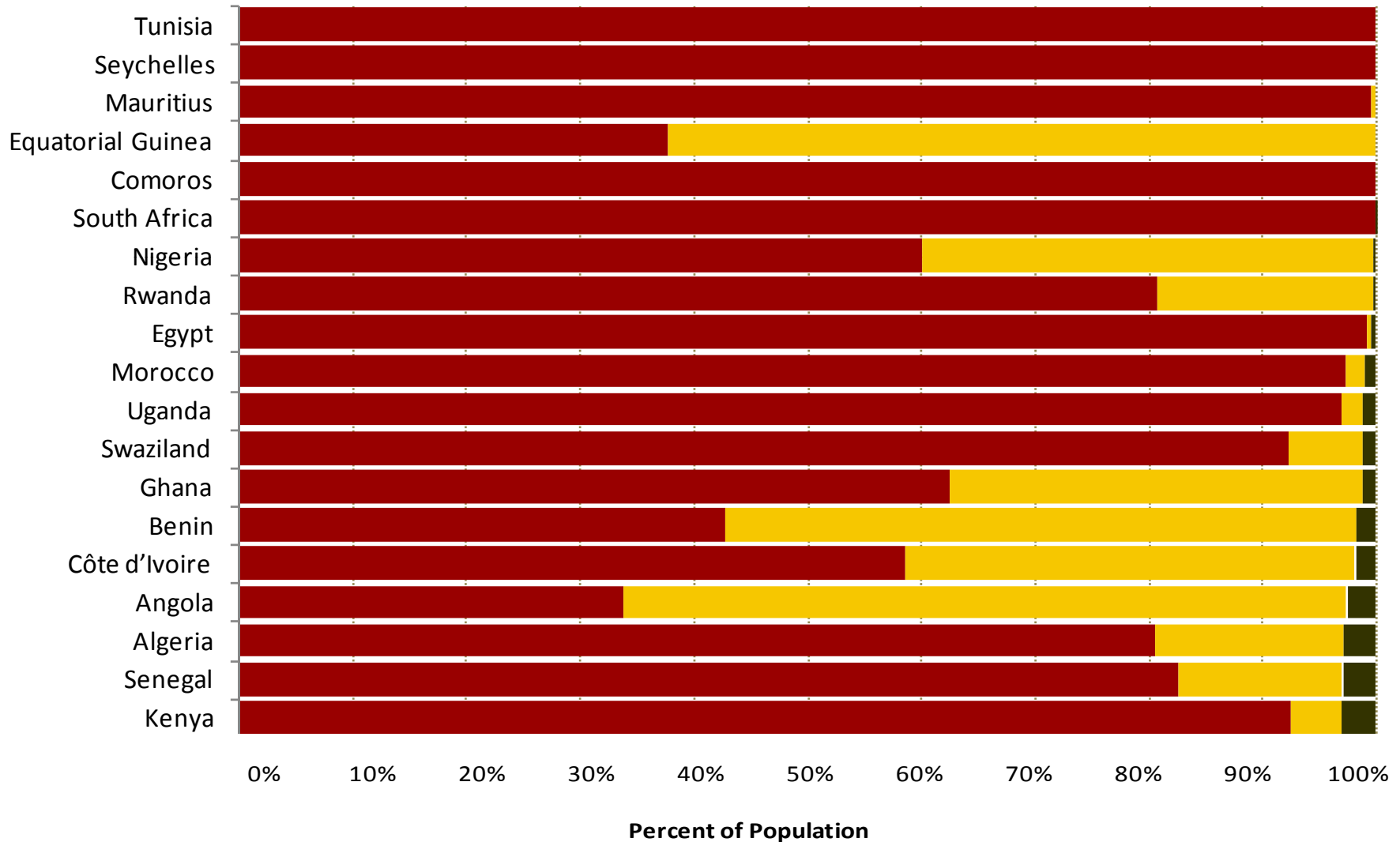
	Efficient-market gap	Sustainable coverage gap	Universal coverage gap
Investment (% of GDP)	0.07	0.03	0.07
Average annual investment (\$ millions)	\$869.1	\$335.2	\$869.5
Total investment (\$ billions)	\$7.82	\$3.02	\$7.83
Share of population affected (%)	30.6	3.3	3.9

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



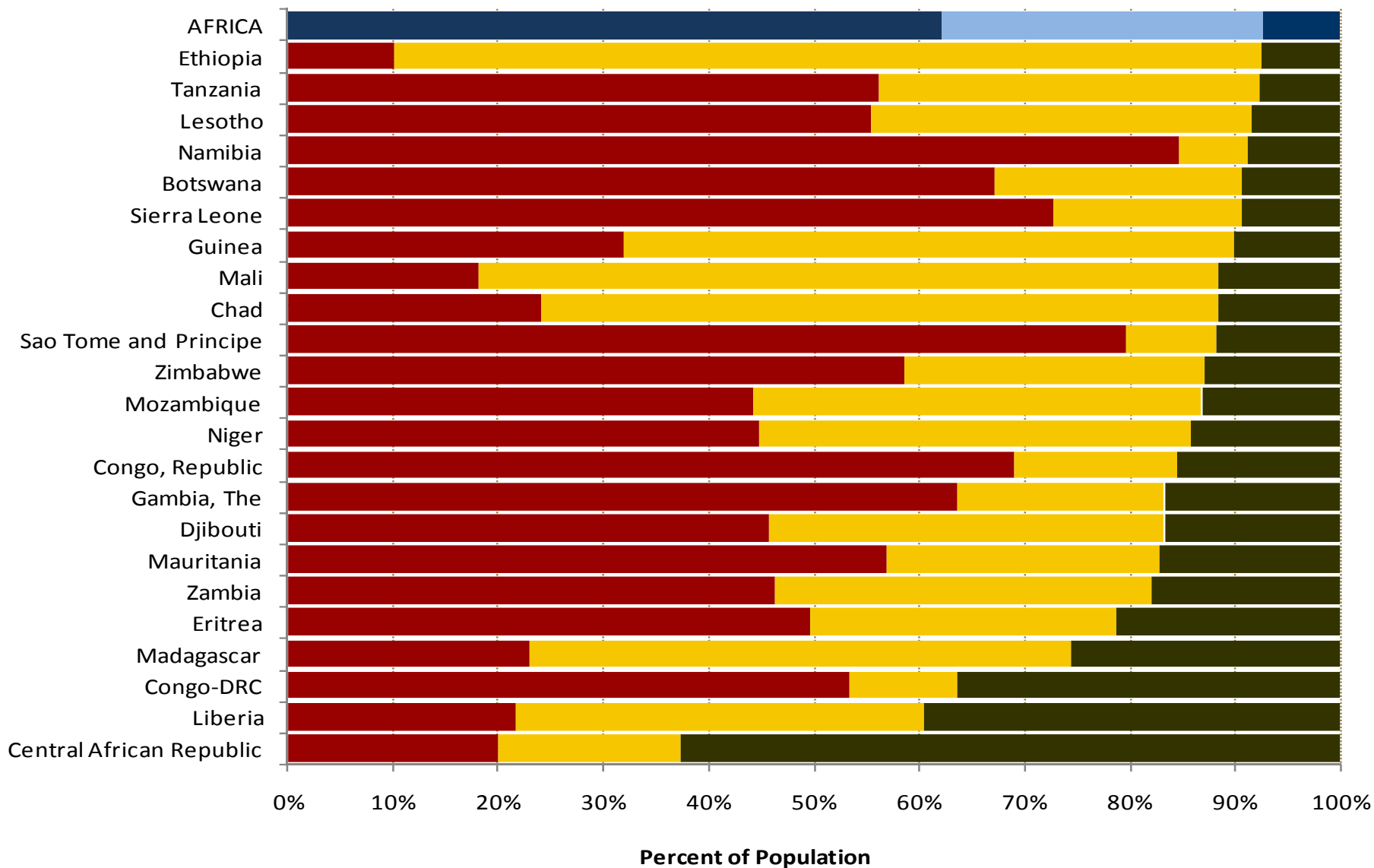
The methodology in action (top)

Existing Coverage Efficient Market Gap Coverage Gap





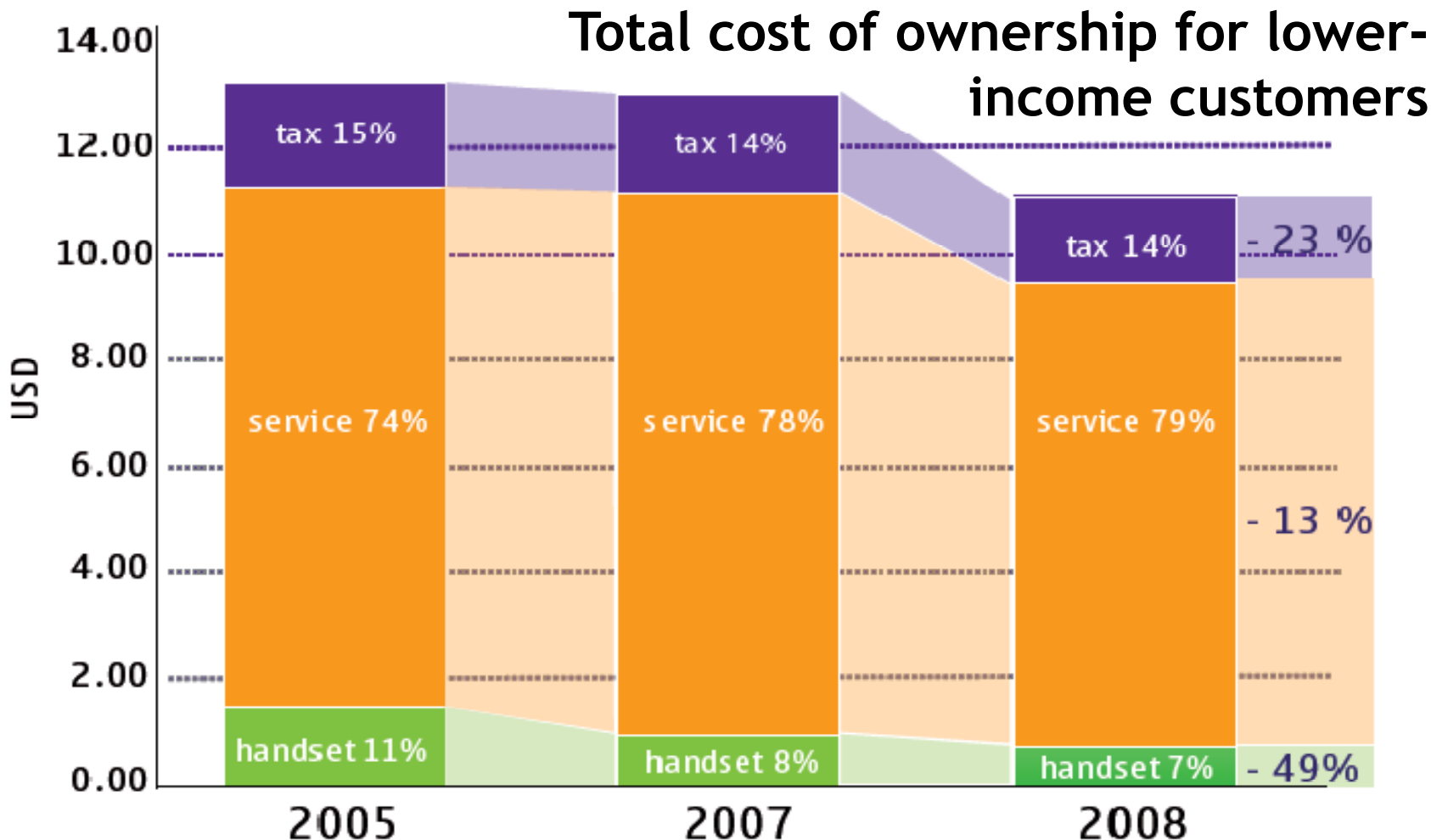
Methodology in action (bottom)





Trends in cost of mobile ownership

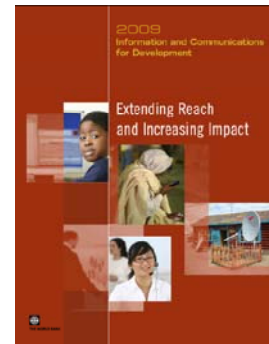
Source: Nokia



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 of seven red dots of varying sizes arranged in a slight arc above the text.
infoDev

Innovate. Connect. Transform.

www.worldbank.org/ict
www.infodev.org