

# Driving the Ecosystem: Smart Financing, and Next Steps to Achieve Global Connectivity



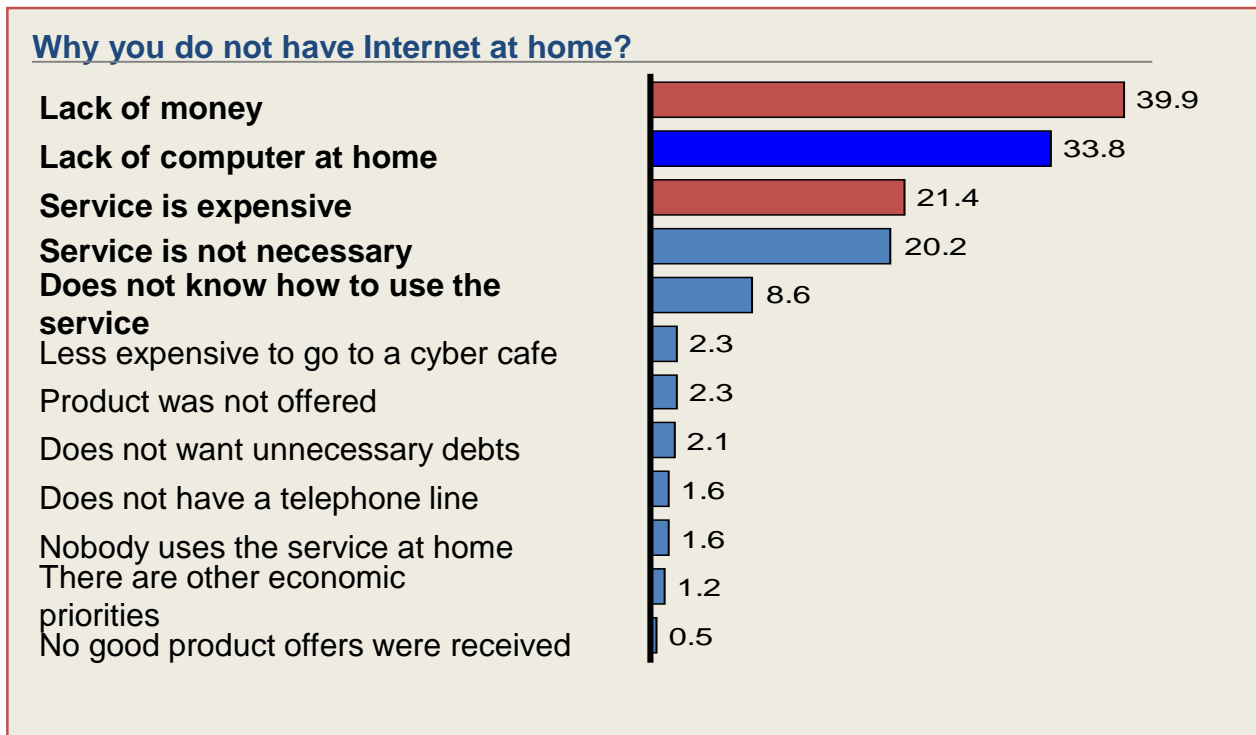
DYNAMIC • SPECTRUM • ALLIANCE



Organization of  
American States

# The main barriers to Internet access at home are high cost, lack of computer and of knowledge on usage

% surveys, Research done to 2300 persons of low income in 43 cities



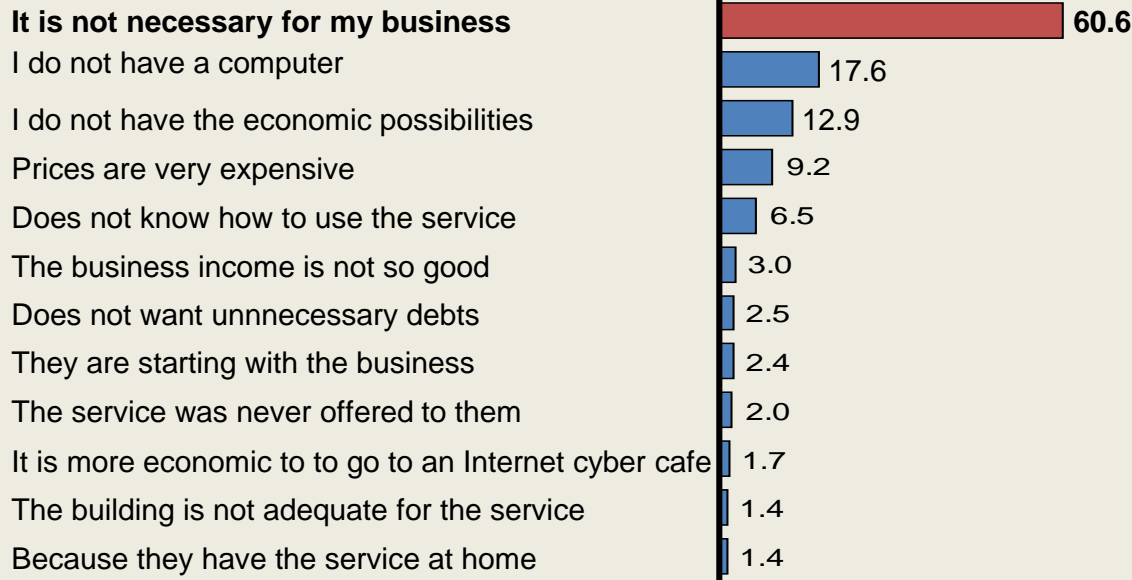
These barriers are due, among others to:

- **High Cost:**
  - PCs
  - Access
- **Lack of:**
  - Knowledge
  - Interest
  - Infrastructure (line, quality of service)

# The main reason for low penetration of Internet in small businesses is the lack of perceived need

% surveys MIPYMES, 43 cities

## Why do not you have Internet in your business?



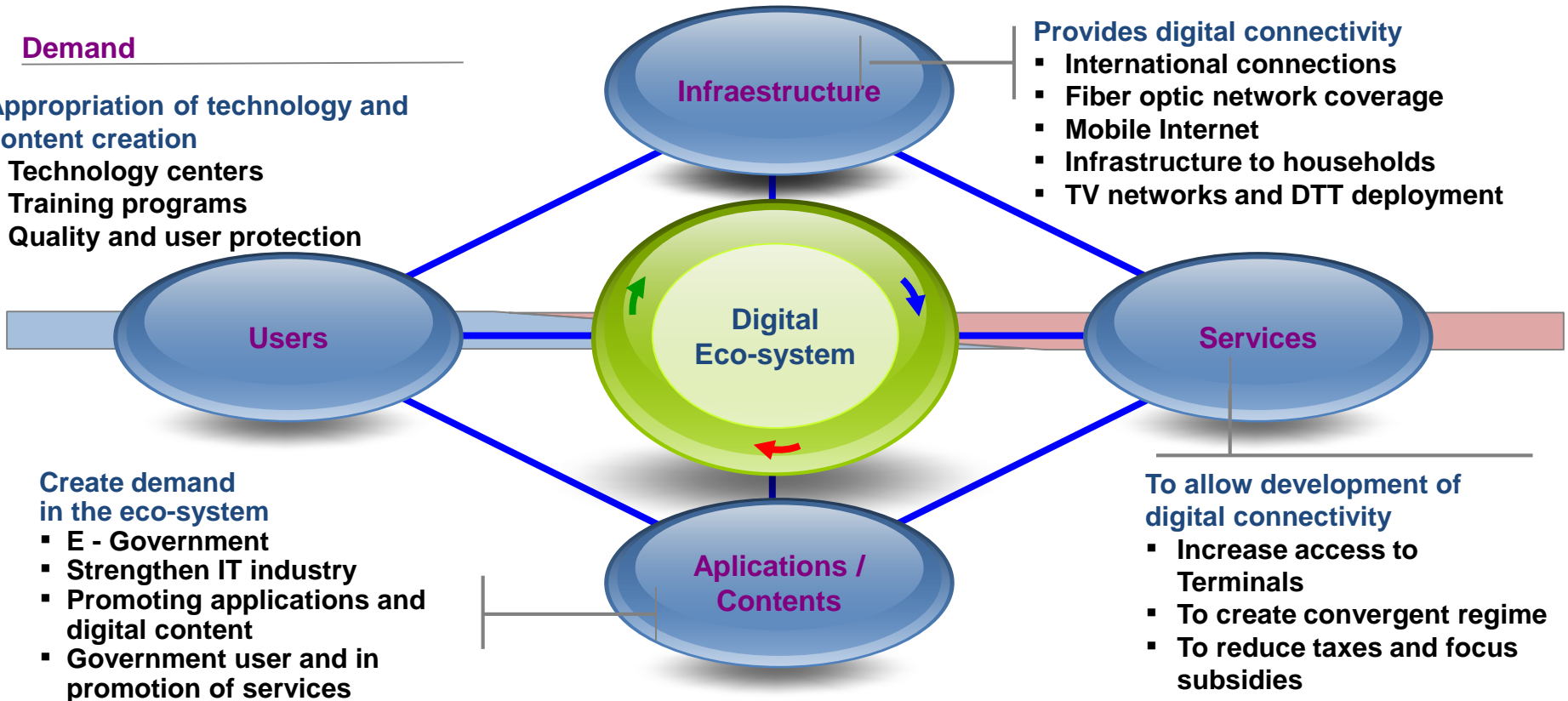
- **The SMEs (MIPYMES) do not see access to Internet as a need of the business**
- **As a high number of SMEs (MIPYMES) are informal, there must be efforts to show the utility of Internet**
- **Economic barriers and the lack of computer are not so relevant as are the persons themselves**

# Digital eco-system, policies and no barriers

## Demand

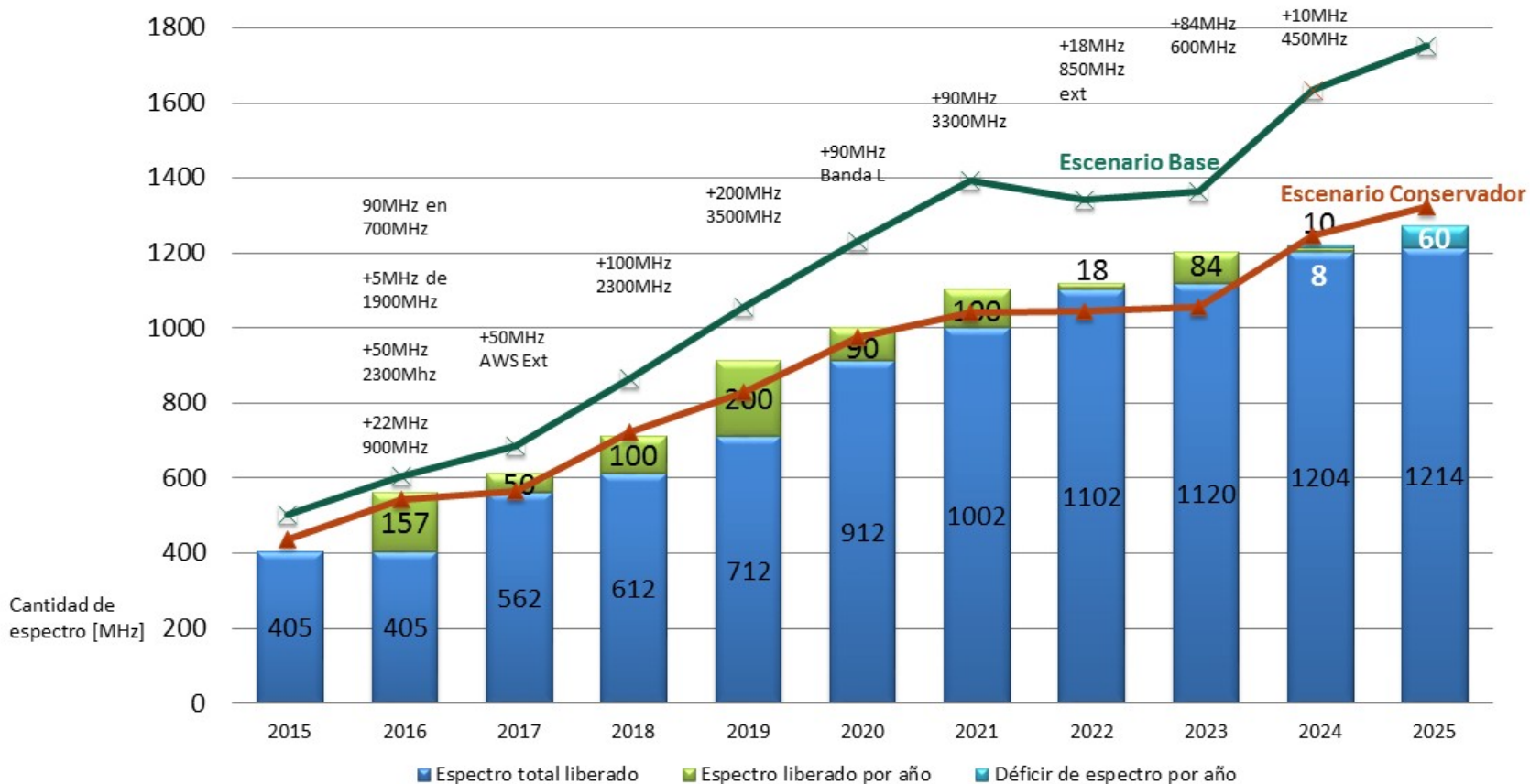
Appropriation of technology and content creation

- Technology centers
- Training programs
- Quality and user protection



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# Strategic spectrum planning, and auctions as fund resource



Planeación + proyecciones → Decisiones en el tiempo

# More paths...

- CAF
- IDB
- WB