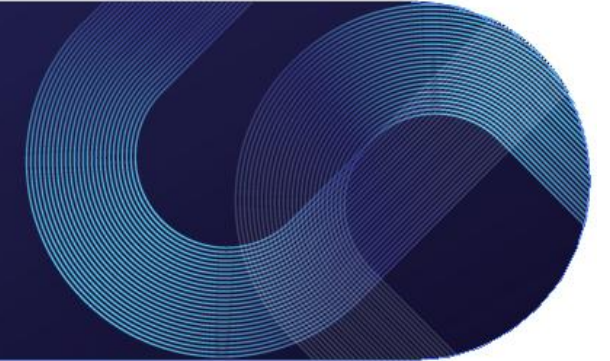


School of Digital Transformation and Innovation in the Caribbean 2025

16-20 June

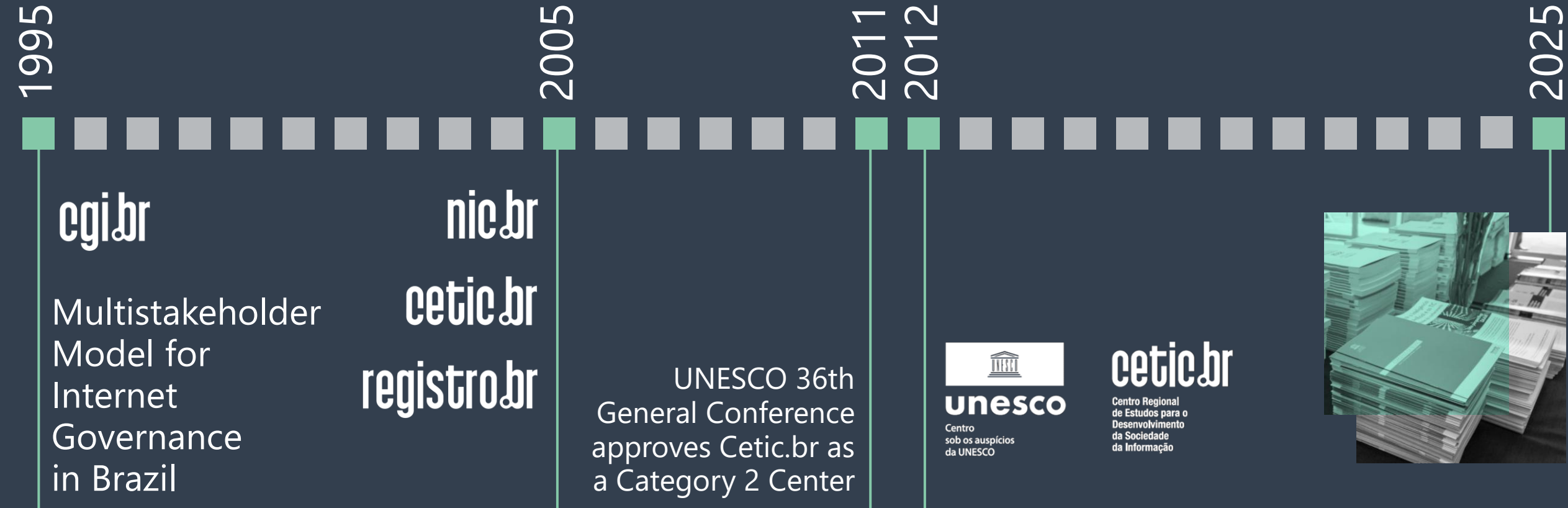


*Meaningful Connectivity: methodological
proposal and the Brazilian experience*

*Ana Laura Martinez, Cetic.br | NIC.br
Port of Spain, June 16 – 20, 2025*

ABOUT CETIC.BR

20 years of public statistics on the Internet and digital technologies in Brazil

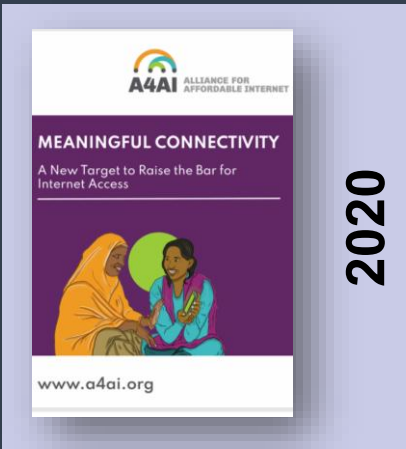




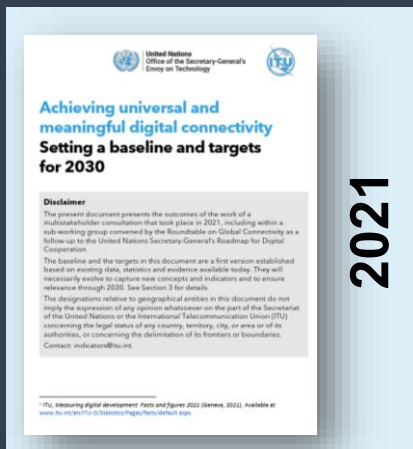
MEANINGFUL CONNECTIVITY

CONCEPT AND OPERATIONALIZATION

CONCEPTUAL AND ANALYTICAL REFERENCES



<https://a4ai.org/meaningful-connectivity-a-new-standard-to-measure-internet-access/>



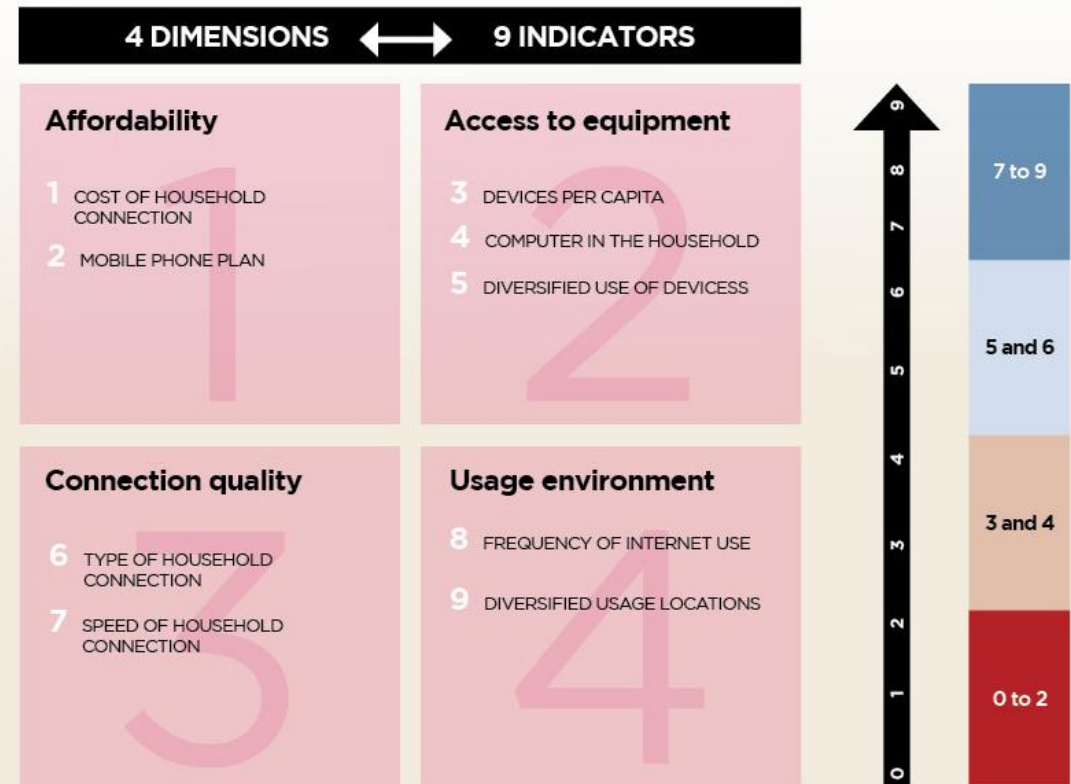
<https://www.itu.int/umc2030>



Meaningful Connectivity in Brazil: the portrait of the population.

(CETIC.BR | NIC.BR)
www.cetic.br

FIGURE 2 - LEVELS OF MEANINGFUL CONNECTIVITY



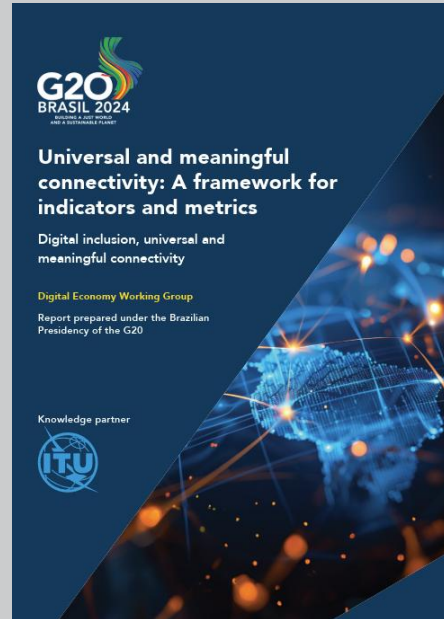
SOURCE: PREPARED BY THE AUTHOR.

CETIC.BR AND THE MEANINGFUL CONNECTIVITY AGENDA



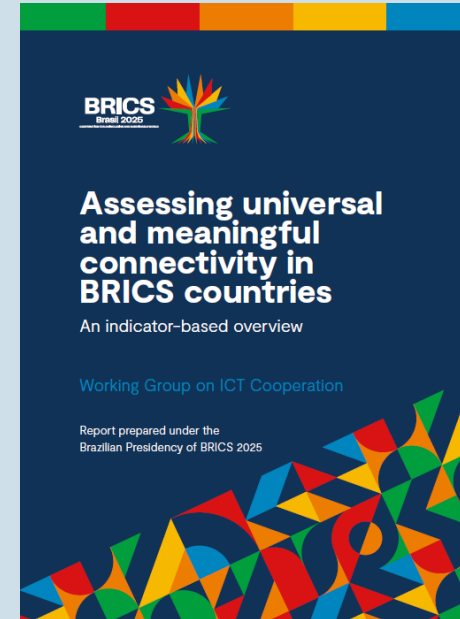
2024 Conectividade Significativa no Brasil: o retrato da população.

(CETIC.BR | NIC.BR | CGI.BR)
www.cetic.br



2024 Universal and meaningful connectivity: A framework for indicators and metrics

(MINISTRY OF COMMUNICATIONS
IN BRAZIL, ITU, CETIC.BR | NIC.BR |
CGI.BR)



2025 Assessing universal and meaningful connectivity in BRICS countries

(MINISTRY OF COMMUNICATIONS
IN BRAZIL AND CETIC.BR | NIC.BR |
CGI.BR)



Methodological support for
implementing the Meaningful
Connectivity index in Latin
America and Caribbean
countries, in partnership with
UN-ECLAC, based on the
methodology developed by
Cetic.br.

- » Dominican Republic, Chile
and Peru (completed)
- » Ecuador, Uruguay, Costa
Rica, and Colombia (in
progress)





MEANINGFUL CONNECTIVITY IN BRAZIL

2024 MAIN RESULTS (CETIC.BR | NIC.BR)

MEANINGFUL CONNECTIVITY:

MEASUREMENT PROPOSALS AND THE PORTRAIT OF THE POPULATION IN BRAZIL

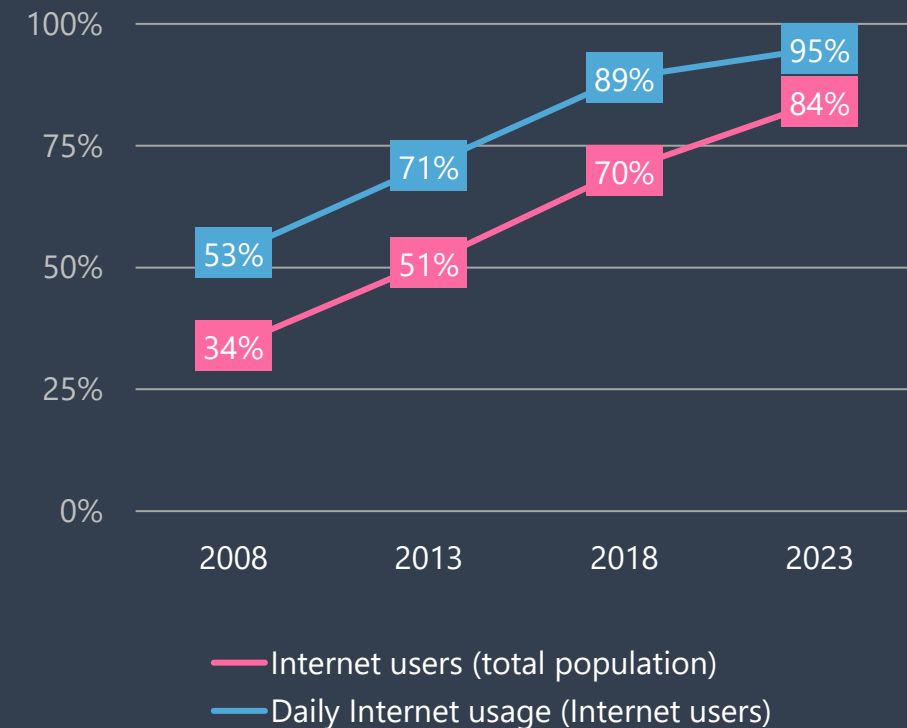
Chapter 03 - MEANINGFUL CONNECTIVITY IN BRAZIL: THE PORTRAIT OF THE POPULATION

*The diagnosis of the Brazilian population based on indicators from the **ICT Household survey** to understand the quality of access to digital technologies.*



www.cetic.br

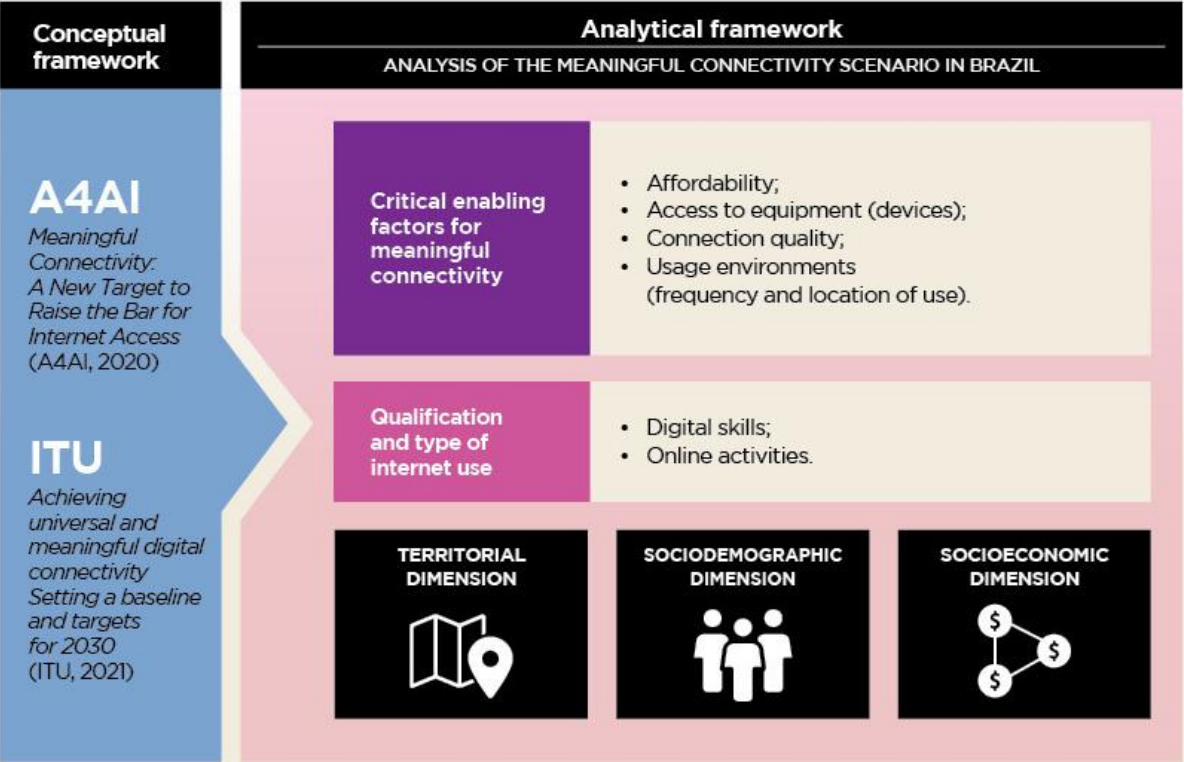
Internet Users in Brazil and Frequency of use



MEANINGFUL CONNECTIVITY IN BRAZIL

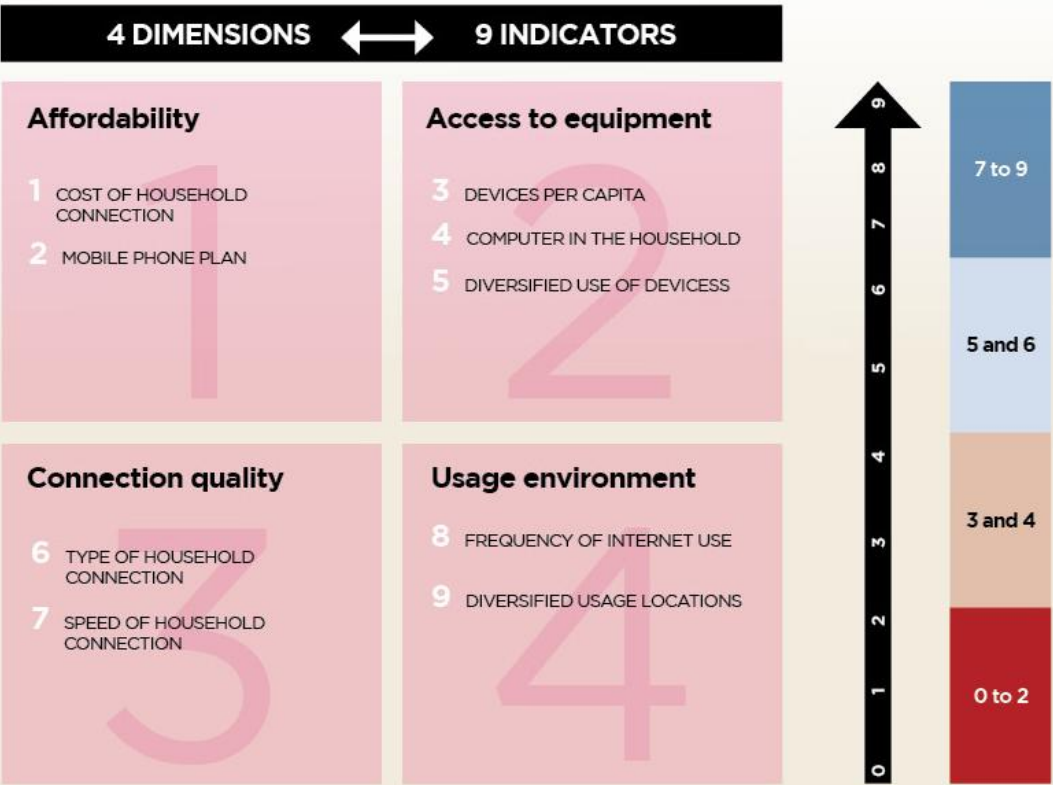
CETIC.BR' FRAMEWORK

FIGURE 1 - CONCEPTUAL AND ANALYTICAL FRAMEWORK OF THE STUDY



SOURCE: PREPARED BY THE AUTHOR.

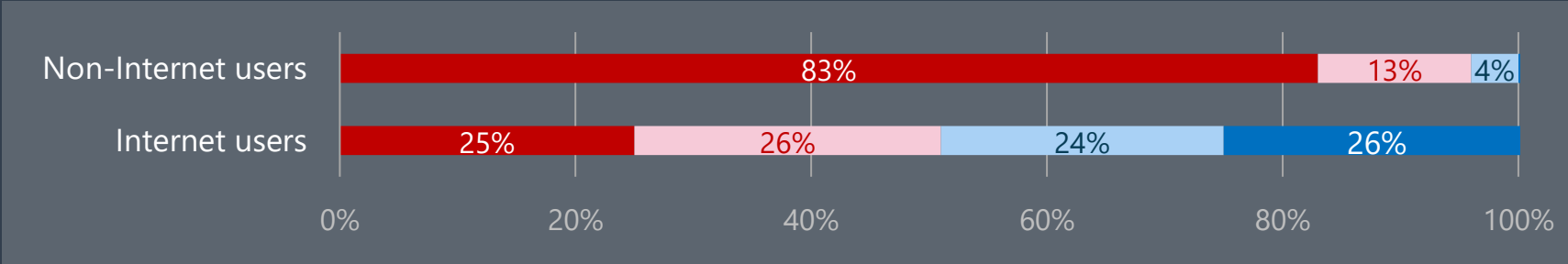
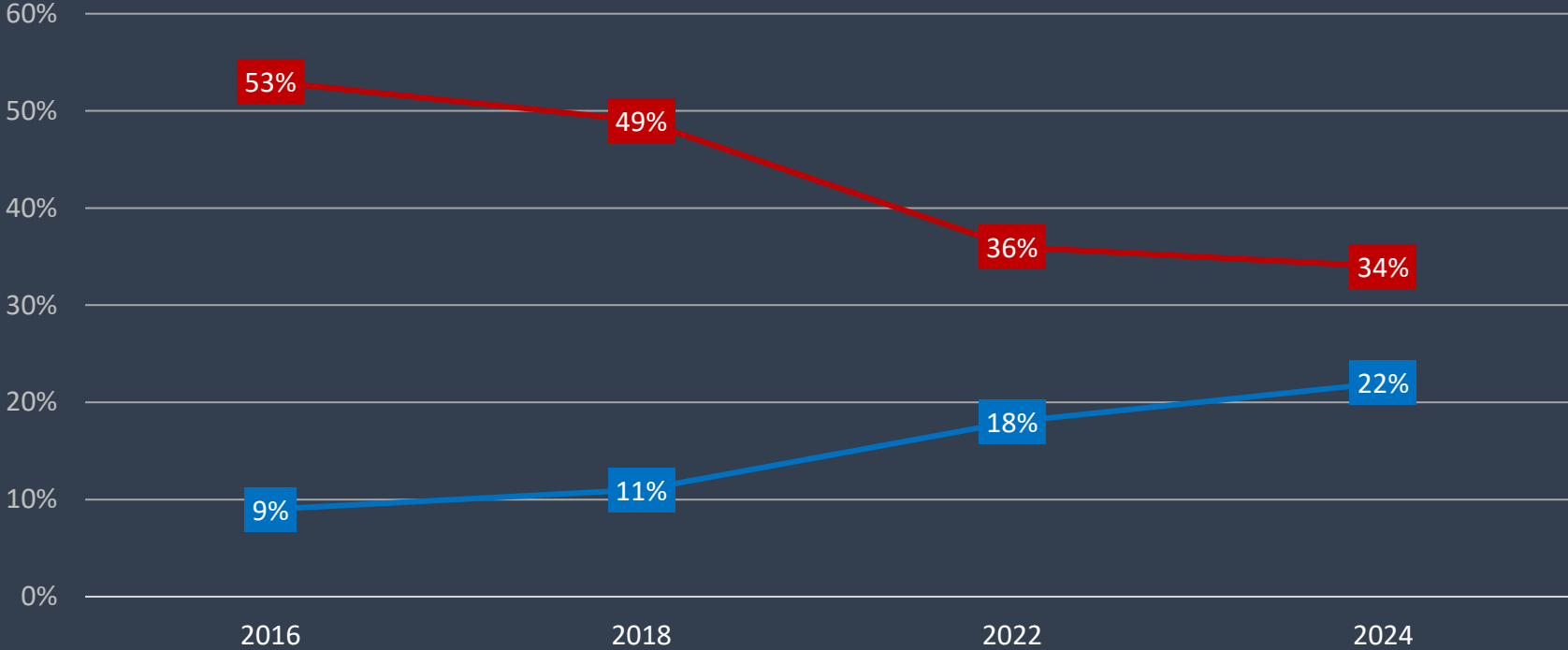
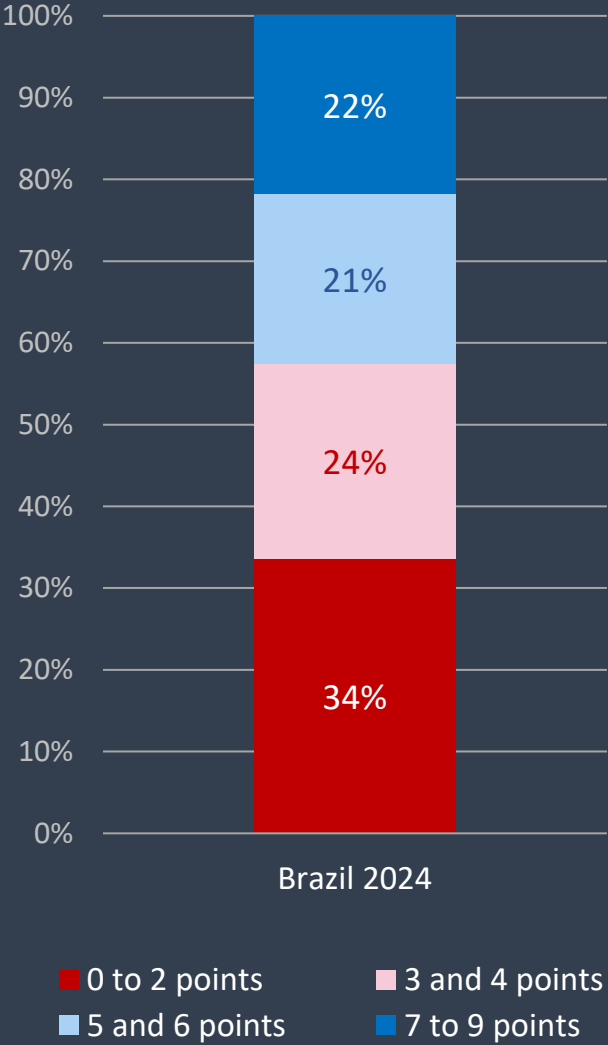
FIGURE 2 - LEVELS OF MEANINGFUL CONNECTIVITY



SOURCE: PREPARED BY THE AUTHOR.

MEANINGFUL CONNECTIVITY IN BRAZIL

2024 RESULTS – CETIC.BR' FRAMEWORK



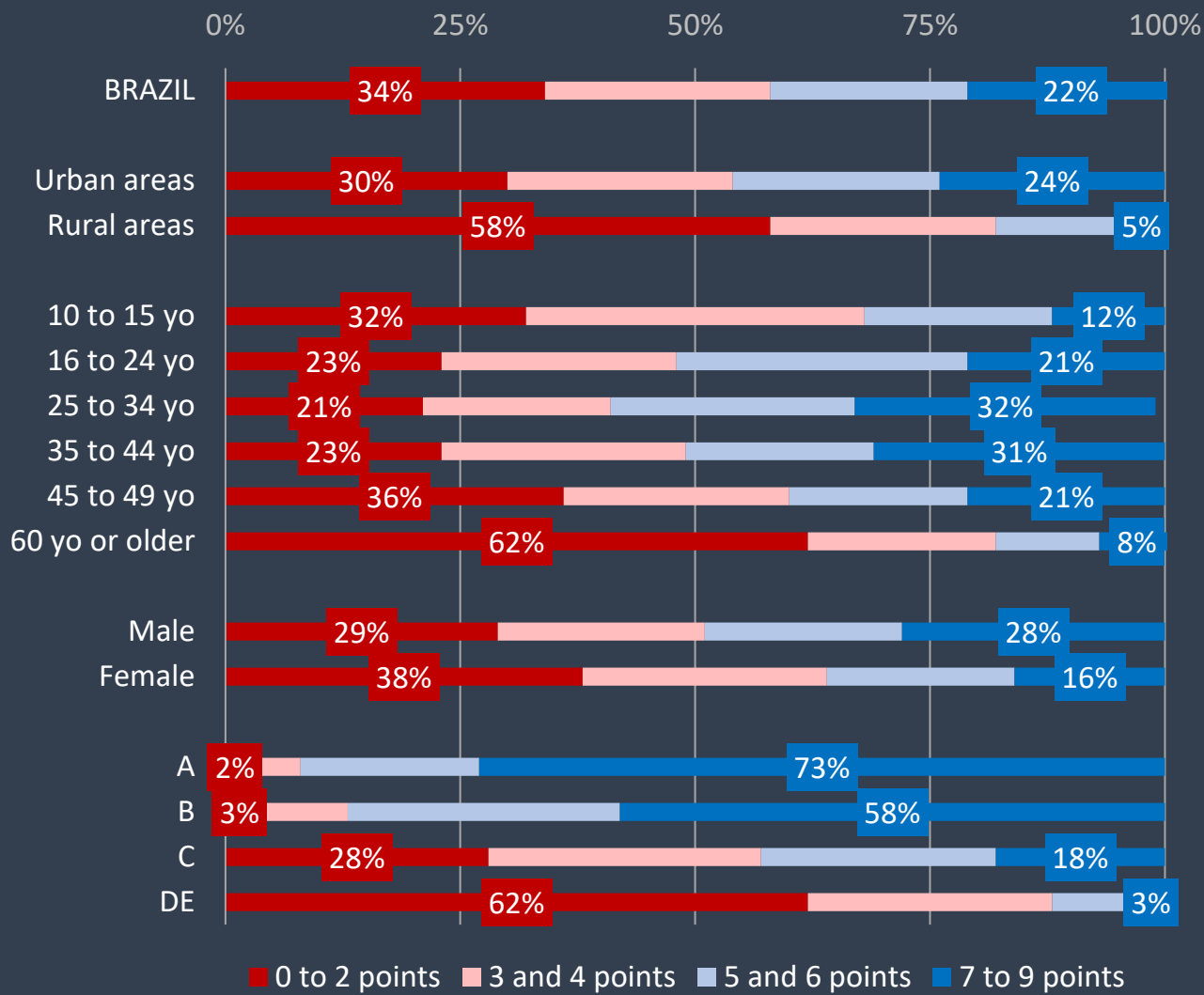
MEANINGFUL CONNECTIVITY IN BRAZIL

2024 RESULTS – CETIC.BR' FRAMEWORK

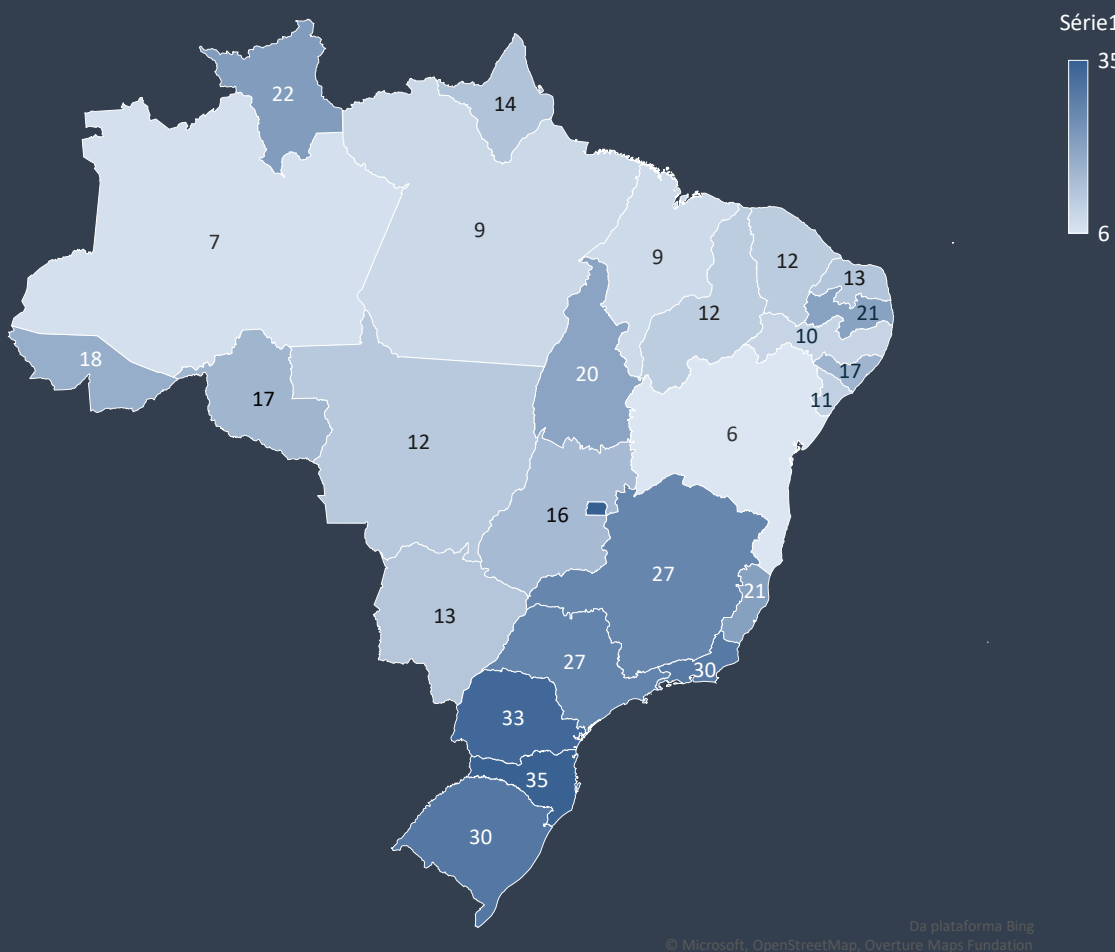
TERRITORIAL
DIMENSION

SOCIODEMOGRAPHIC
DIMENSION

SOCIOECONOMIC
DIMENSION

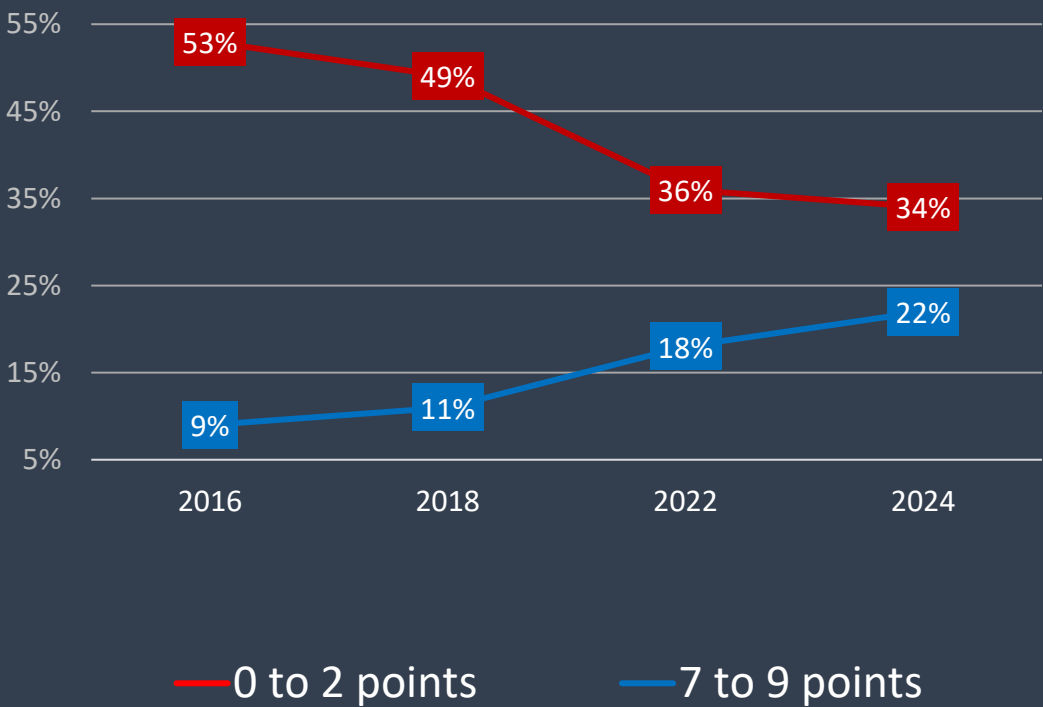


Meaningful Connectivity level from 7 to 9 points, by State, 2024 (%)

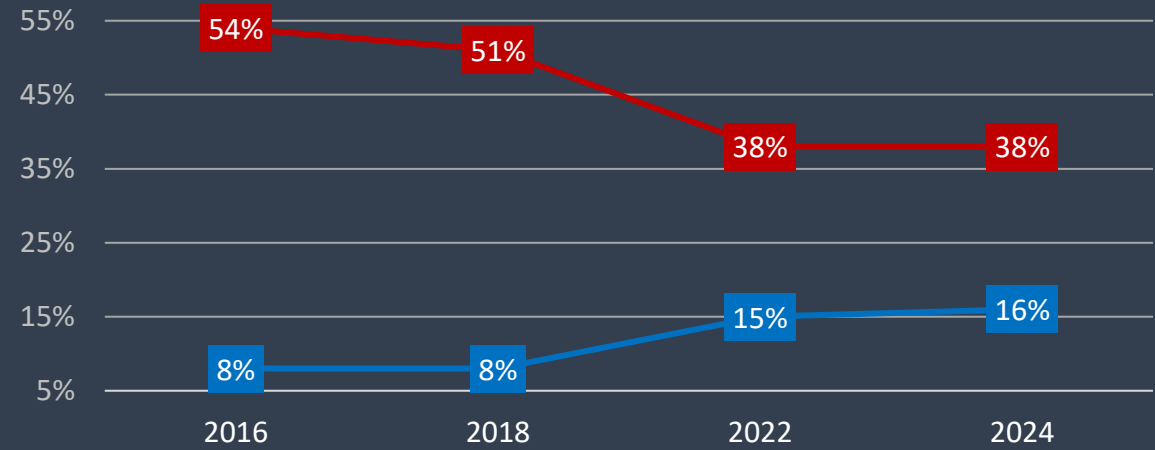


MEANINGFUL CONNECTIVITY IN BRAZIL 2016 -2024

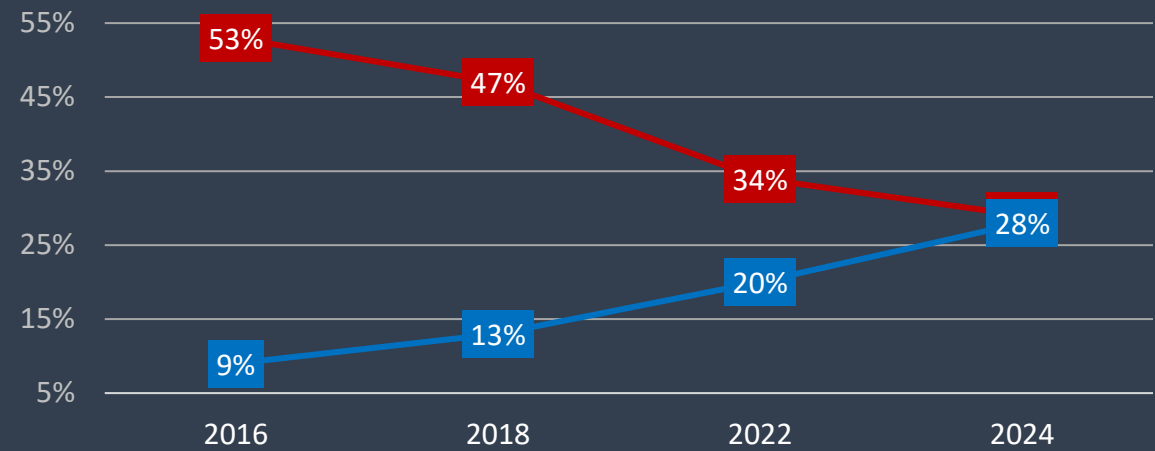
TOTAL BRAZIL



FEMALE



MALE



Source: Cetic.br | NIC.br, 2024

Thank you!

Obrigada!



analaura@nic.br

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