School of Digital Transformation and Innovation in the Caribbean 2025

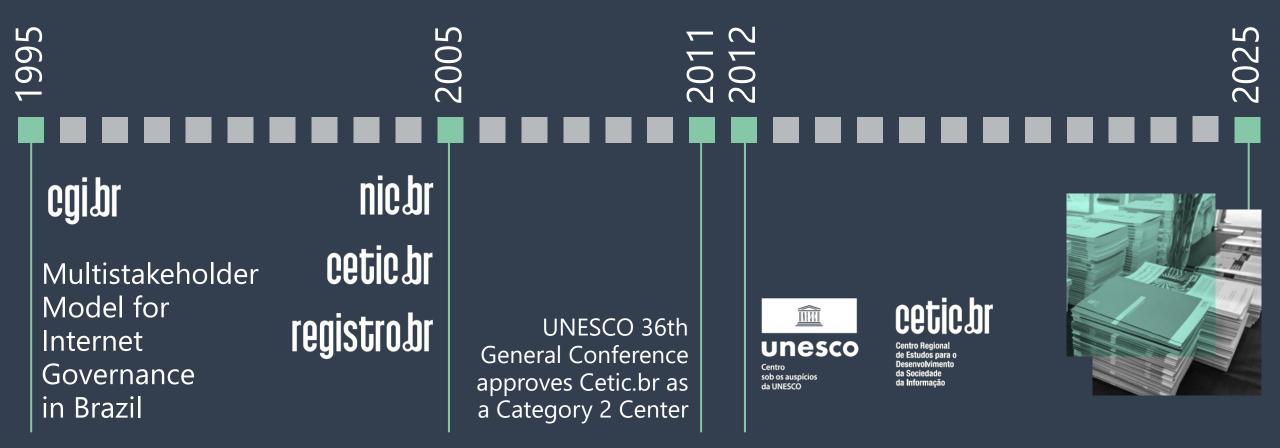


Meaningful Connectivity: methodological proposal and the Brazilian experience

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



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



MEANINGFUL CONNECTIVITY CONCEPT AND OPERATIONALIZATION

CONCEPTUAL AND ANALYTICAL REFERENCES

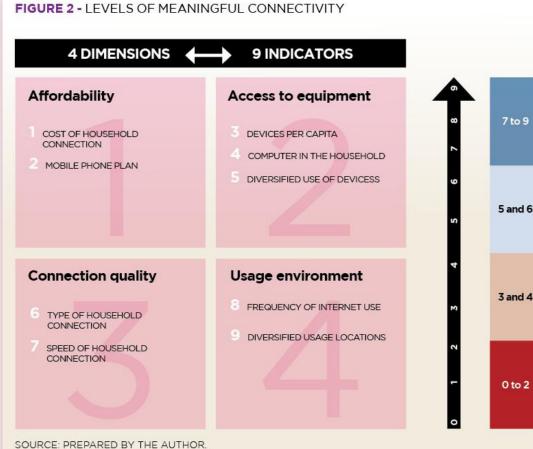


Achiovi	ng universal an	d	_	
	ful digital con		,	
	a baseline and			<u> </u>
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multistakeholder sub-working gro	ment presents the outcomes of t consultation that took place in 20 op conversed by the Roundtable of Inited Nations Secretary-General	021, including wit on Global Conne	sivity as a	03
based on existing necessarily evolv	the targets in this document are clata, statistics and evidence ave a to capture new concepts and in h 2030. See Section 3 for details.	ailable today. The	y will	Ñ
imply the expres of the United Na concerning the la	relative to geographical entities ion of any opinion whatsoever or ions or the International Talecom gal status of any country, tenitor scening the delimitation of its for	n the part of the 1 munication Unio y, city, or area or	ecretariat v (ITU) of its	
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2024 Meaningful Connectivity in Brazil: the portrait of the population.

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



CETIC.BR AND THE MEANINGFUL CONNECTIVITY AGENDA



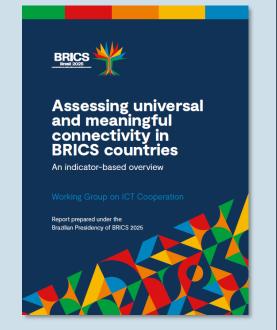
2024 Conectividade Significativa no Brasil: o retrato da população.

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



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

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



2025 Assessing universal and meaningful connectivity in BRICS countries

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



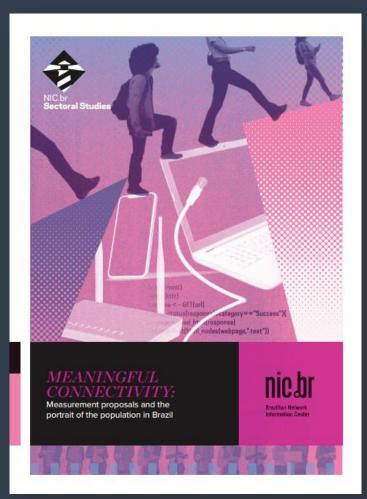
Methodological support for implementing the Meaningful Connectivity index in Latin America and Caribbean countries, in partnership with UN-ECLAC, based on the methodology developed by Cetic.br.

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

EU-III III-LAC DIGITAL ALLIANCE POLICY DIALOGUES

MEANINGFUL CONNECTIVITY IN BRAZIL 2024 MAIN RESULTS (CETIC.BR | NIC.BR)

MEANINGFUL CONNECTIVITY: MEASUREMENT PROPOSALS AND THE PORTRAIT OF THE POPULATION IN BRAZIL

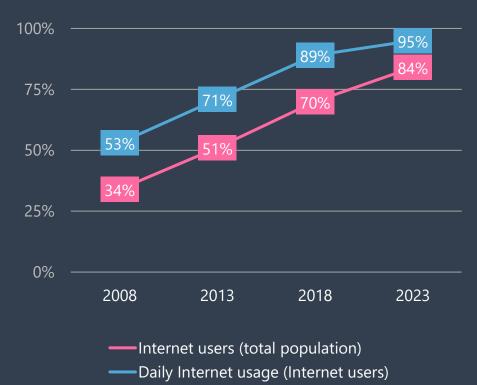


Chapter 03 - MEANINGFUL CONNECTIVITY IN BRAZIL: THE PORTRAIT OF THE POPULATION

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

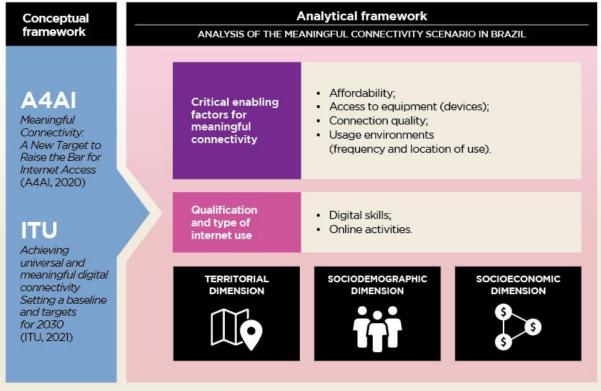


Internet Users in Brazil and Frequency of use

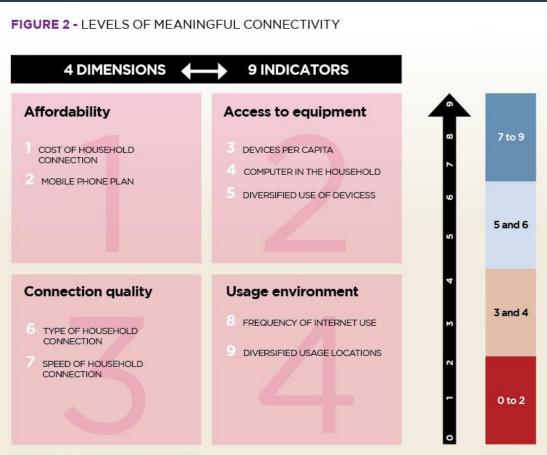


MEANINGFUL CONNECTIVITY IN BRAZIL CETIC.BR' FRAMEWORK

FIGURE 1 - CONCEPTUAL AND ANALYTICAL FRAMEWORK OF THE STUDY

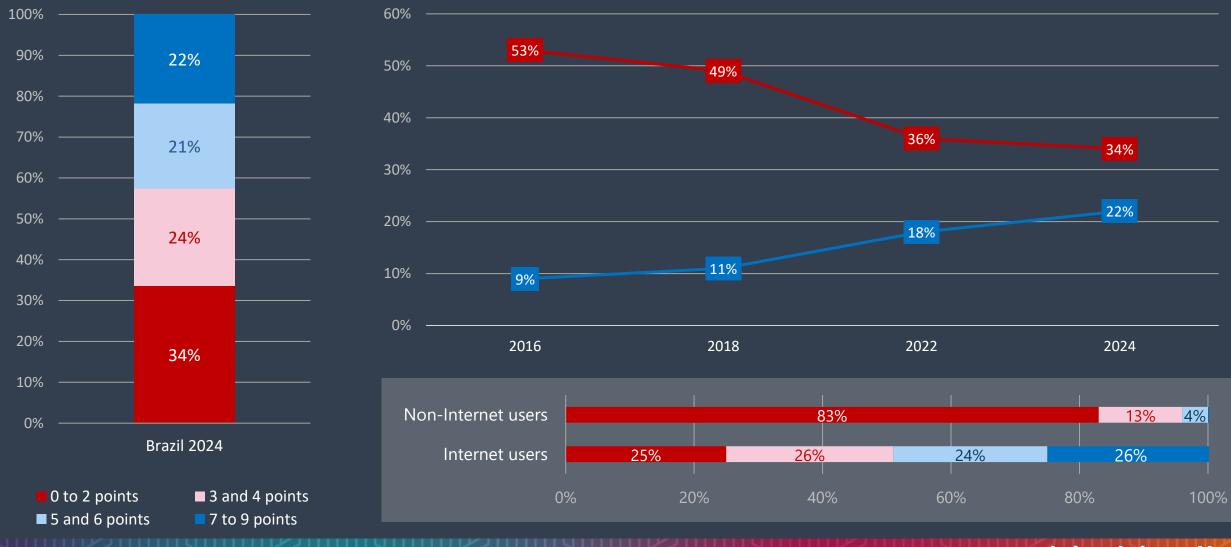


SOURCE: PREPARED BY THE AUTHOR.

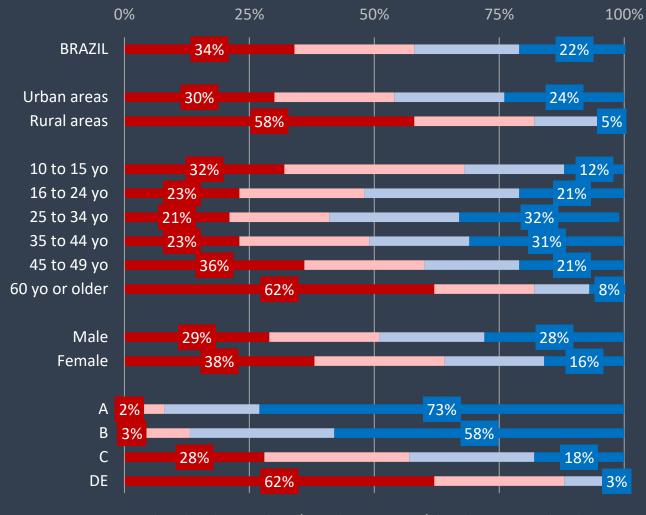


SOURCE: PREPARED BY THE AUTHOR.

MEANINGFUL CONNECTIVITY IN BRAZIL 2024 RESULTS – CETIC.BR' FRAMEWORK



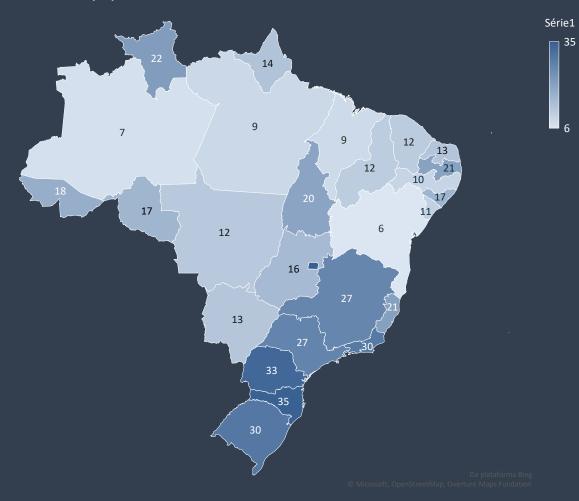
MEANINGFUL CONNECTIVITY IN BRAZIL 2024 RESULTS – CETIC.BR' FRAMEWORK



■ 0 to 2 points ■ 3 and 4 points ■ 5 and 6 points ■ 7 to 9 points



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

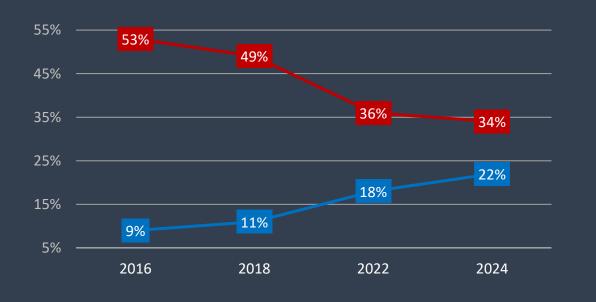




MEANINGFUL CONNECTIVITY IN BRAZIL 2016 -2024

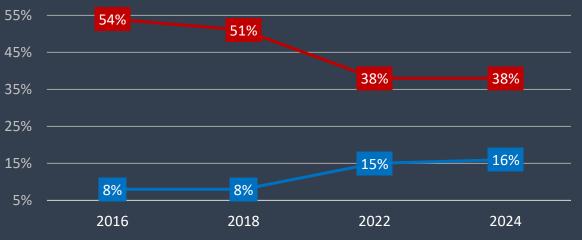
FEMALE

TOTAL BRAZIL

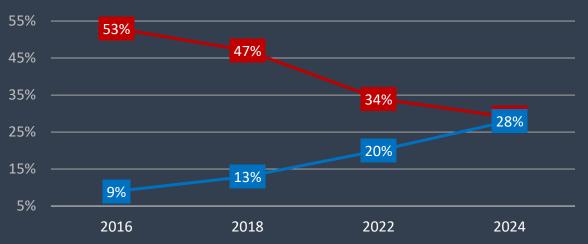


-0 to 2 points

-7 to 9 points



MALE



cetic br nic br cgi br

Source: Cetic.br | NIC.br, 2024

Thank you!

Obrigada!

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analaura@nic.br www.cetic.br