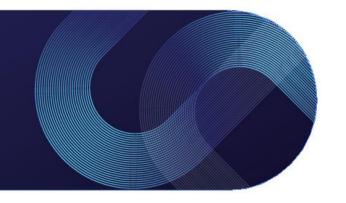
Measurement of Meaninful Connectivity: **Case Studies**

School of Digital Transformation and Innovation in the Caribbean 2025

































Why Measuring Meaningful Connectivity Matters

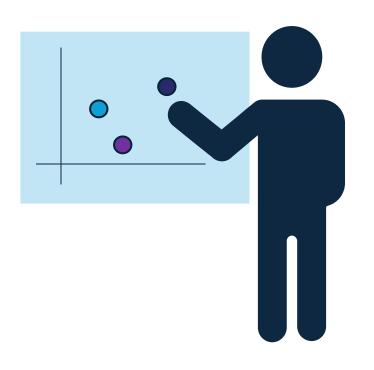
In the digital age, simply being connected is no longer enough. Meaningful connectivity goes beyond basic Internet access—it ensures that individuals can use the Internet frequently, effectively, and safely, with the skills, quality, and devices required to benefit from digital opportunities.

For Latin America and the Caribbean, advancing meaningful connectivity is essential to:

- Reduce digital inequality and empower excluded populations.
- Enable productive, educational, and civic participation online.
- Ensure that connectivity translates into real development outcomes, such as employment, innovation, and public service delivery.

Traditional metrics (connected vs. non-connected) are **no longer adequate** to capture the complexity of digital inclusion.

Defining Meaningful Connectivity



- With EU support, a Working Group on Meaningful Connectivity was established under the eLAC framework.
 - Promote technical discussions on policy design.
 - Develop a **conceptual framework** for measuring meaningful connectivity.
 - Compile regional practices that foster inclusive and effective digital access in Latin America and the Caribbean.

Benchmarking Meaningful Connectivity: Insights from Global Frameworks

Dimension	Intensity	Relevance	Affordability	Quality	Impact	Device
ECLAC	Intensive use	Relevant uses + Digital Skills	X	Simultaneou s activities	X	Adequate device
A4AI / GDIP	Daily use + unlimited access in a regular place	X	X	4G- compatible speed	X	Own appropriate device (smartphone)
Broadband Commission	Adoption + available + accessible	Relevant	Affordable	Safe + reliable	Empowering + leads to positive impact	X
ITU	X	Satisfactory	Affordable	Safe	Enriching + productive experience	X
Proposed Conceptual Framework	Frequent	Relevant	Affordable	High quality and safe	Empowers autonomy	Through an adequate device

Meaningful connectivity is a broad concept that considers the **massification of broadband Internet services** of **adequate quality** and at **affordable prices**, as well as **access devices** and also the development of **digital skills** for their use.



MEANINGFUL CONNECTIVITY IN BRAZIL

FIGURE 1 - CONCEPTUAL AND ANALYTICAL FRAMEWORK OF THE STUDY

Conceptual framework

A4AI

Meaningful connectivity: A new target to raise the bar for Internet access (A4AI, 2020)

ITU

Achieving universal and meaningful digital connectivity: Setting a baseline and targets for 2030 (ITU, 2022)

Analytical framework

ANALYSIS OF THE MEANINGFUL CONNECTIVITY SCENARIO IN BRAZIL

Critical enabling factors for meaningful connectivity

- Affordability;
- · Access to equipment (devices);
- Connection quality;
- Usage environments (frequency and location of use).

Qualification and type of internet use

- Digital skills;
- · Online activities.

TERRITORIAL DIMENSION



SOCIODEMOGRAPHIC DIMENSION



SOCIOECONOMIC DIMENSION



SOURCE: PREPARED BY THE AUTHOR.

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FIGURE 2 - LEVELS OF MEANINGFUL CONNECTIVITY

4 DIMENSIONS • 9 INDICATORS

Affordability

- COST OF HOUSEHOLD
- MOBILE PHONE PLAN

Access to equipment

- DEVICES PER CAPITA
- COMPUTER IN THE HOUSEHOLD
- DIVERSIFIED USE OF DEVICES

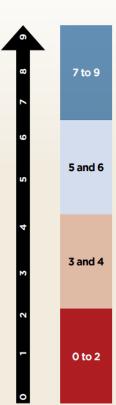
Connection quality

- TYPE OF HOUSEHOLD CONNECTION
- SPEED OF HOUSEHOLD CONNECTION

Usage environment

- FREQUENCY OF INTERNET USE
- DIVERSIFIED USAGE LOCATIONS

SOURCE: PREPARED BY THE AUTHOR.

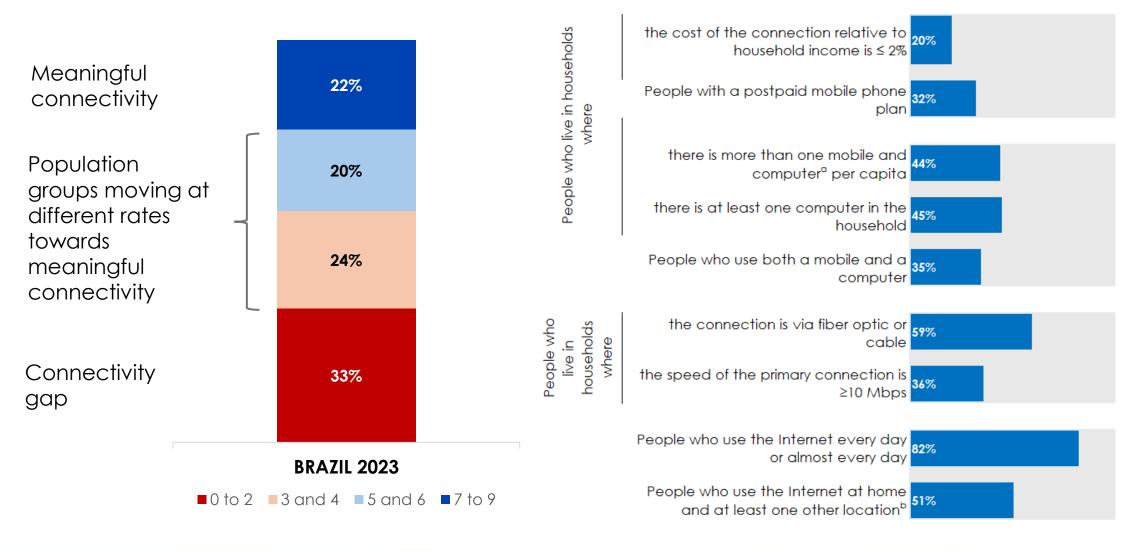


Methodology for Measuring Meaningful Connectivity

Dimension	Criteria	Score				
Affordability	Cost of the Internet connection less than 2% of the HH incom Otherwise Post-paid mobile phone plan Otherwise	1 0 1 0	60 80 2	П	7 - 9	Meaningful connectivity
Access to equipment (devices)	Devices (mobile+ computer) per resident > 1 Otherwise Presence of computer in the HH Otherwise Use of mobile phone and computer Otherwise	Otherwise 0 Presence of computer in the HH 1 Otherwise 0 Use of mobile phone and computer 1		5 y 6	Population groups moving at different rates	
Connection quality	Fiber optic or cable HH connection Otherwise Speed of the main Internet connectionin the HH > 10 Mbps Otherwise	1 0 1 0	People are grouped according to the score	t o	3 y 4	towards meaningful connectivity
Usage environment	Internet usage every day Otherwise Internet usage at home and in at least one other location Otherwise TOTAL SCORE	0 1 0 0 a 9	1110 30010		0 - 2	Connectivity gap

Brazil: Meaningful Connectivity Measurement

Indicators







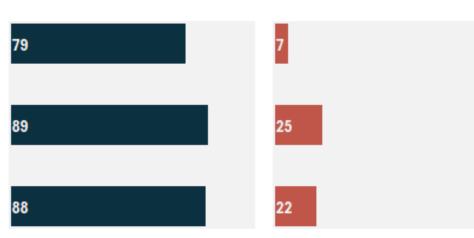




connectivity





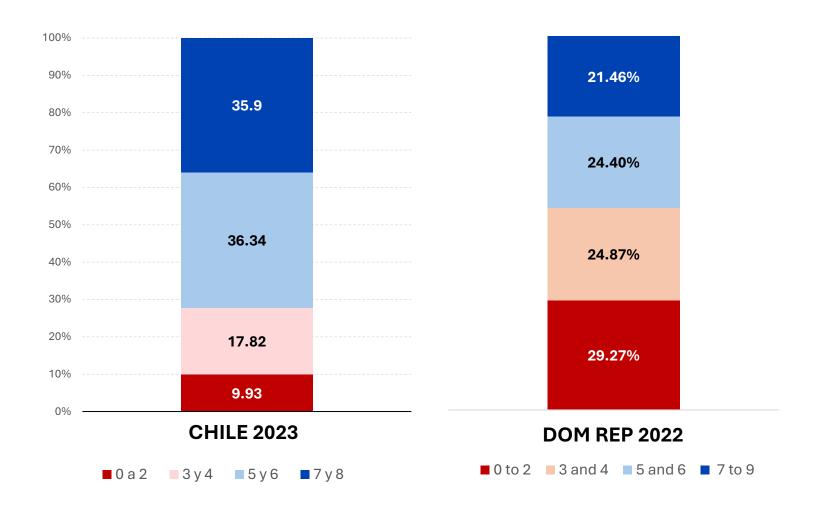


Source: ECLAC Digital Development Observatory (ODD) based on "Meaningful Connectivity in Brazil: Indicators on access quality to technologies" by Cetic.br (methodology); and data from the 2022 National Household Survey for Multiple Purposes (ENHOGAR-2022) by the National Statistics Office (ONE) and ECLAC (BADEHOG).

Note: Percentages refer to the total population in each area.



Chile and Dom Rep: Meaningful Connectivity Measurement



- Chile shows a relative higher level of people having a meaningful connectivity.
- Domenican Republic shows more challenges related to meaningful connectivity.
- The objective of the measurement is to help have a better approach of policies
- At the moment we re helping CRI, PER ECU making measurement of MC.

