

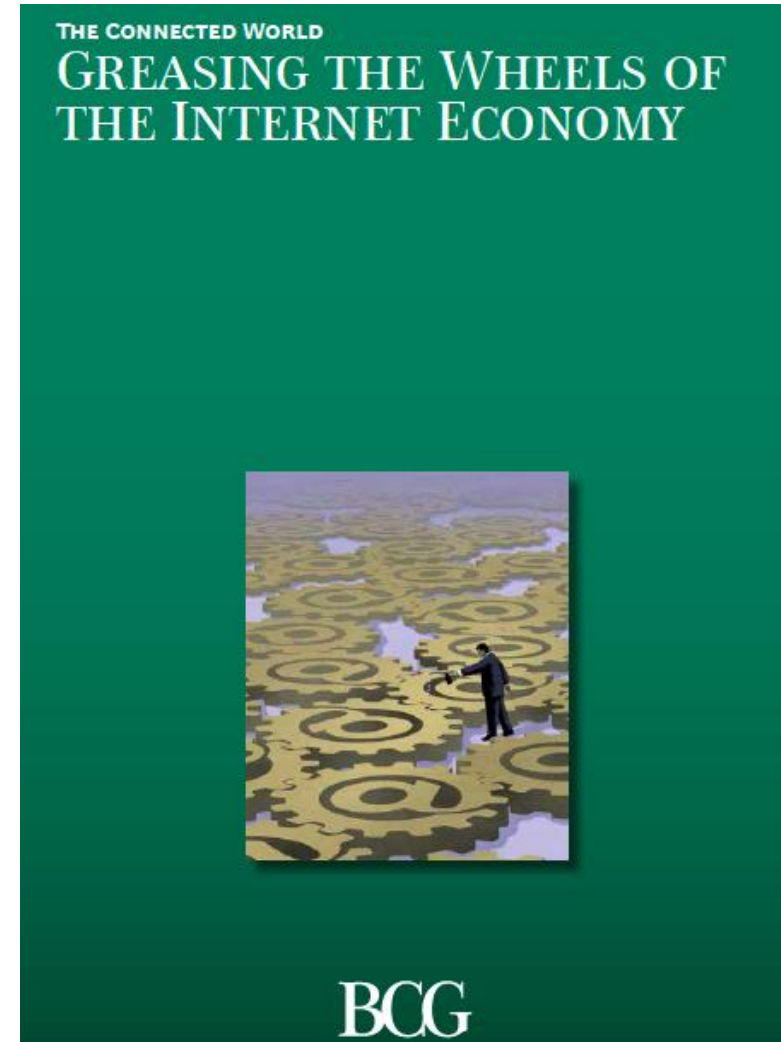


Greasing the Wheels of the Internet Economy

Chris Mondini | AfICTA | 08 November 2017

Greasing the Wheels of the Internet Economy

- ⦿ ICANN Commissioned the Boston Consulting Group (BCG) to conduct this study
- ⦿ Digitally-driven economic growth continues to be a bright spot in a sluggish global economy



Main Sources of E-Friction

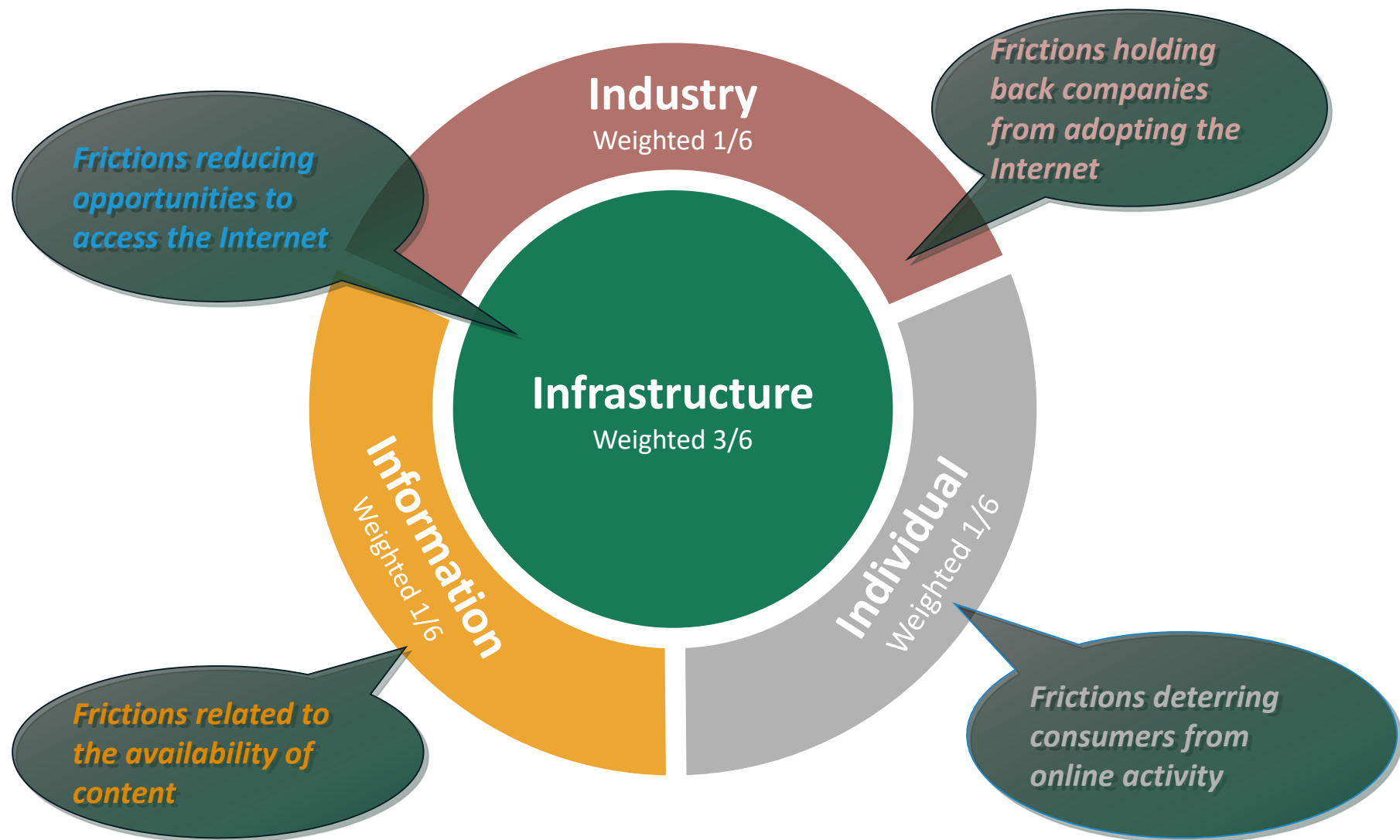
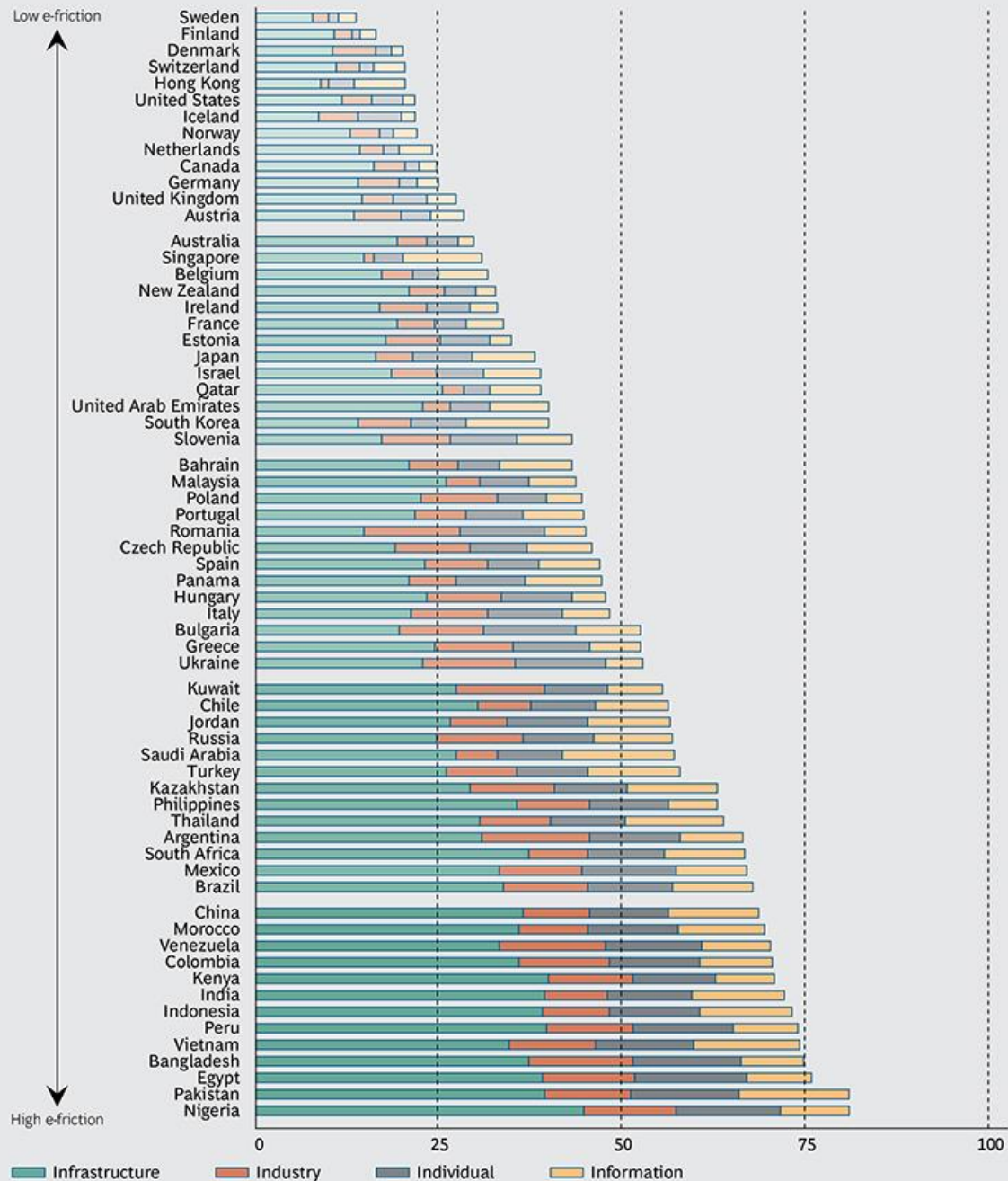


EXHIBIT 2 | The BCG e-Friction Index

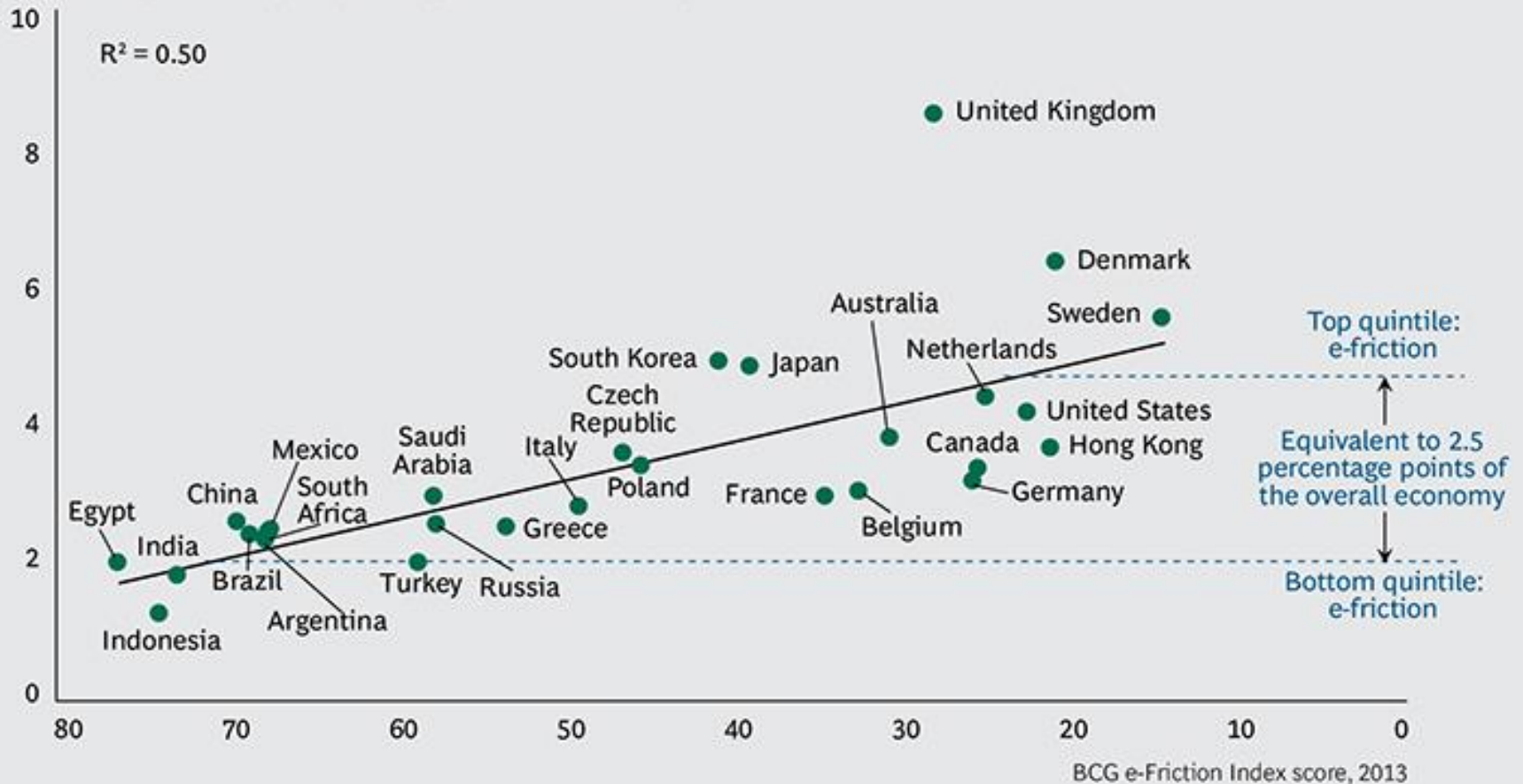


Source: BCG e-Friction Index model.

Significant Positive Economic Impact

EXHIBIT 5 | Countries With Lower e-Friction Tend to Have Larger Digital Economies

Estimated digital economy as a percentage of the overall economy, 2013^a



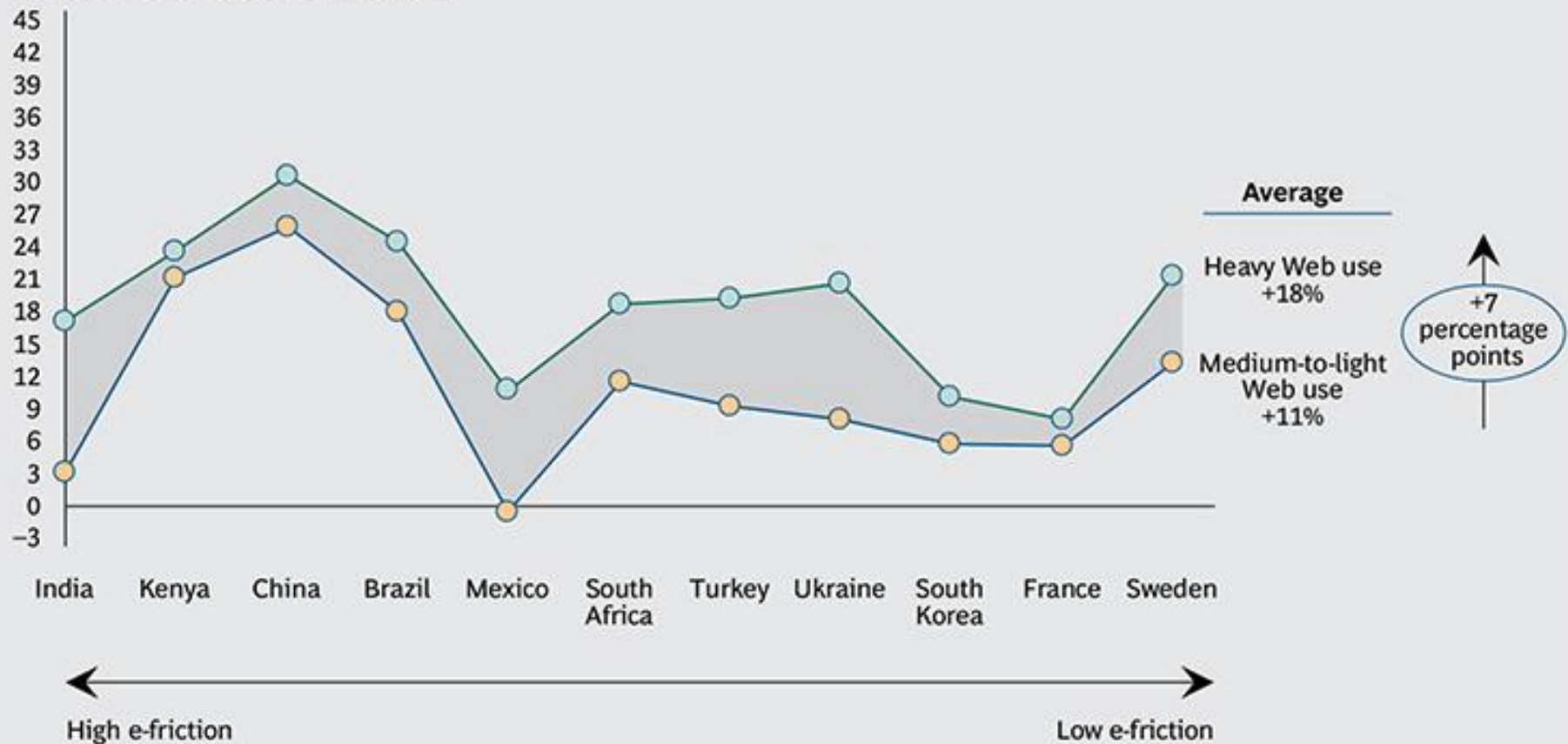
Sources: BCG e-GDP model; BCG e-Friction Index model.

^aSee the Appendix for a full definition; 2013 estimates are interpolated from 2010 and 2011 actual scores and 2016 forecasts.

The Internet and SMEs

EXHIBIT 7 | The Internet Helps SMEs Grow Revenues

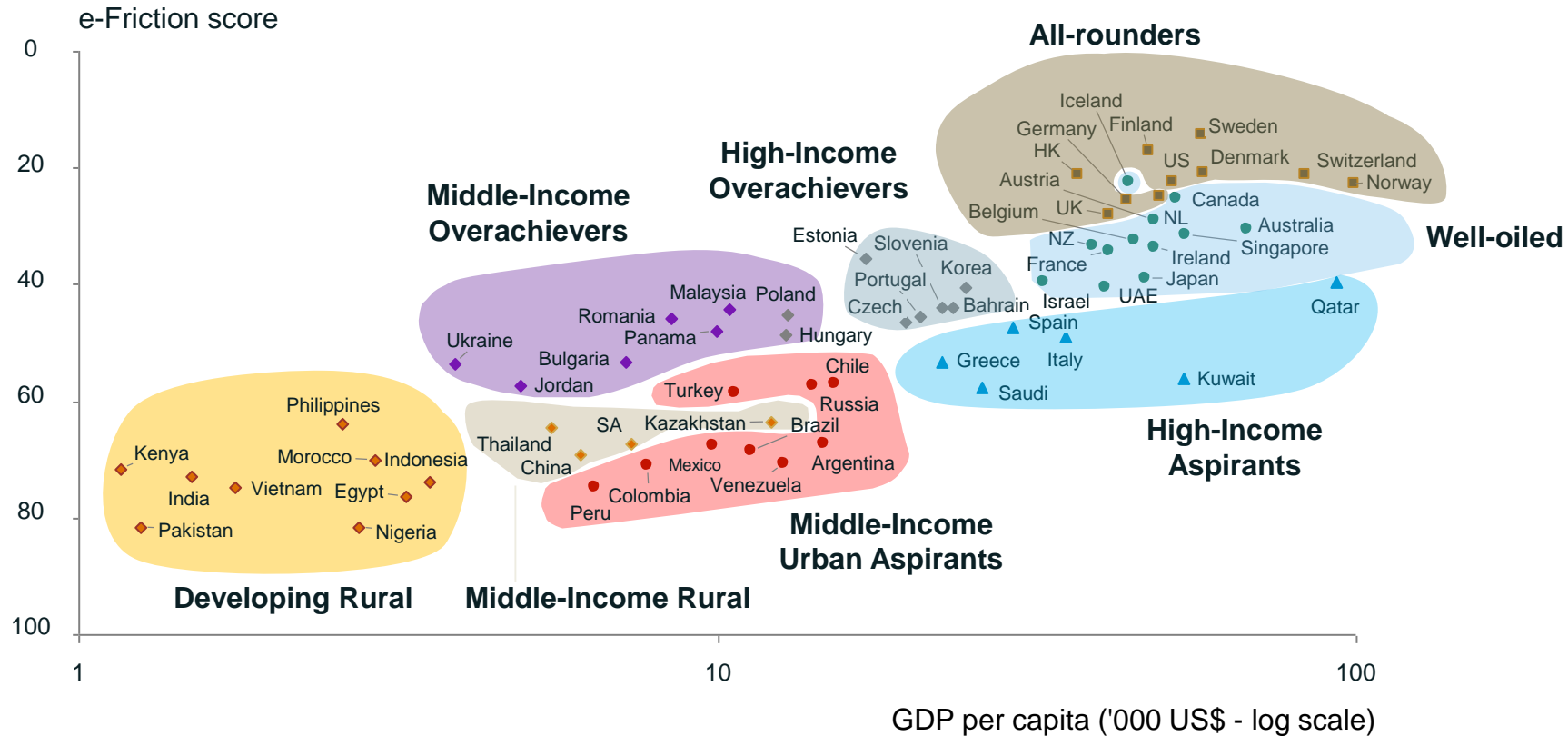
Cumulative revenue growth, 2011–2013 (%)



Source: BCG SME Internet e-friction survey, 2013.

Country Clusters by GDP

e-Friction score vs. GDP per capita



The Way Forward

- ⊙ **Do not see "wealth as destiny":** many levers exist to reduce e-Friction, whatever the level of GDP currently is
- ⊙ **Population density and large rural populations** make infrastructure deployment more challenging, requiring important policy choices and technological experimentation
- ⊙ **Drive for literacy:** basic literacy, English-language skills and ICT skills all help reduce e-Friction
- ⊙ **Encourage local relevance:** local content in local languages drives usage, requiring encouragement of local ecosystems, including e-government services
- ⊙ **Get companies online:** SMEs that use the Internet intensively grow faster, employ more people than those that don't, and trade more internationally
- ⊙ **Encourage "joined-up" policy making,** including multi-stakeholder involvement from across the ecosystem and learnings from relevant peers

Where to Find the Report?

<http://goo.gl/ImBDtr>

Engage with ICANN



Thank You and Questions

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