

**BBVA**

RESEARCH

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Digital Context  
**Pacific  
Alliance**

# Index

## Overview

### 1 Digital scenario

### 2 ICT access and usage

### 3 Online activities

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# Overview

- The Pacific Alliance (PA) has a **high position** regarding **Internet contents** compared to LATAM. However, it has an **improvement margin** in terms of **Internet affordability**
- **Chile** registers an **advantageous position** in all dimensions of the digitization index among the PA members
- **The home** is the main place to access the Internet, although its importance varies between **73% in Chile** and **39% in Peru**
- **Educational level** is more important than other characteristics (age or income) regarding **smartphone ownership**
- The use of **social networks** among internet users is **more extended in PA** than in developed countries (**United States and United Kingdom**)
- **Chile** is the only PA member which is **close to developed countries** in terms of **Smartphone ownership**



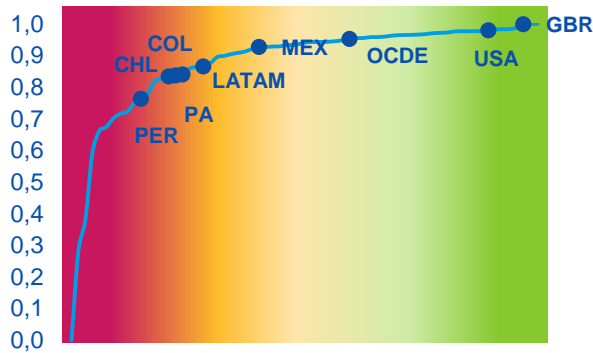
# 1.1. Structural Digitization Index, 2015



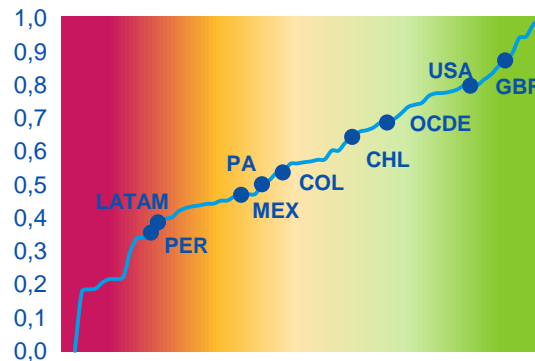
Algeria	Vietnam	Morocco	China	Hungary	Ireland	Germany	Sweden
Qatar	Peru	Thailand	Saudi Arabia	Turkey	Chile	Malaysia	Netherlands
Nigeria	Argentina	Mexico	Croatia	Romania	United Arab Emirates	Denmark	Finland
Pakistan	Egypt	Sri Lanka	Colombia	Uruguay	Belgium	Latvia	Lithuania
Bangladesh	Ukraine	Italy	Slovenia	Luxembourg	Spain	Canada	Korea, Rep.
Paraguay	Greece	Poland	Kazakhstan	Brazil	Singapore	Australia	Japan
India	Philippines	Bulgaria	Russian Federation	Czech Rep.	Austria	France	Estonia
Venezuela	Indonesia	Cyprus	Slovak Republic	South Africa	Portugal	United States	Hong Kong SAR
							United Kingdom

# 1.2. Digitization Index 2015: dimensions

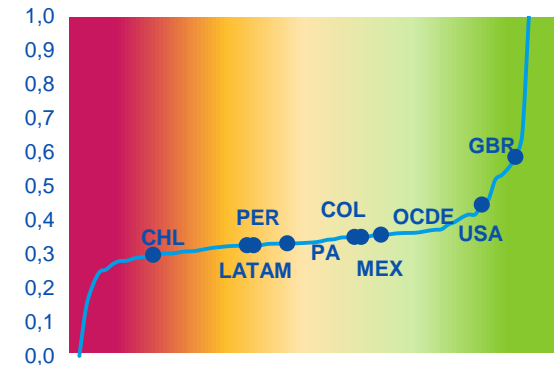
Affordability



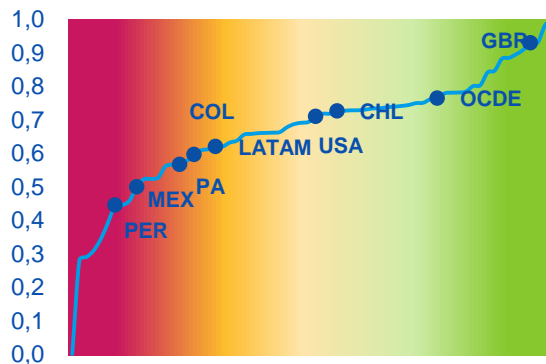
ICT Regulation



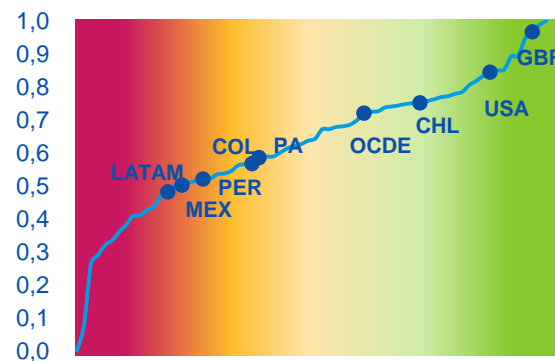
Infrastructure



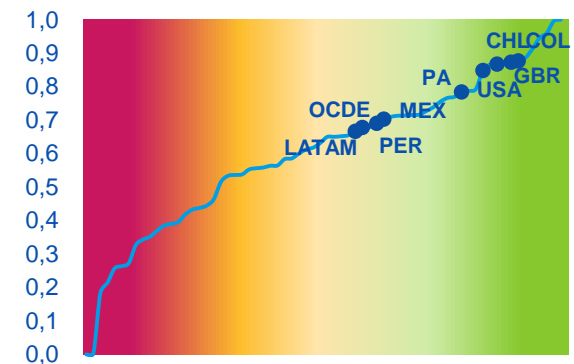
Individual use



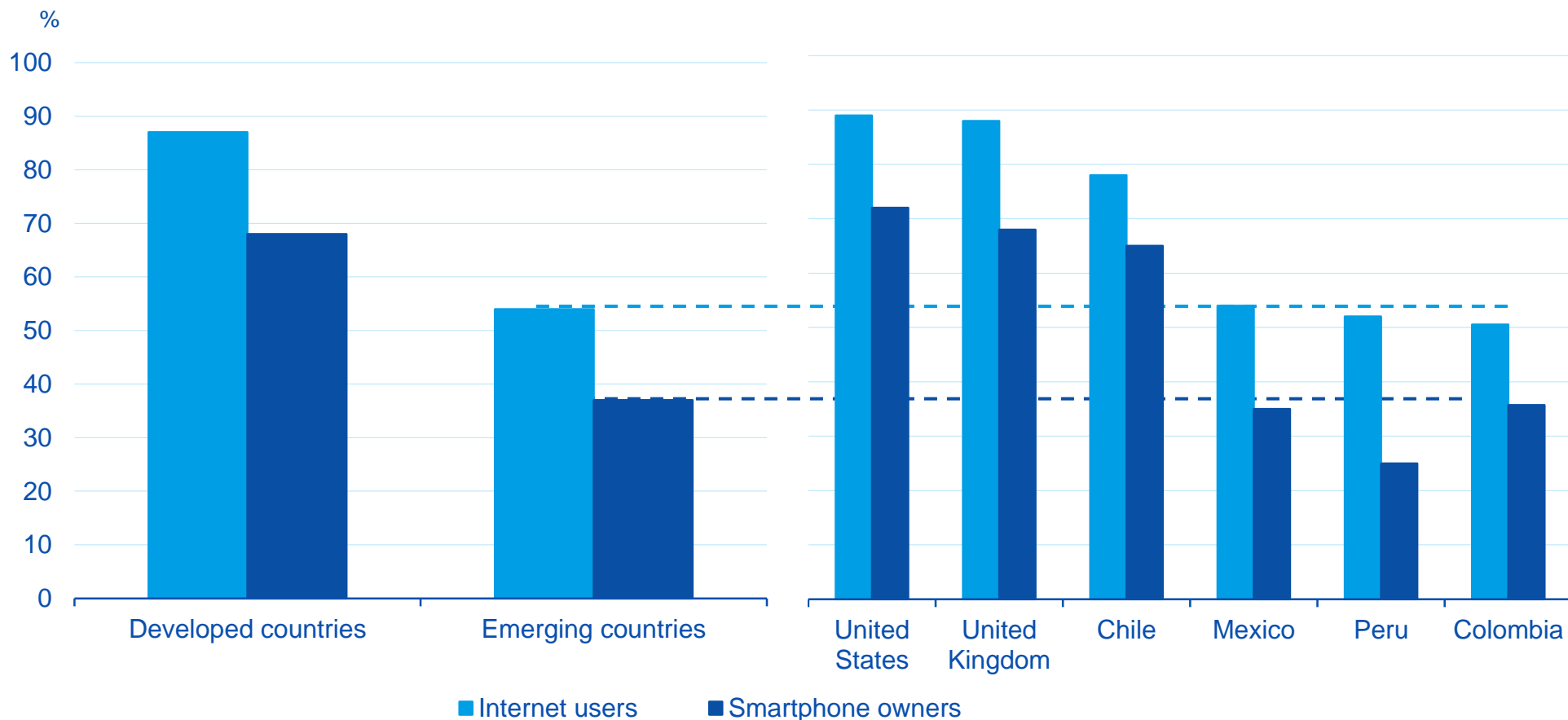
Enterprise use



Content

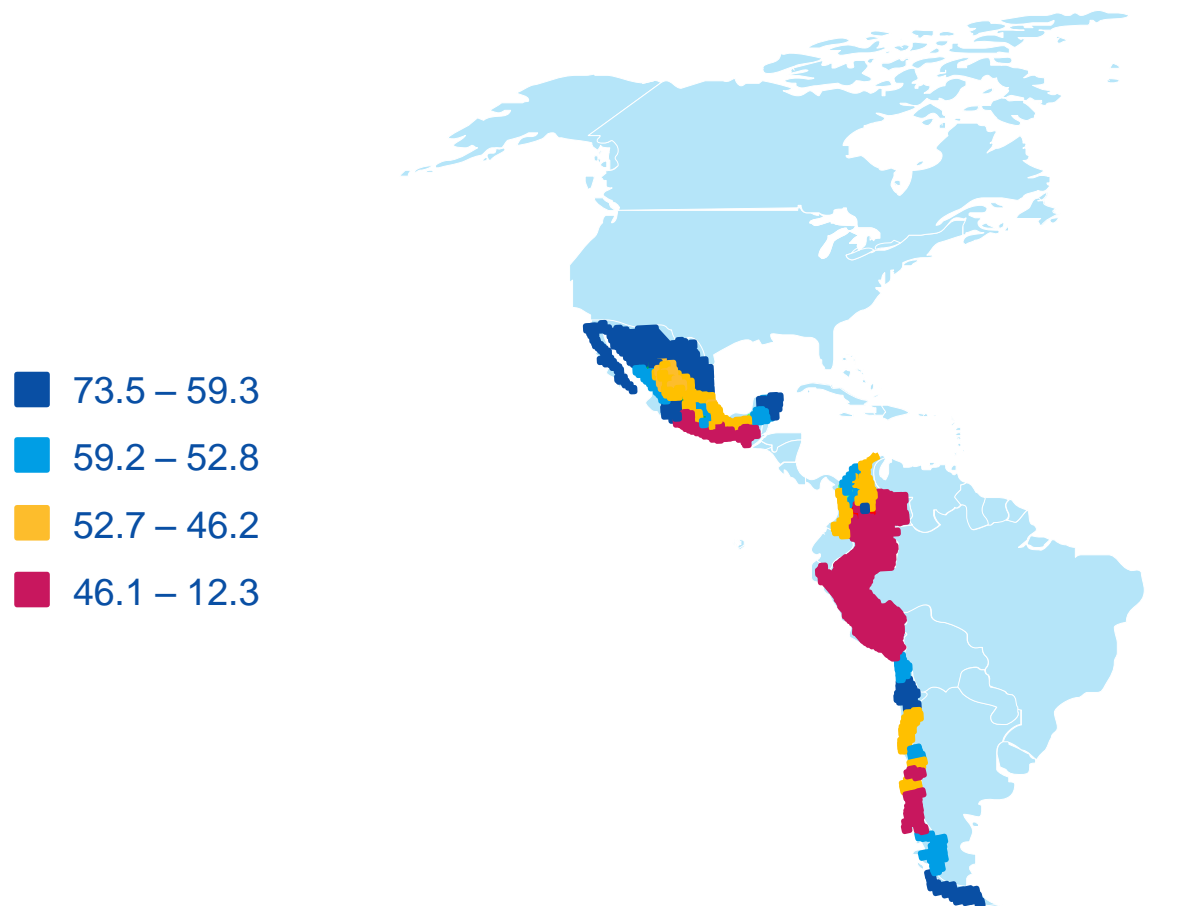


## 2.1. Use of Internet in 2015



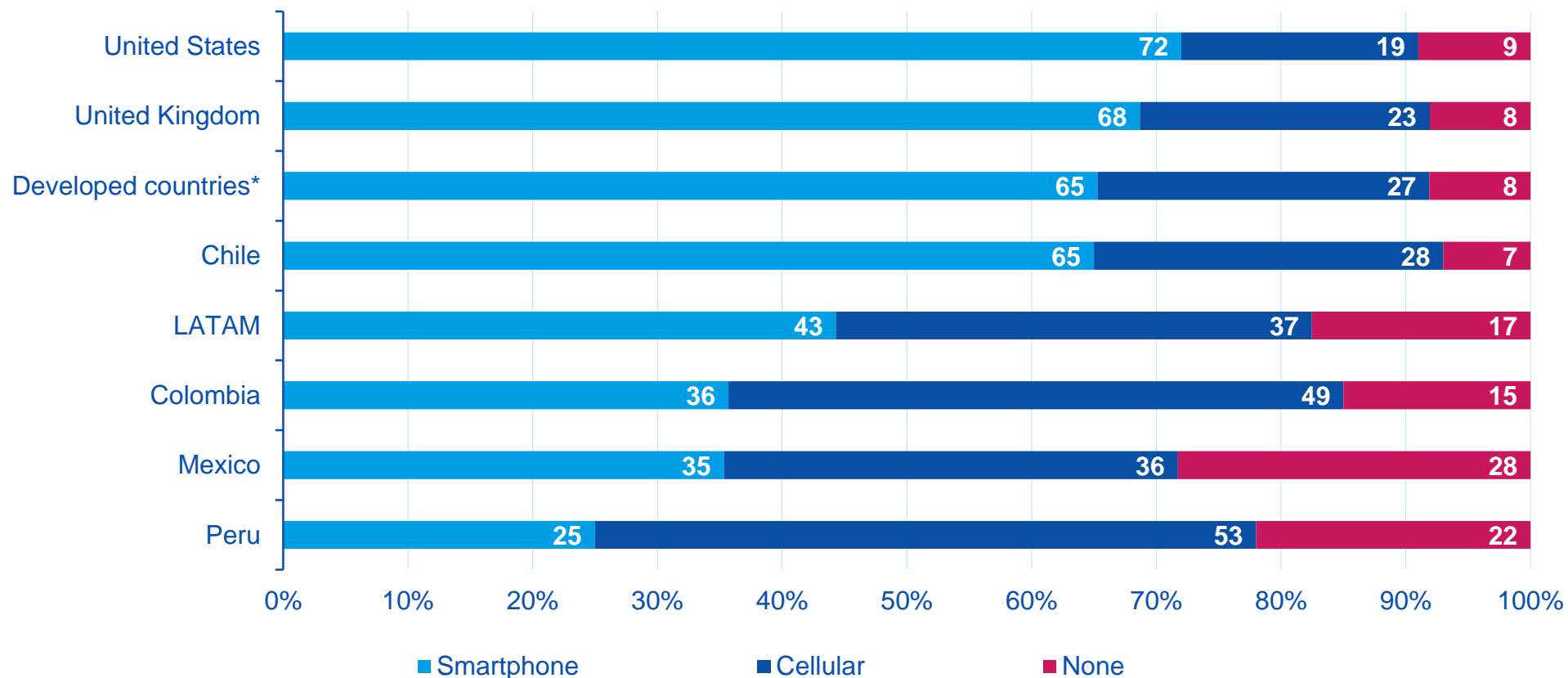
Note: Internet users include all adults who use Internet at least sporadically or who report owning a Smartphone

## 2.2. Geographical distribution of Internet use (%)



## 2.3. Smartphone vs. Cellular (2015)

Adults owning a smartphone and a cellular



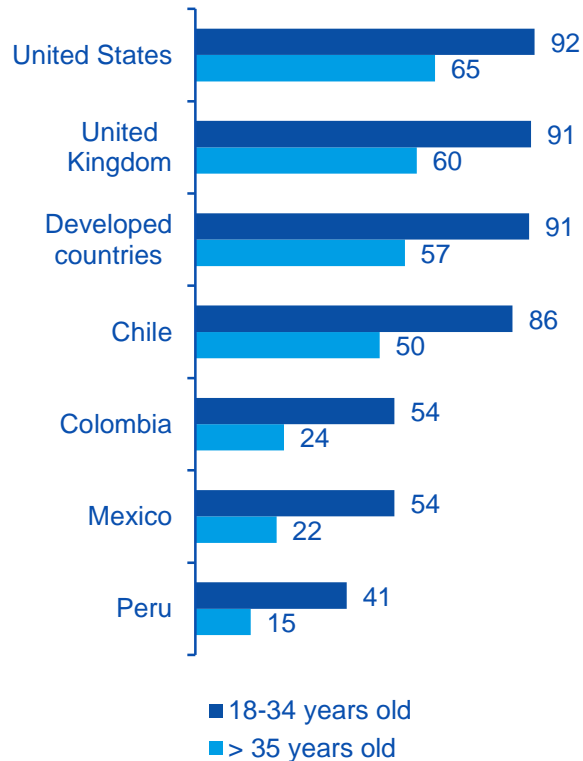
\* Developed countries correspond to the average of South Korea, Australia, United States, Spain, United Kingdom, Canada, Germany, Italy, France and Japan



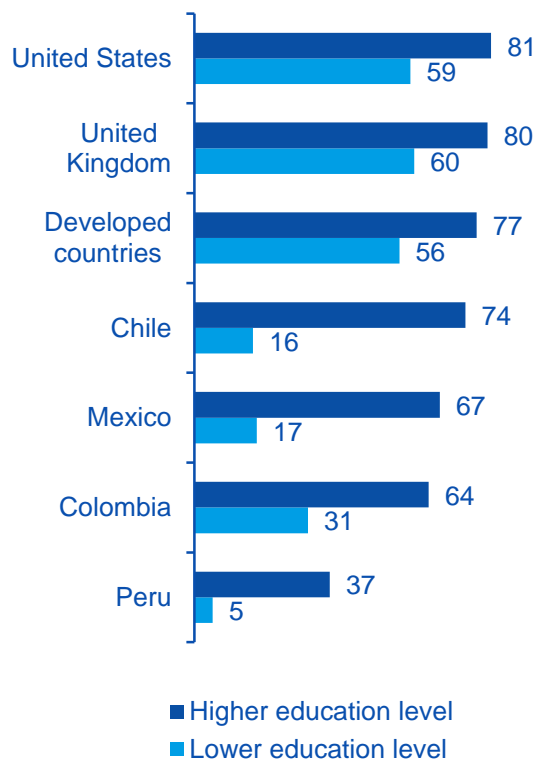
## 2.4. Smartphone owners profile (2015)

### Percentage of adults owning a smartphone

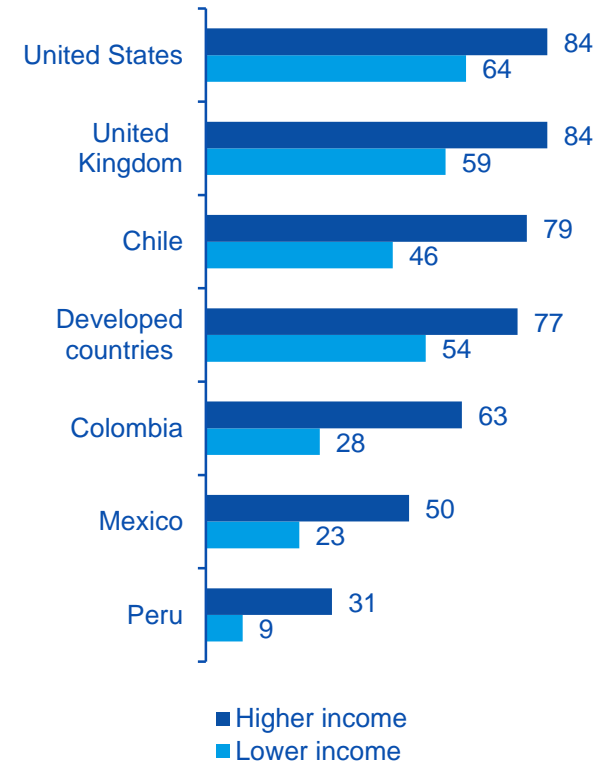
By age



By education level

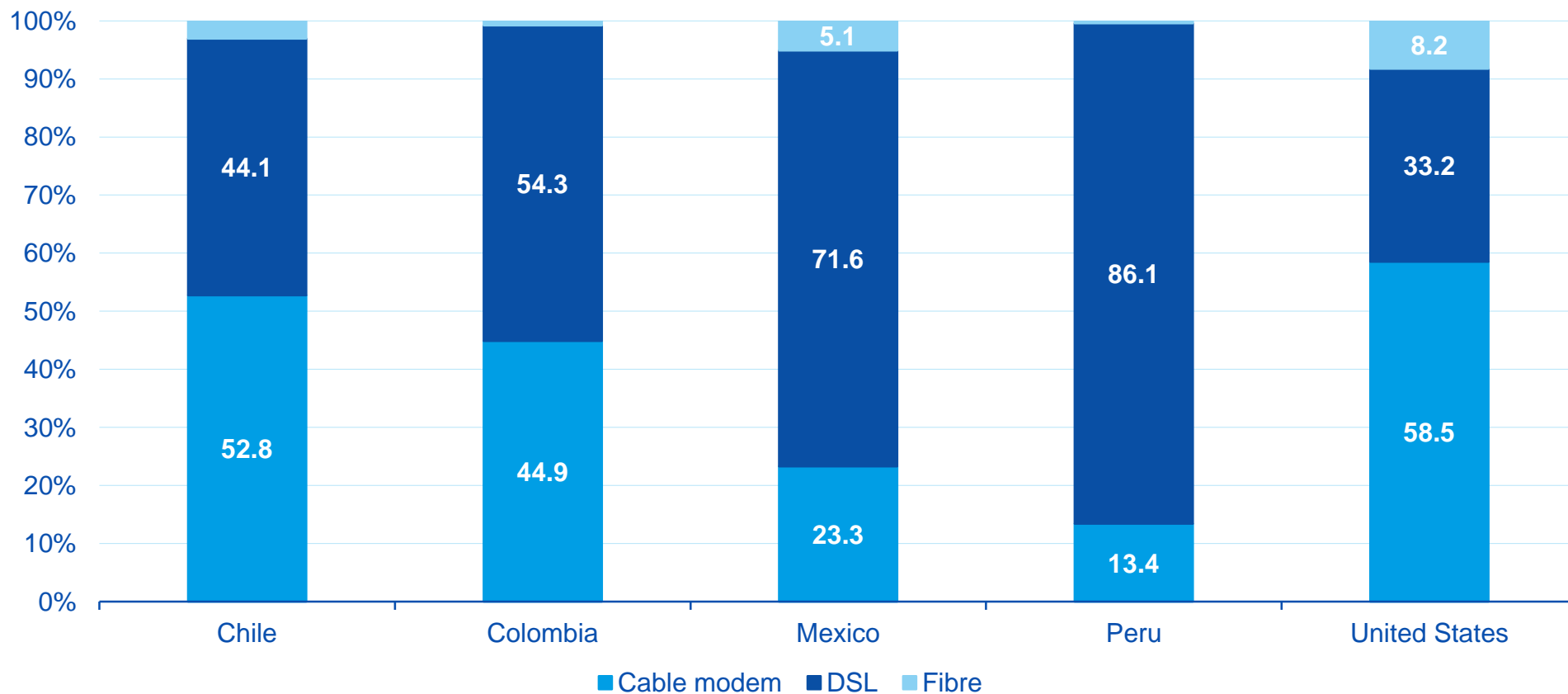


By income level



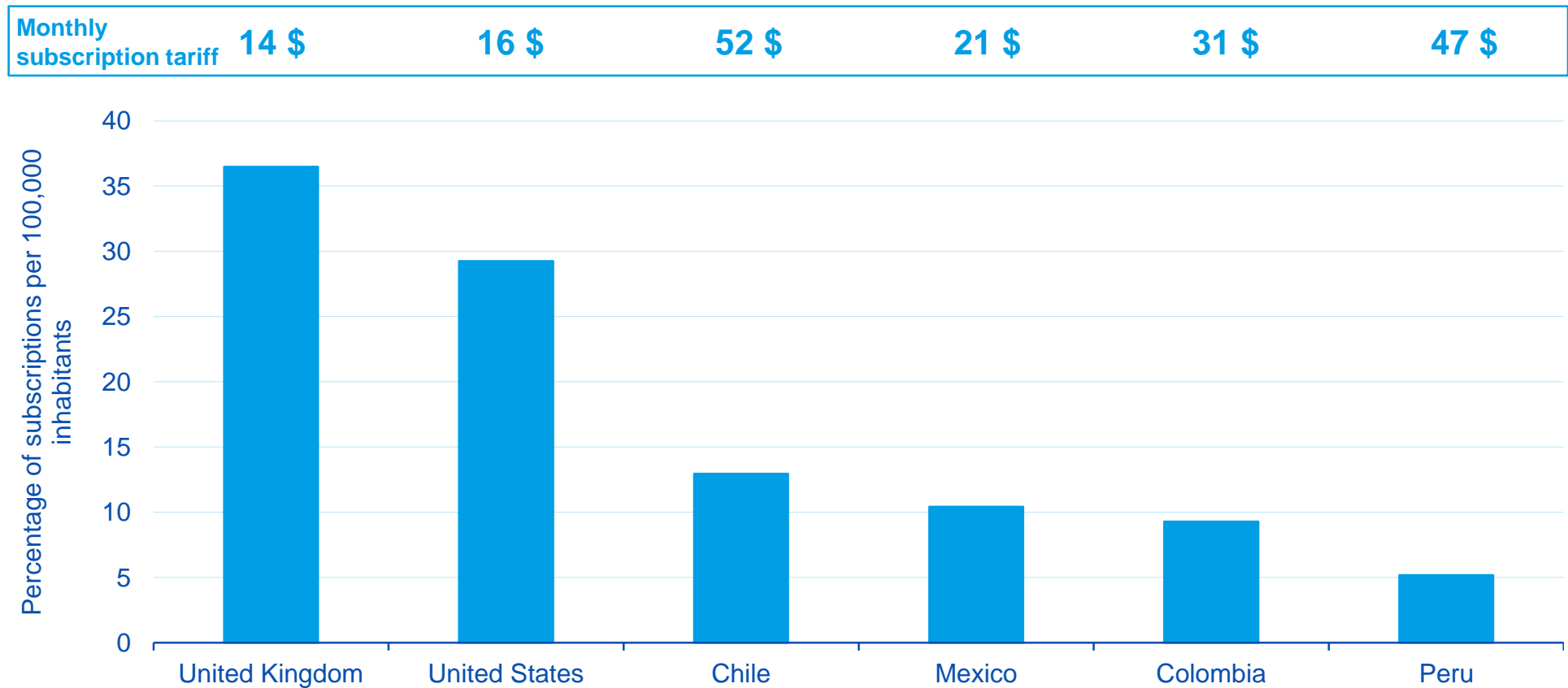
## 2.5. Fixed broadband (I)

Percentage of subscriptions by technology type (2013)



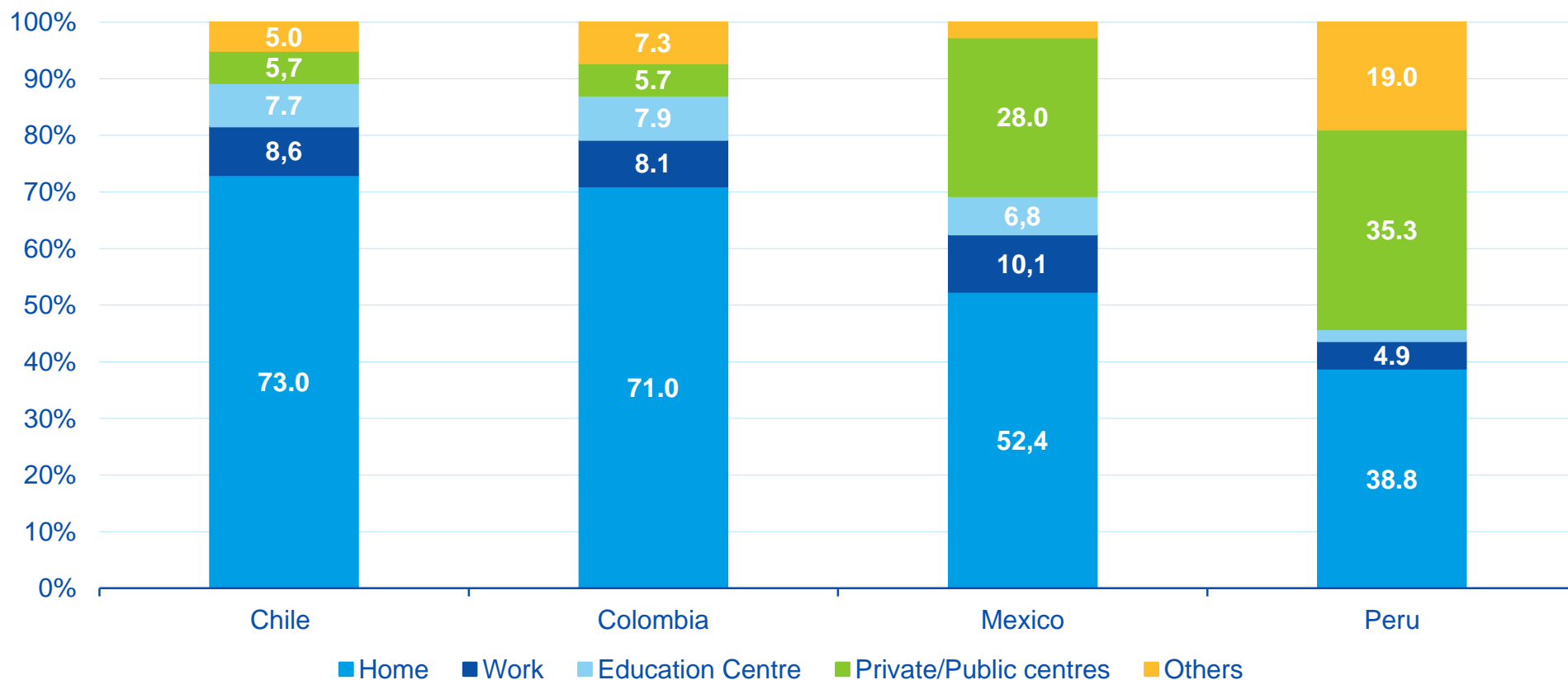
## 2.5. Fixed broadband (II)

Percentage of subscriptions and monthly subscription tariff in 2013 (Int. USD, PPP)



Note: services provided might not be homogeneous

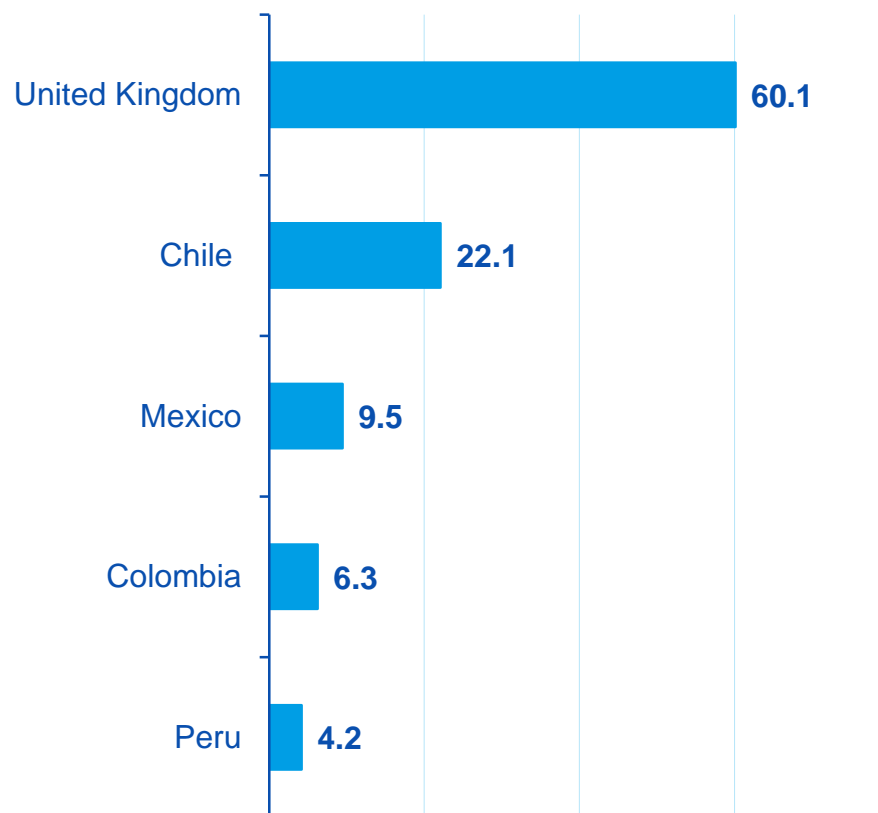
## 2.6. Places for Internet access



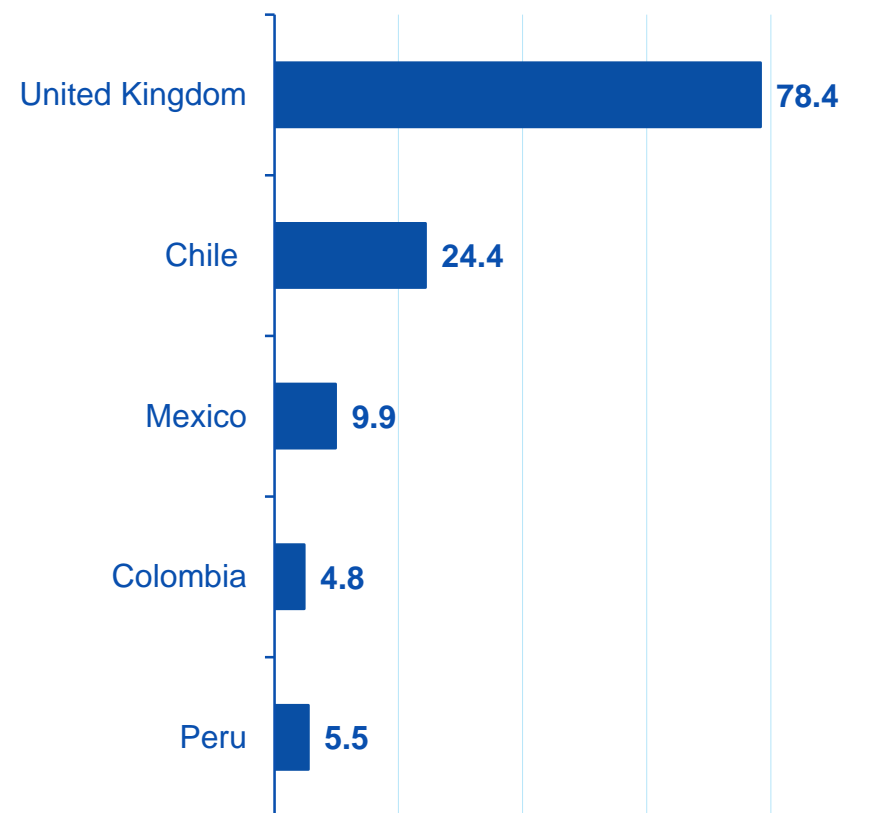
Home is the principal place for Internet access

## 3.1. E-banking and E-commerce

### E-banking

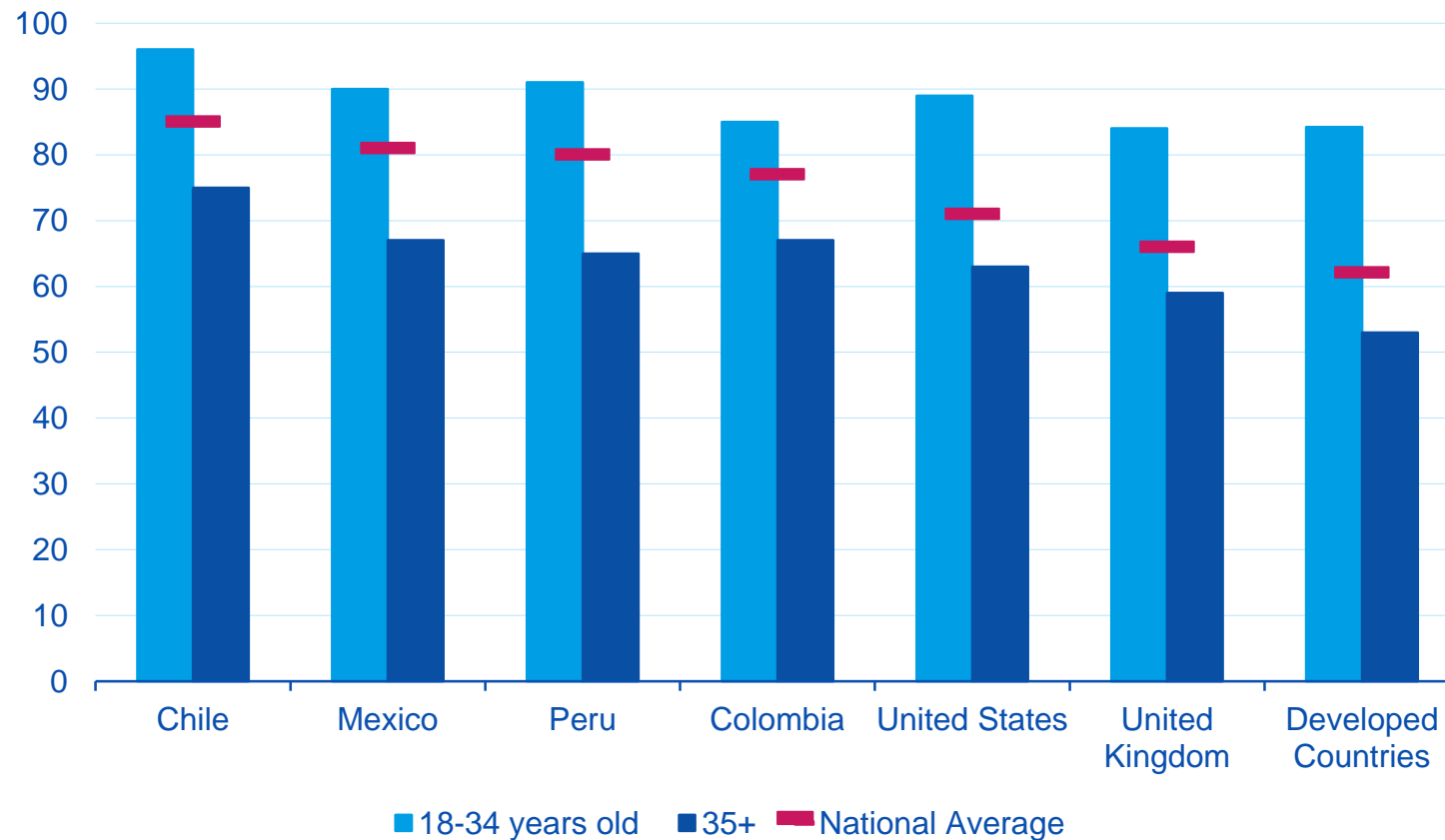


### E-commerce



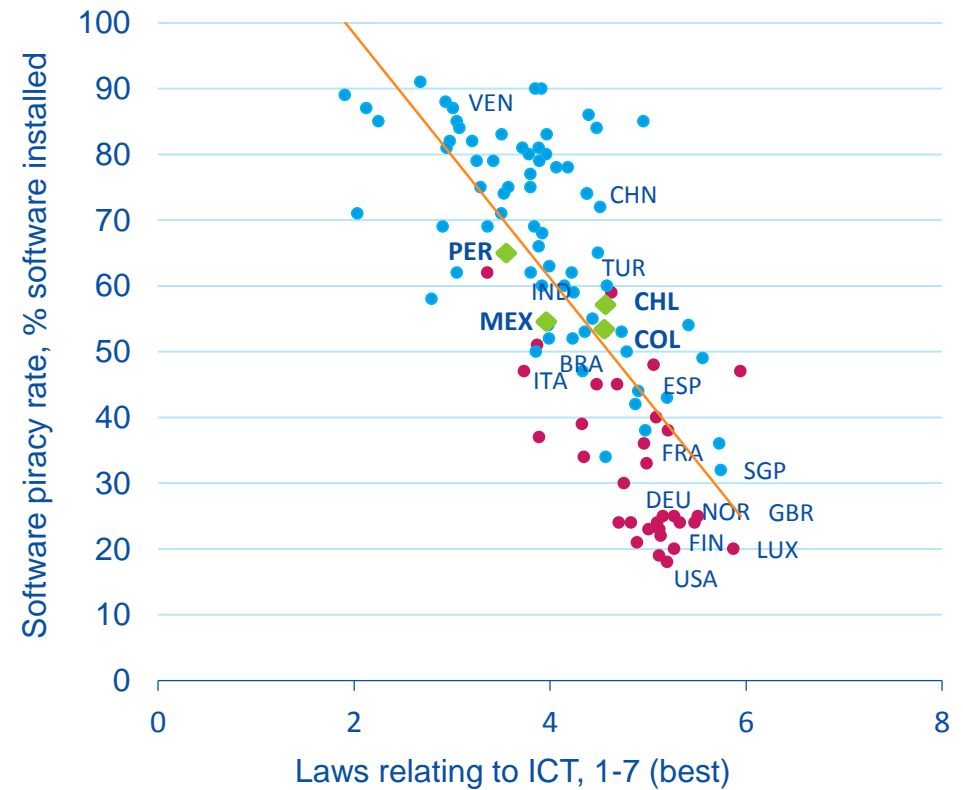
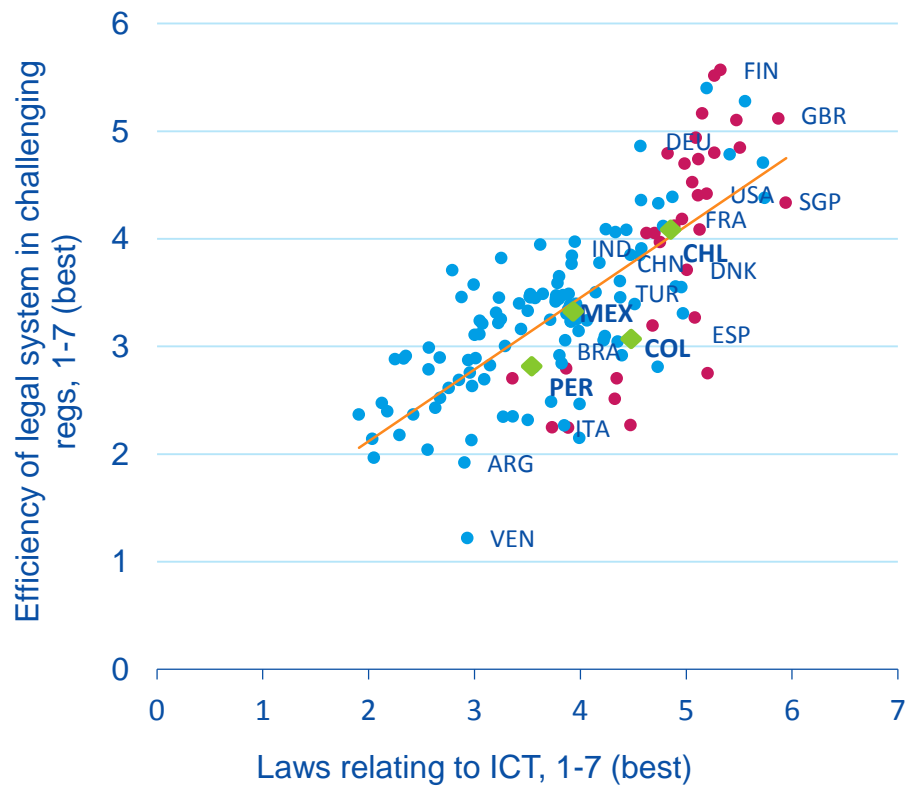
## 3.2. Social Networks (2015)

Percentage of Internet users who use social networks



The use of social networks among Internet users is more popular in the PA than in developed countries

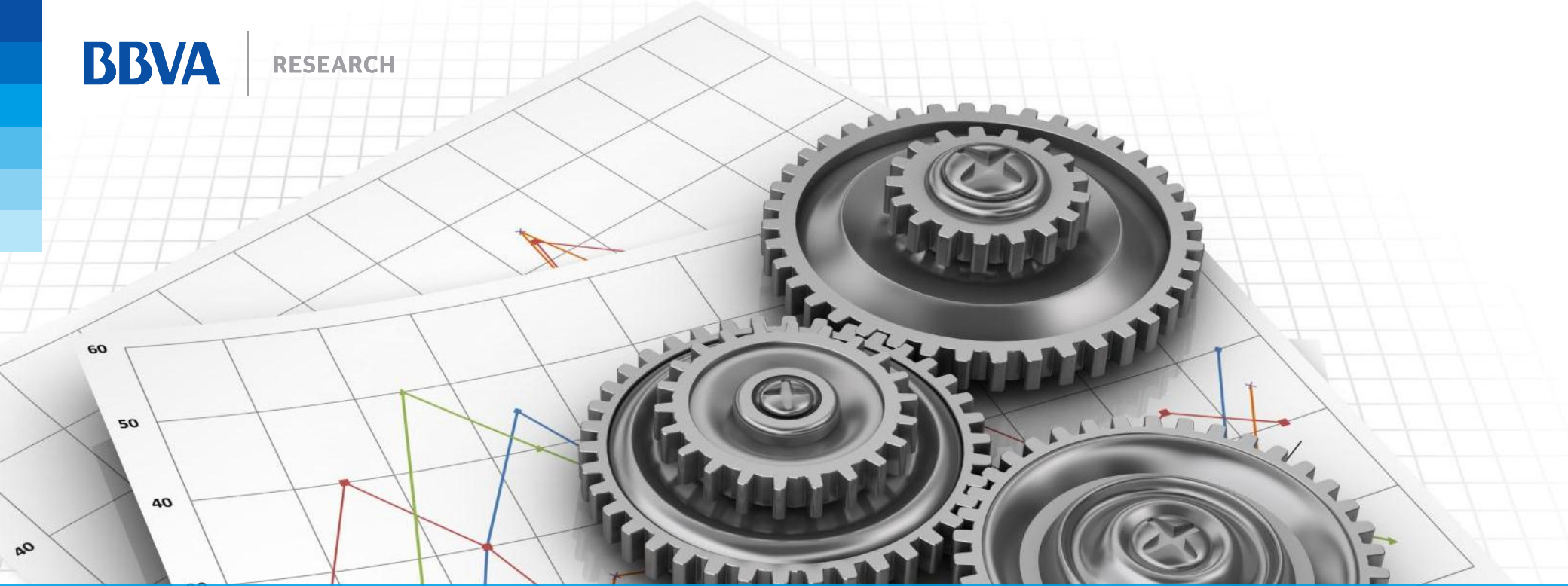
# 4. ICT laws: Efficiency and Piracy



● High income OECD countries

● Rest

◆ Pacific Alliance members



# Appendix



## A.1. Data sources

- **Colombia:** Quality of Life Survey (ECV). National Administrative Department of Statistics (DANE)
- **Chile:** National Socioeconomic Survey (CASEN). Ministry of Planning and Cooperation (MIDEPLAN)
- **Mexico:** Module on availability and use of information technologies in households (MODUTIH). National Institute of Statistics and Geography (INEGI)
- **Peru:** National Household Survey (ENAHO). National Institute of Statistics and ICT (INEI)
- The World Telecommunication/ICT Indicators database (ITU, 2015)
- Spring Global Attitudes survey (Pew Research Center, 2015)

## A.2. Composition of the Digitization Index

### Infrastructure

- Fixed (wired)-broadband speed, in Mbit/s.
- International Internet bandwidth. It is measured in bits per second per Internet users.
- Percentage of total population covered by a mobile network signal.
- International Internet bandwidth in megabits per second (Mbit/s).

### Users adoption

- Active mobile-broadband subscriptions.
- Fixed (wired)-broadband subscriptions.
- Mobile telephone subscriptions
- Percentage of households with Internet access at home.
- Proportion of individuals that used the Internet in the last 12 months.
- how widely used are virtual social networks in the country.

### Firms adoption

- What extent do businesses use ICT for transactions with other businesses in the country?
- What extent do businesses use Internet for selling their goods and services to consumers in the country?
- What extent do businesses adopt new technology in the country?

[1 = not at all; 7 = to a great extent]

### Cost

- Monthly subscription charge for fixed (wired) broadband Internet service (PPP \$). Fixed (wired) broadband is considered any dedicated connection to the Internet at downstream speeds equal to, or greater than, 256 kilobits per second, using DSL.

### Regulation

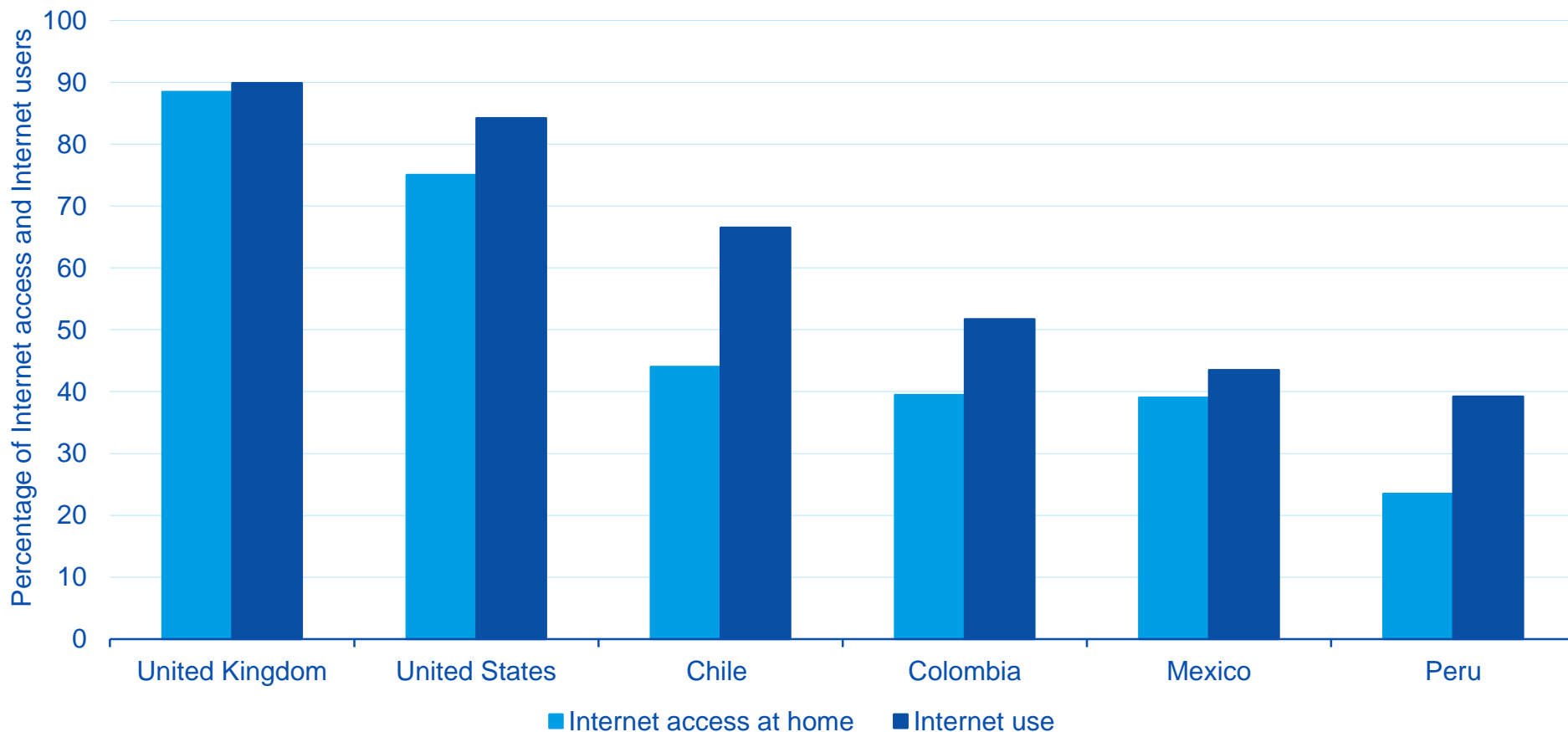
- How developed are your country's laws relating to the use of ICT (e.g., electronic commerce, digital signatures, consumer protection)?

[1 = not developed at all; 7 = extremely well-developed]

### Content

- The Government Online Service Index assesses the quality of government's delivery of online services on a 0-to-1 (best) scale. There are four stages of service delivery: Emerging, Enhanced, Transactional and Connected. In each country, the performance of the government in each of the four stages is measured as the number of services provided as a percentage of the maximum services in the corresponding stage.

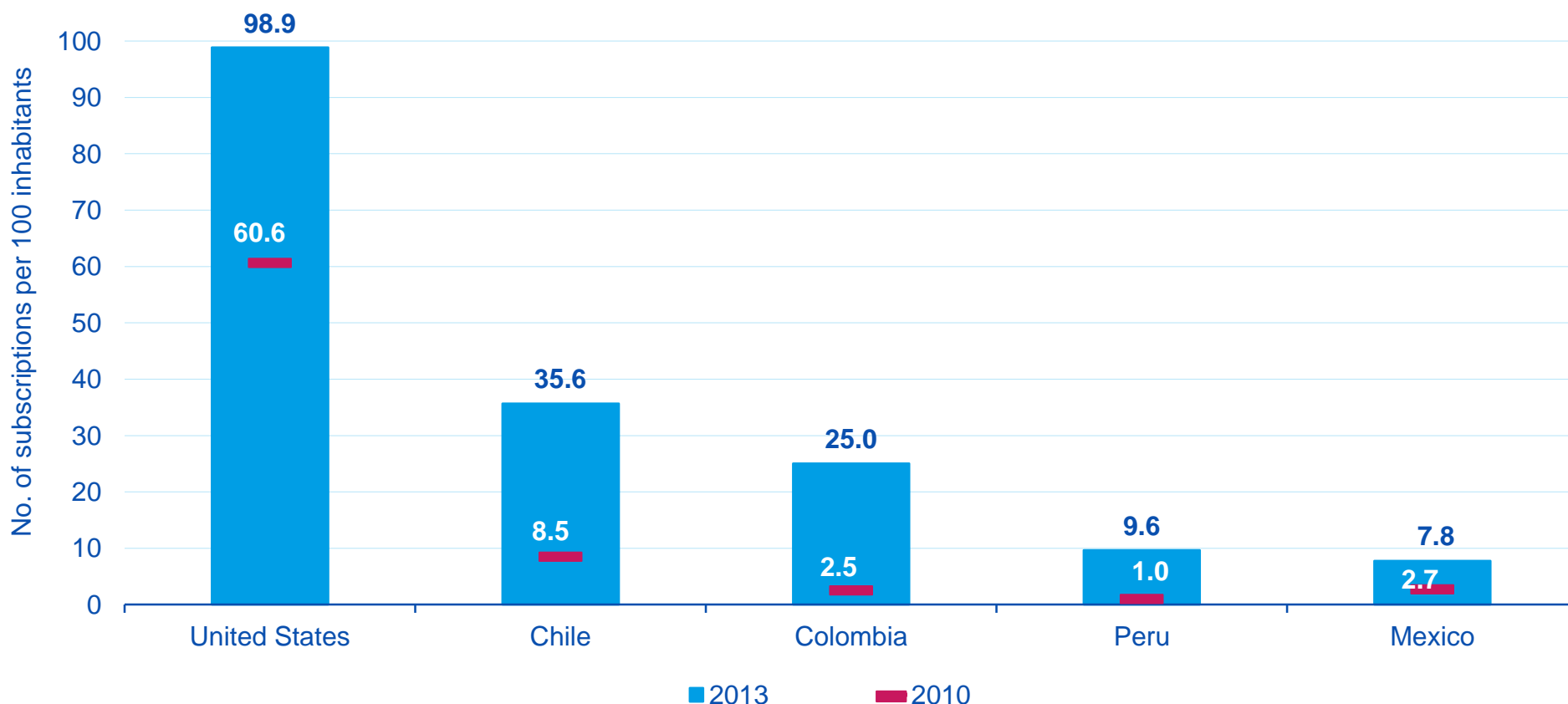
## A.3. Internet: access and use



Note: Internet use in the last year. The last available year is 2013 (Chile, United Kingdom and United States); 2014 (Peru) and 2015 (Colombia and Mexico).

# A.4. Wireless broadband

Wireless broadband subscriptions per 100 inhabitants



Note: Mexico data correspond to 2010 and 2012

## Financial Inclusion

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