

# How Coronavirus Has Exposed the Digital Divide

November 2020

Table of Contents

#### INTRODUCTION

Scope

Key findings

### **DEFINING THE DIGITAL DIVIDE**

What is the Digital Divide?

Internet penetration continues to improve globally

Pandemic social shifts put mobile-first individuals at a disadvantage

## THE DIGITAL DIVIDE: BARRIERS, CASE STUDIES AND SOLUTIONS

Identifying key factors contributing to the digital divide

Barriers: the urban/rural divide

Case study: Facebook to connect Africa through undersea cables

Barriers: income inequality

Barriers: disparity in quality of access

Telcos pursue various initiatives to help alleviate pandemic

## GOVERNMENT RESPONSE TO THE DIGITAL DIVIDE

How emerging markets are responding to the digital divide How developed markets are responding to the digital divide

### THE DIGITAL DIVIDE: PROSPECTS

Internet penetration to reach 67% of the globe by 2025

Case study: SpaceX's Starlink programme to extend global access 5G focus may undercut broadband incentives, prolong digital divide

Case study: Huawei takes 5G to the top of the mountain

## THE EFFECTS OF COVID-19 ON THE DIGITAL DIVIDE

How the COVID-19 crisis has influenced the digital divide

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/how-coronavirus-has-exposed-the-digital-divide/report.