

# Digital and data-related divides

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*UNECE*

*Conformity assessment, legal metrology and market surveillance tools for the changing dynamic of digital goods*

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24 November 2023



UNITED NATIONS  
UNCTAD



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# Data-driven digital economy is rapidly evolving amidst huge divides in digital readiness

Global Internet Protocol traffic in **2022**

WWW 

Internet traffic up to **2016**

WWW 

The **conventional digital divide** is being compounded by the **data-related divide**



Average internet speed

Developed economies

8x

LDCs

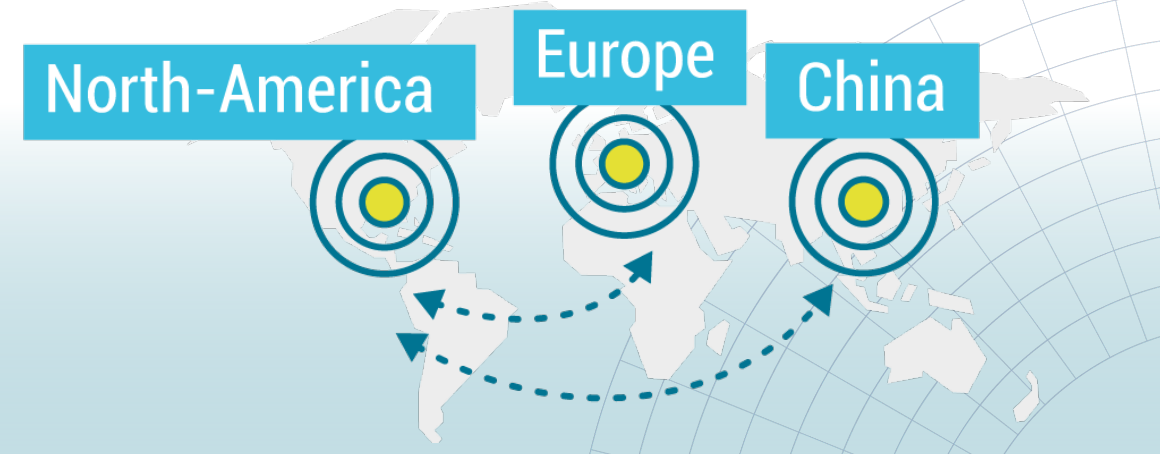


Use of Internet

**90%**  
Developed economies

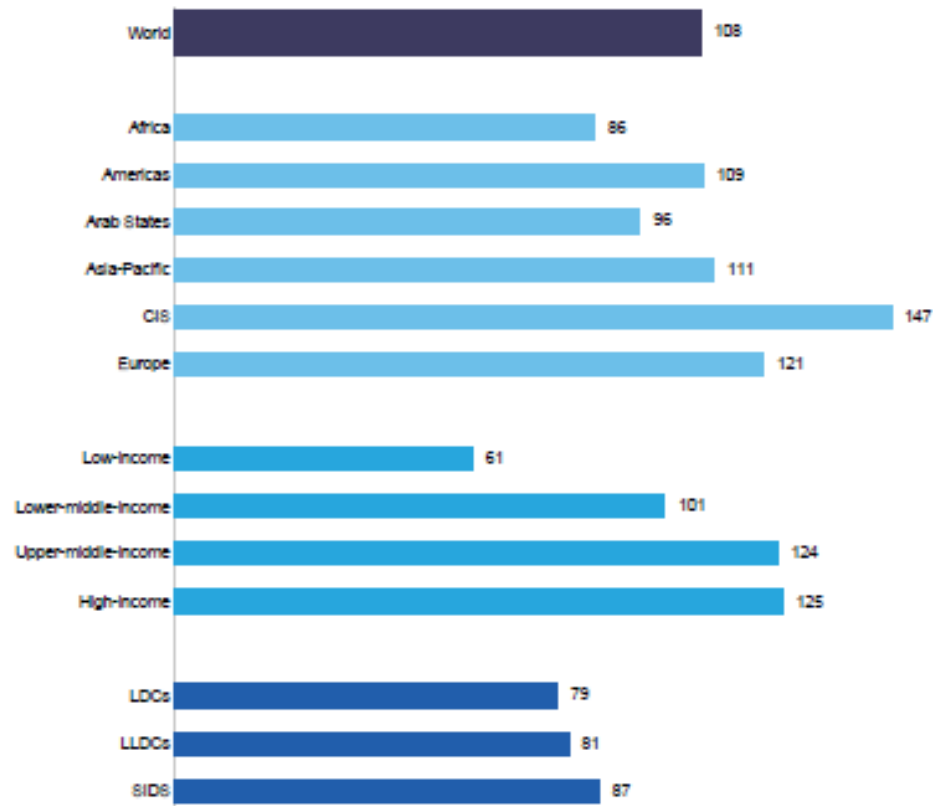
**20%**  
LDCs

International bandwidth is geographically concentrated along **two main routes**



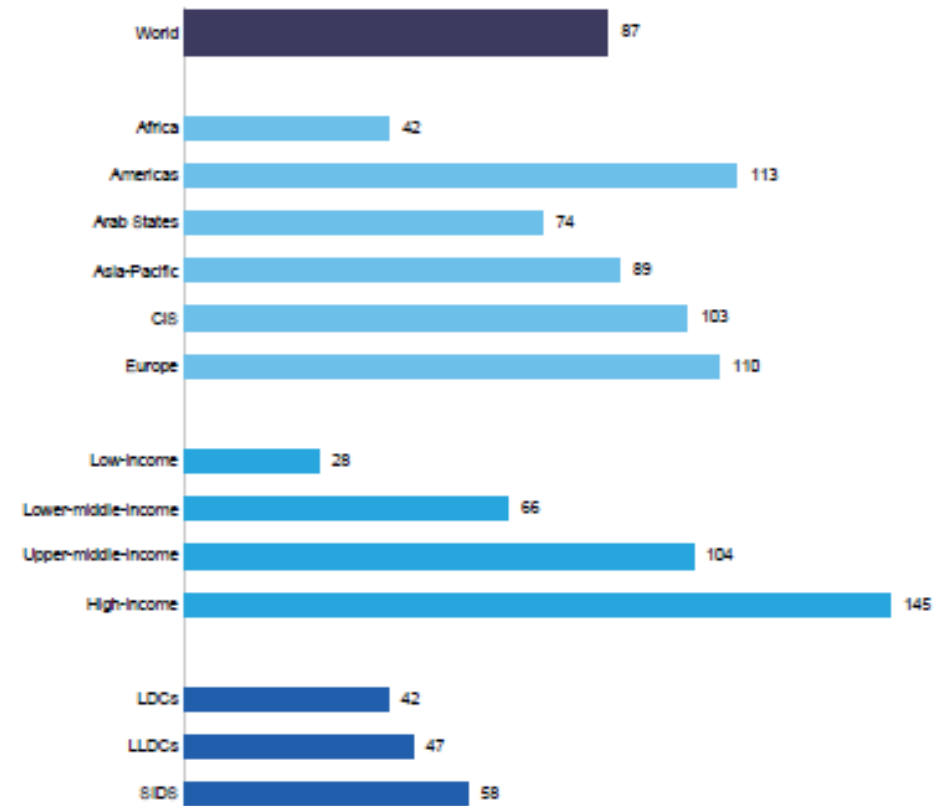
# ICTs CONNECTIVITY: Access

## Mobile-cellular telephone subscriptions per 100 inhabitants, by region, 2022



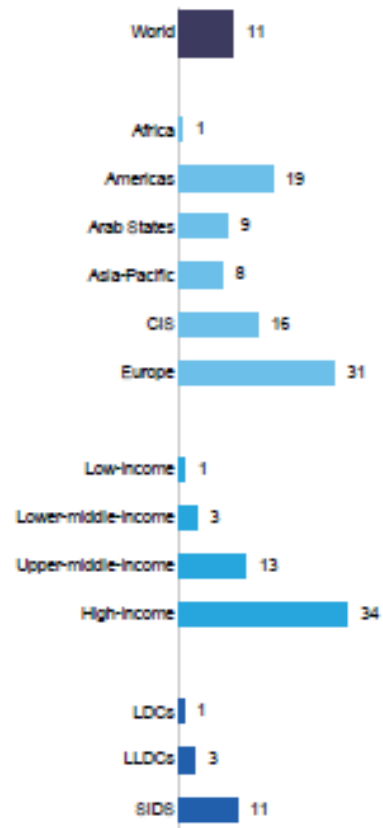
Source: ITU

## Active mobile-broadband subscriptions per 100 inhabitants, by region, 2022



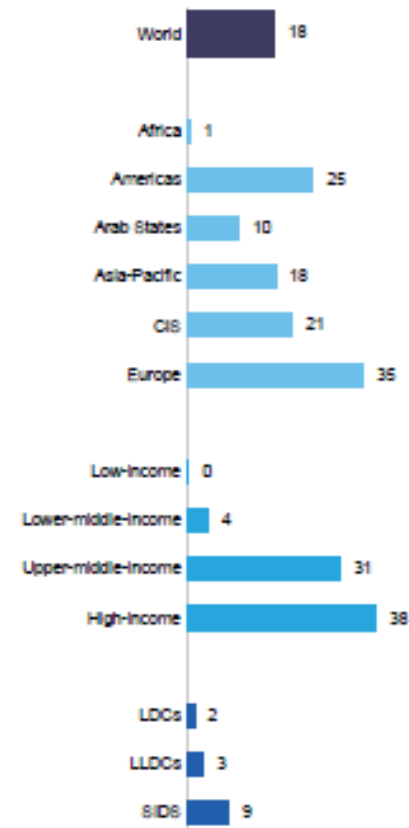
Source: ITU

## Fixed-cellular telephone subscriptions per 100 inhabitants, by region, 2022



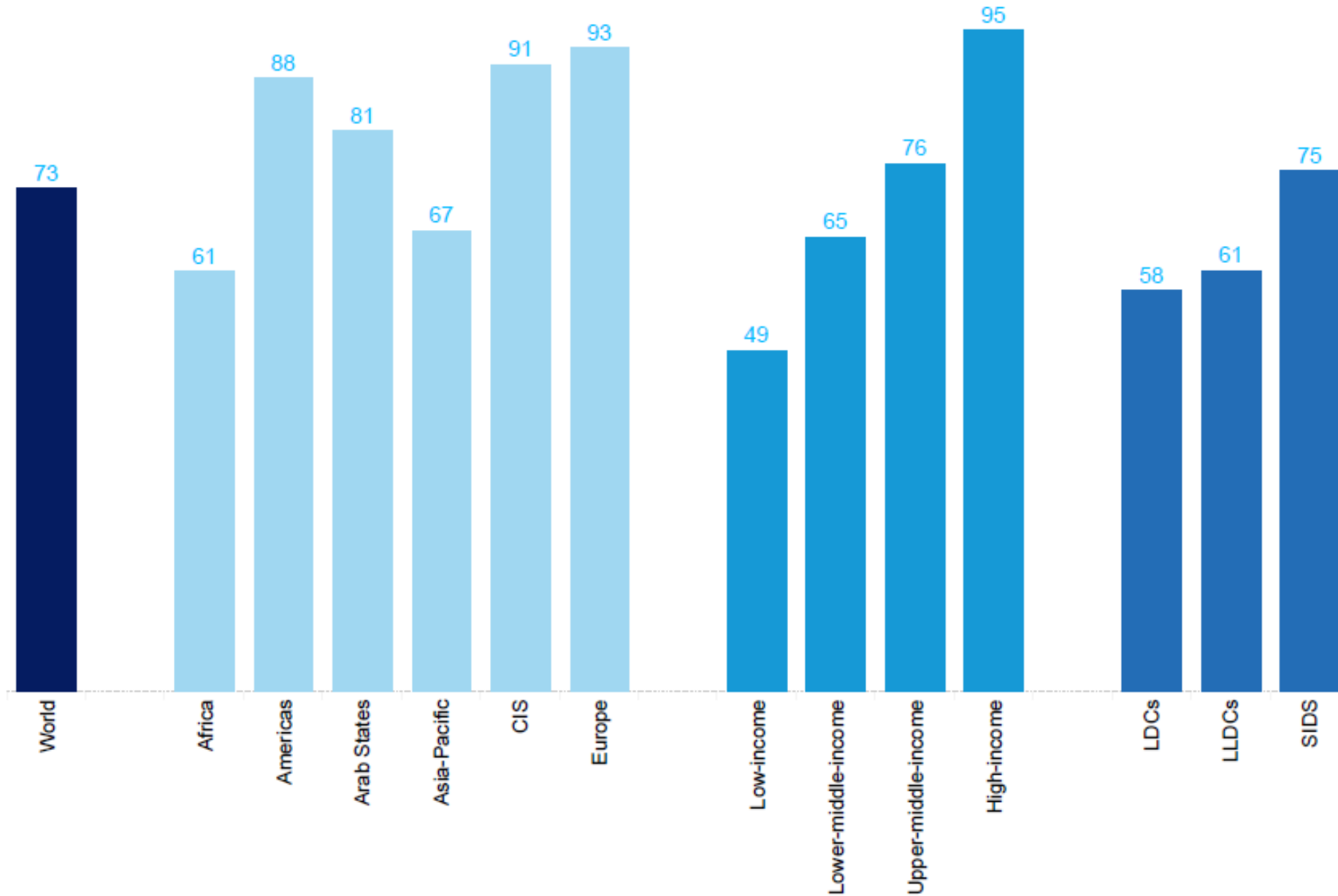
Source: ITU

## Fixed-broadband subscriptions per 100 inhabitants, by region, 2022

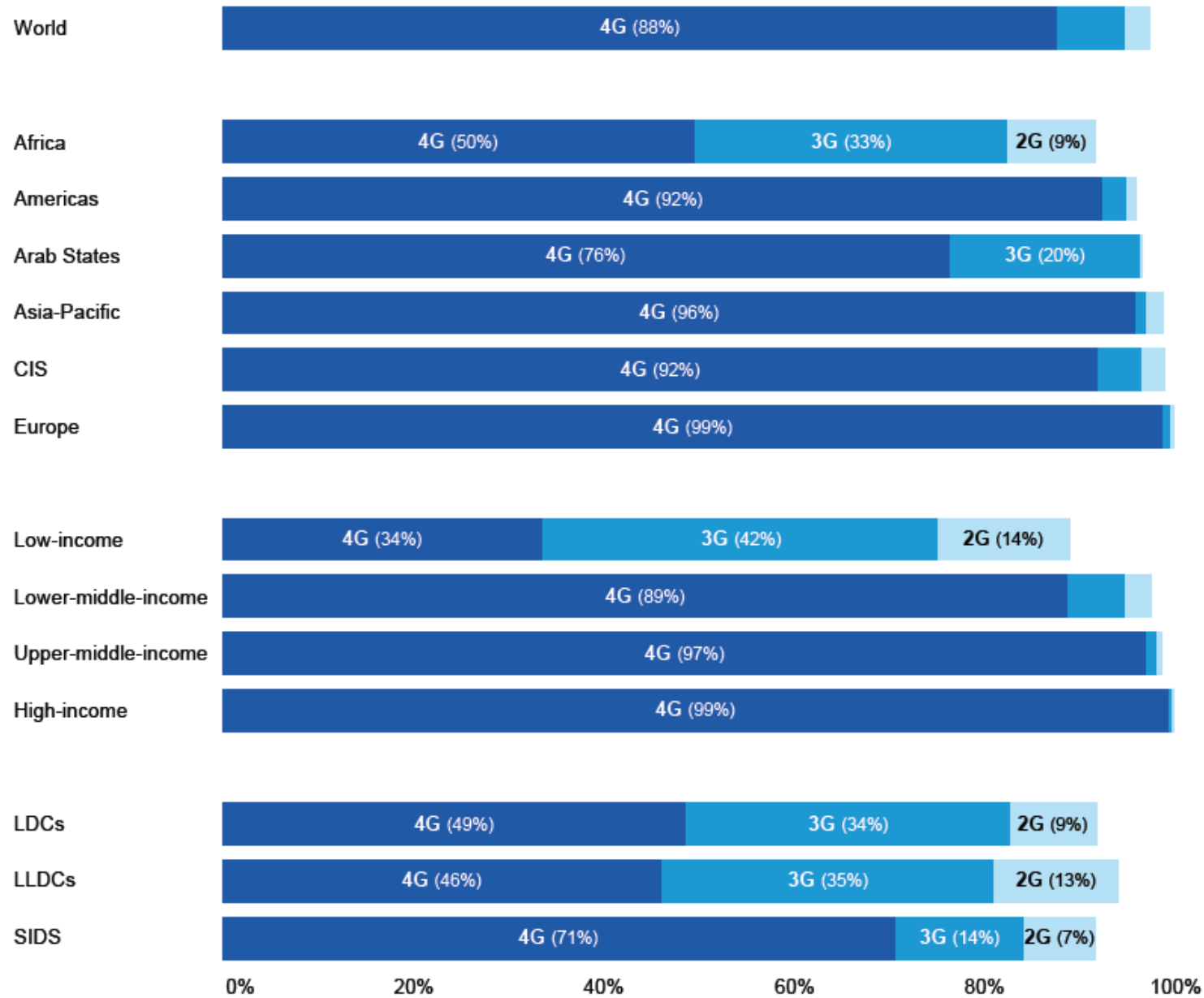


Source: ITU

## Percentage of individuals owning a mobile phone, 2022



## Population coverage by type of mobile network, 2022



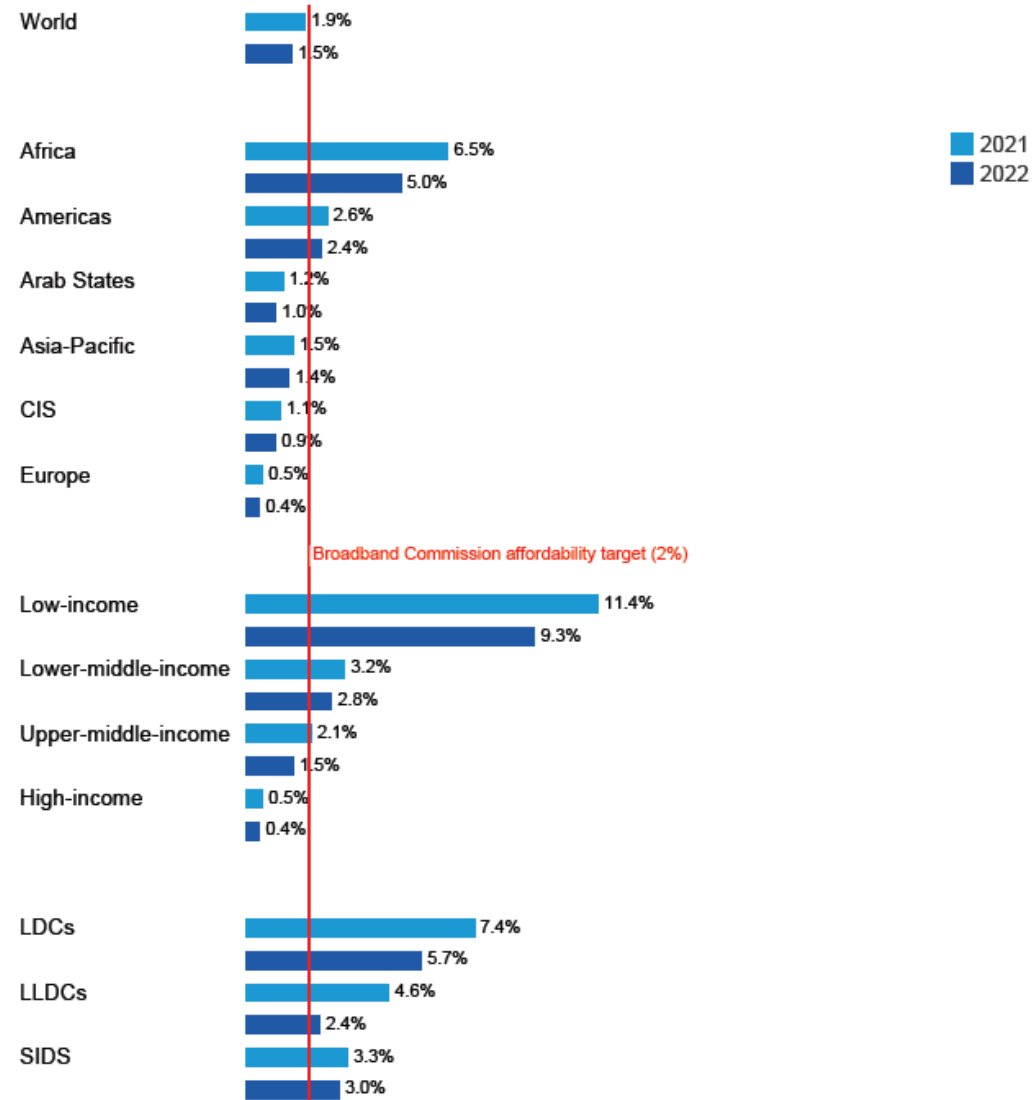


# Affordability of ICTs

## Affordability of ICT services

ICT services become more affordable worldwide in 2022

Data-only mobile broadband basket prices as % of gross national income per capita, 2021-2022

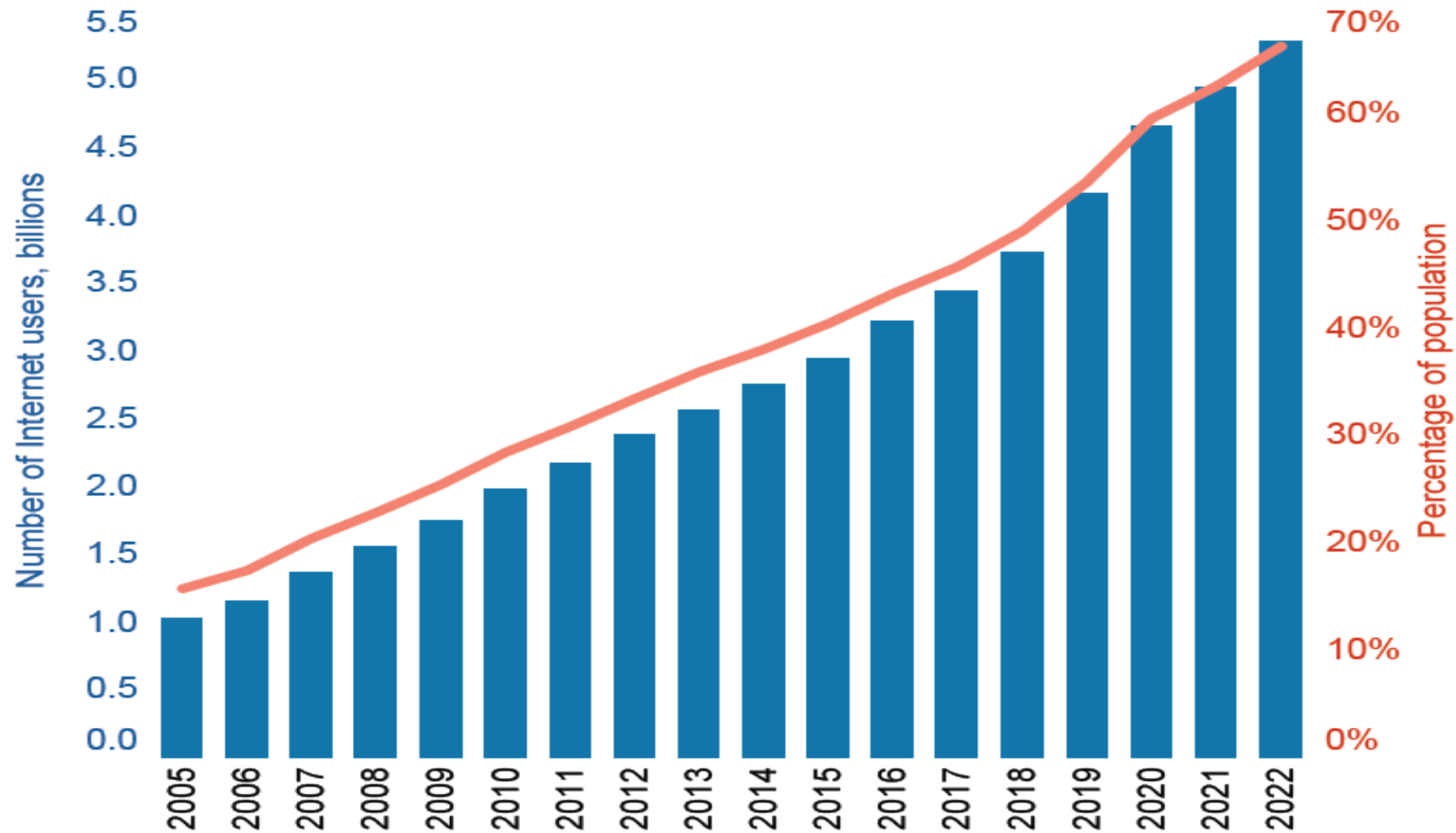




# Use of Internet

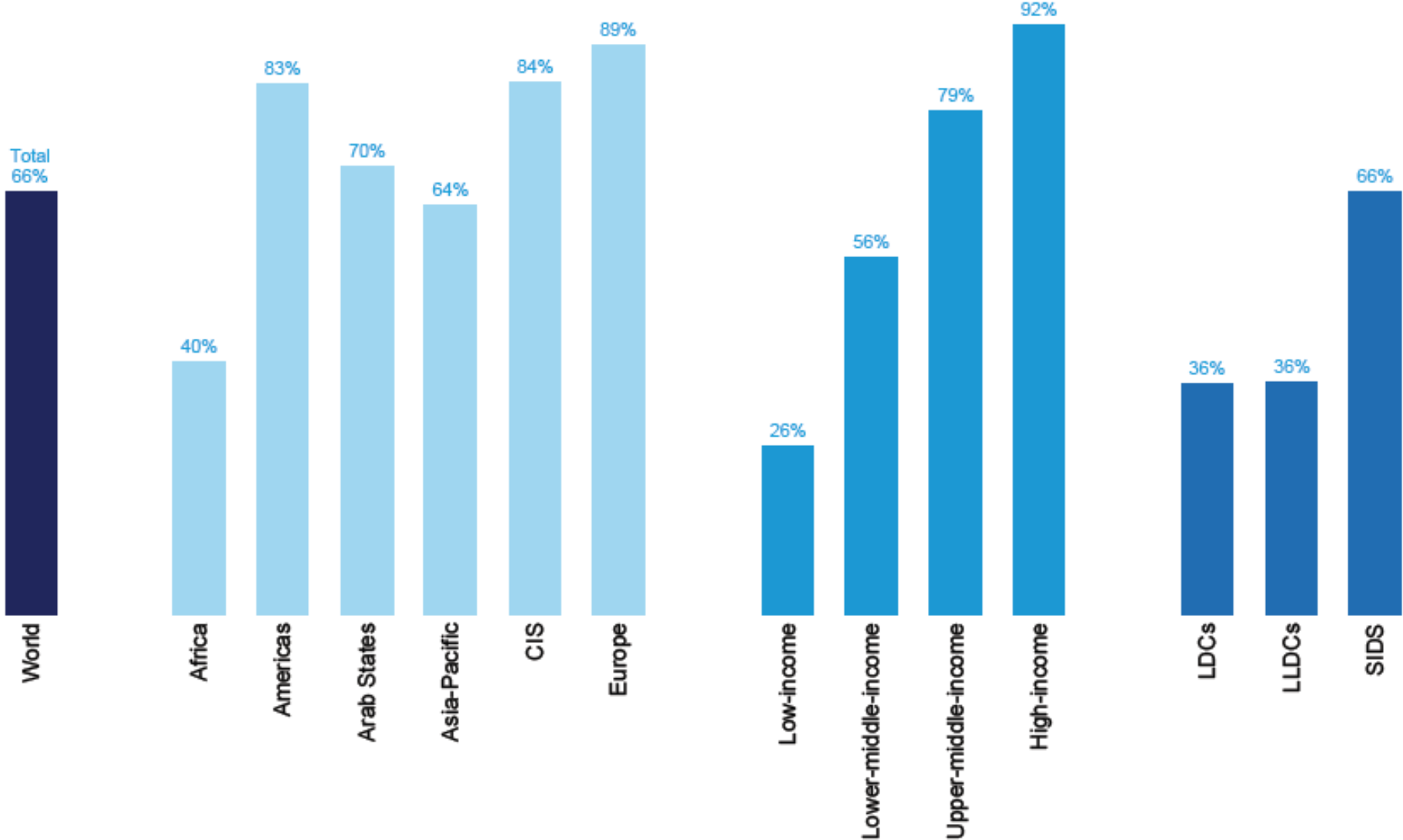
Two-thirds of the world's population uses the Internet, but 2.7 billion people remain offline

## Individuals using the Internet



Source: ITU

# Percentage of individuals using the Internet, by region, 2022

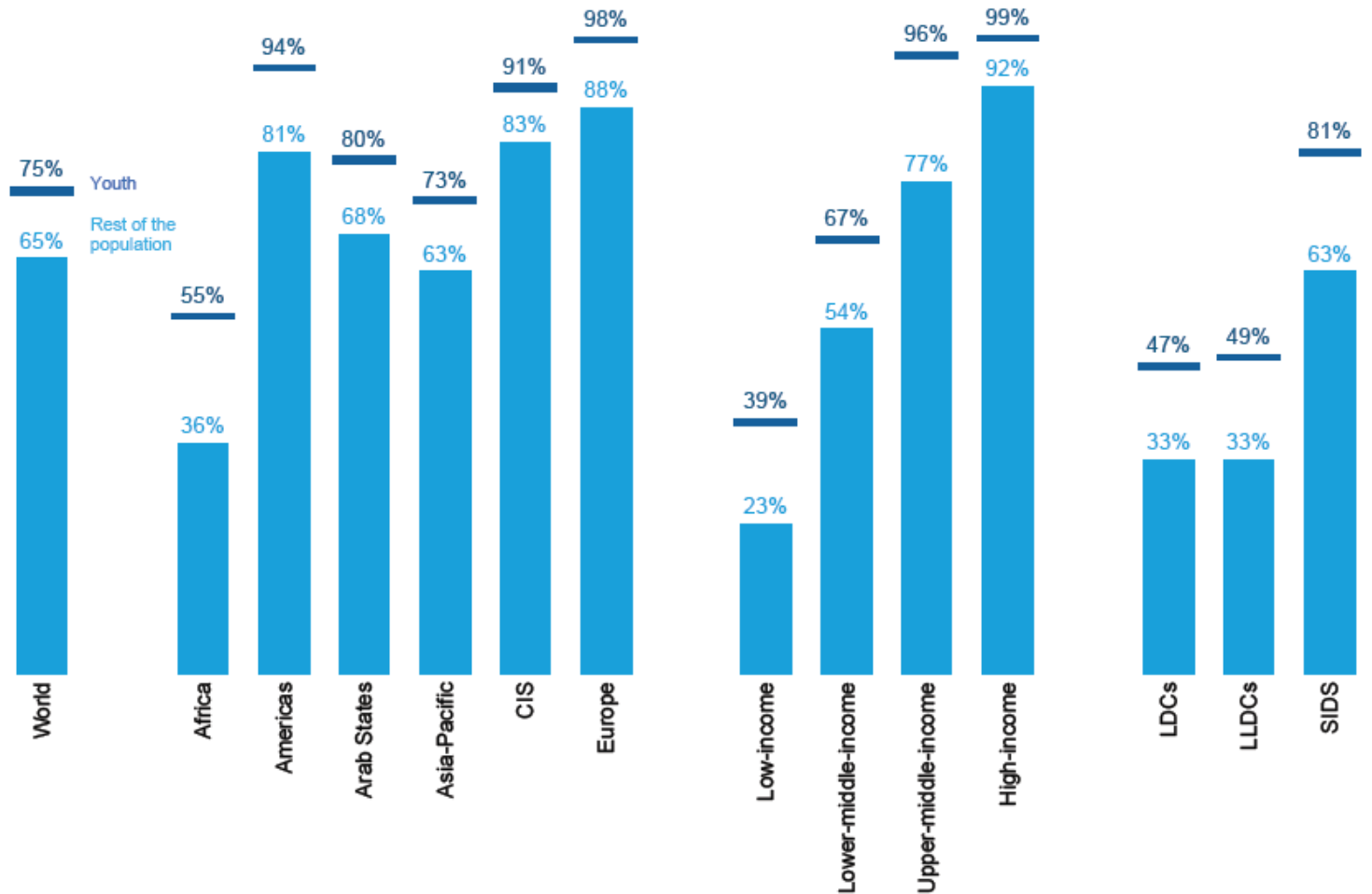


# Youth Internet use

Three-quarters of 15- to 24-year-olds use the Internet

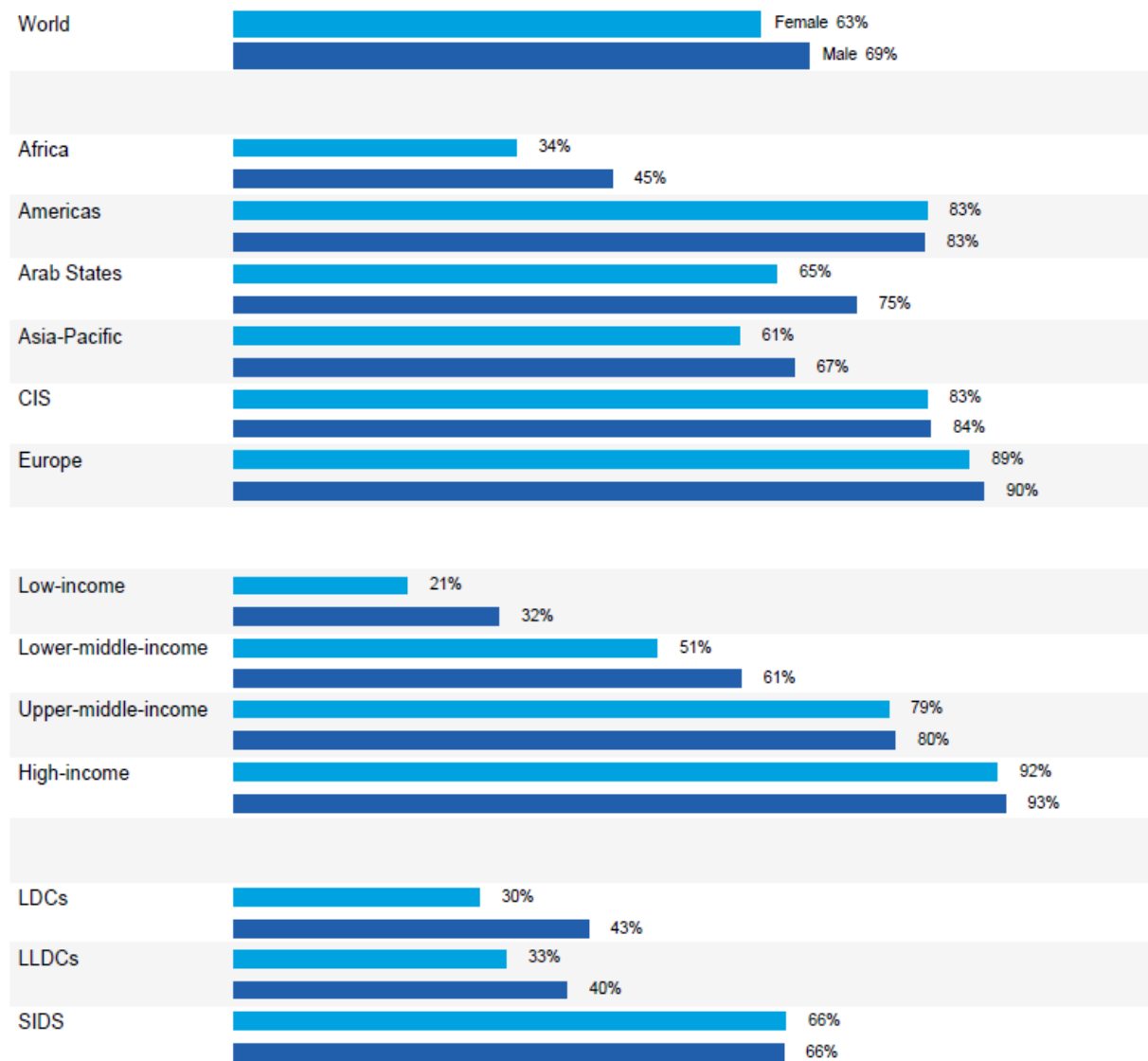
Percentage of individuals using the Internet, by age group, 2022

*Generational digital divide*

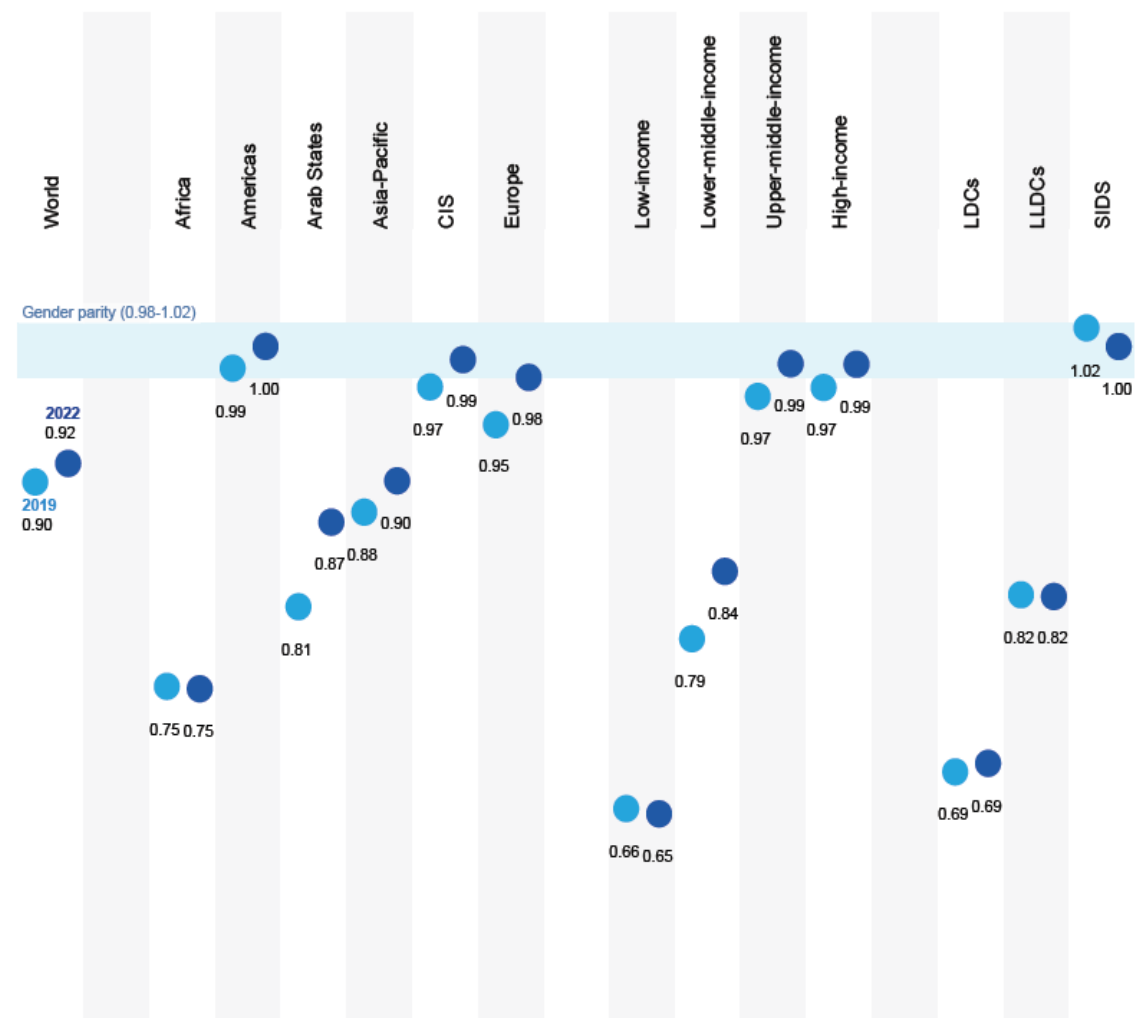


# Gender digital divide

Percentage of female and male population using the Internet, 2022



The Internet use gender parity score, 2019 and 2022



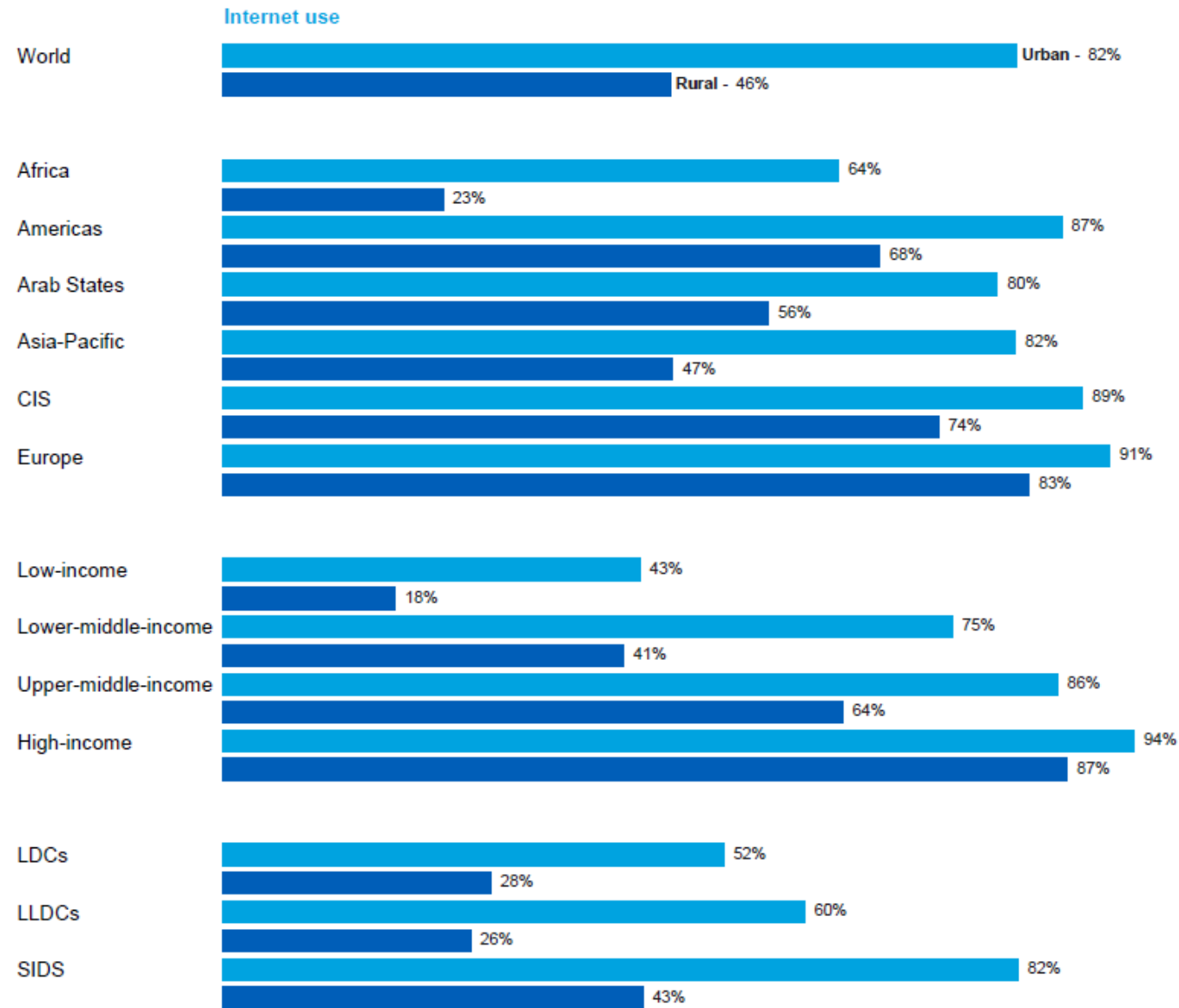
Note: The gender parity score is calculated as the proportion of women who use the Internet divided by the proportion of men. A value less than one indicates that men are more likely to use the Internet than women, while a value greater than one indicates the opposite. Gender parity is considered to be achieved if the value lies between 0.98 and 1.02.

Source: ITU

Source: ITU

## Percentage of individuals using the Internet in urban and rural areas, 2022

*Rural-  
urban  
digital  
divide*



Source: ITU

# Two frontrunners in terms of harnessing data: the United States and China



**50%**  
of the world's  
hyperscale  
data centres



highest rates  
of **5G**  
adoption in  
the world



**94%**  
of all funding  
of AI  
start-ups



**90%**  
of the market  
capitalization  
of the world's largest  
digital platforms

The **largest digital platforms** increasingly control all stages of the global data value chain



With the pandemic their dominant positions have strengthened.

Collection



Transmission



Storage



Processing



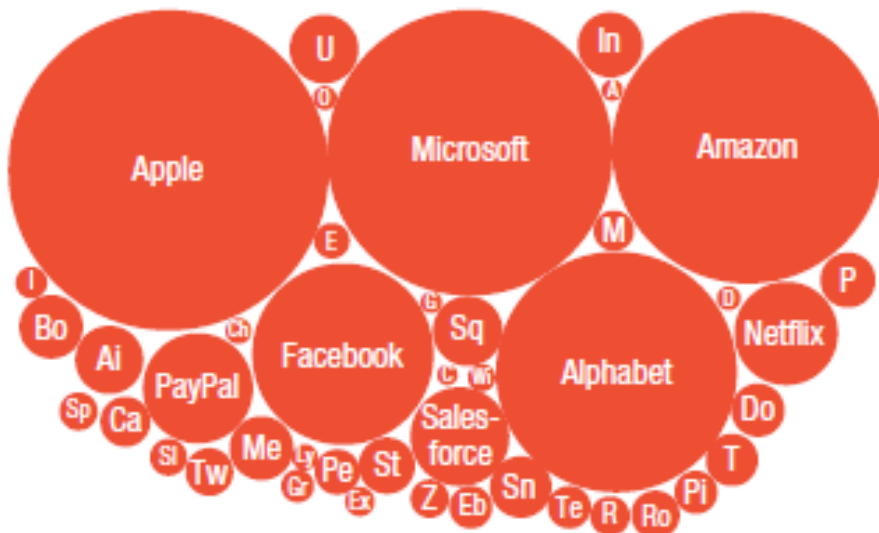
Use



# DATA COLLECTION: GLOBAL DIGITAL PLATFORMS

Geographical distribution of the top 100 global digital platforms, by market capitalization 2021

## America



- |          |           |              |        |         |
|----------|-----------|--------------|--------|---------|
| Airbnb   | Ebay      | Lyft         | Roblox |         |
| Alteryx  | Etsy      | Match        | Roku   | Teladoc |
| Booking  | Expedia   | MercadoLibre | Slack  | Twilio  |
| Carvana  | Grainger  | Opendoor     | Snap   | Twitter |
| Chegg    | Grubhub   | Palantir     | Splunk | Uber    |
| Doordash | Instacart | Peloton      | Square | Wish    |
| Dropbox  | Intuit    | Pinterest    | Stripe | Zillow  |

## Europe

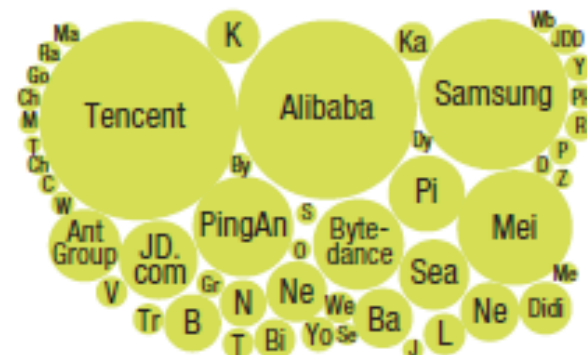


- Adyen
- Auto1
- Checkout
- Delivery Hero
- Edenred
- Hellofresh
- Farfetch
- Klarna
- Spotify
- Just Eat T.
- Yandex

## Africa



## Asia and Pacific



- |              |               |           |
|--------------|---------------|-----------|
| Baidu        | Lufax         | Rea       |
| Beike        | Manbang       | Sea Group |
| Bilibili     | Meicai        | Seek      |
| BYJU         | Meituan       | Sensetime |
| Chehaoduo    | Mercari       | Tokopedia |
| Coupang      | Naver         | Trip.com  |
| Dada Nexus   | Netease       | VipShop   |
| Didi Chuxing | Ola           | WeBank    |
| Go-Jek       | OYO           | WeDoctor  |
| Grab         | Paytm         | Weibo     |
| JD Digits    | Pinduoduo     | YonYou    |
| Kakao        | PindAn Health | Yuanfudao |
| Kuaishou     | Rakuten       |           |



Share in total value, by region (%)

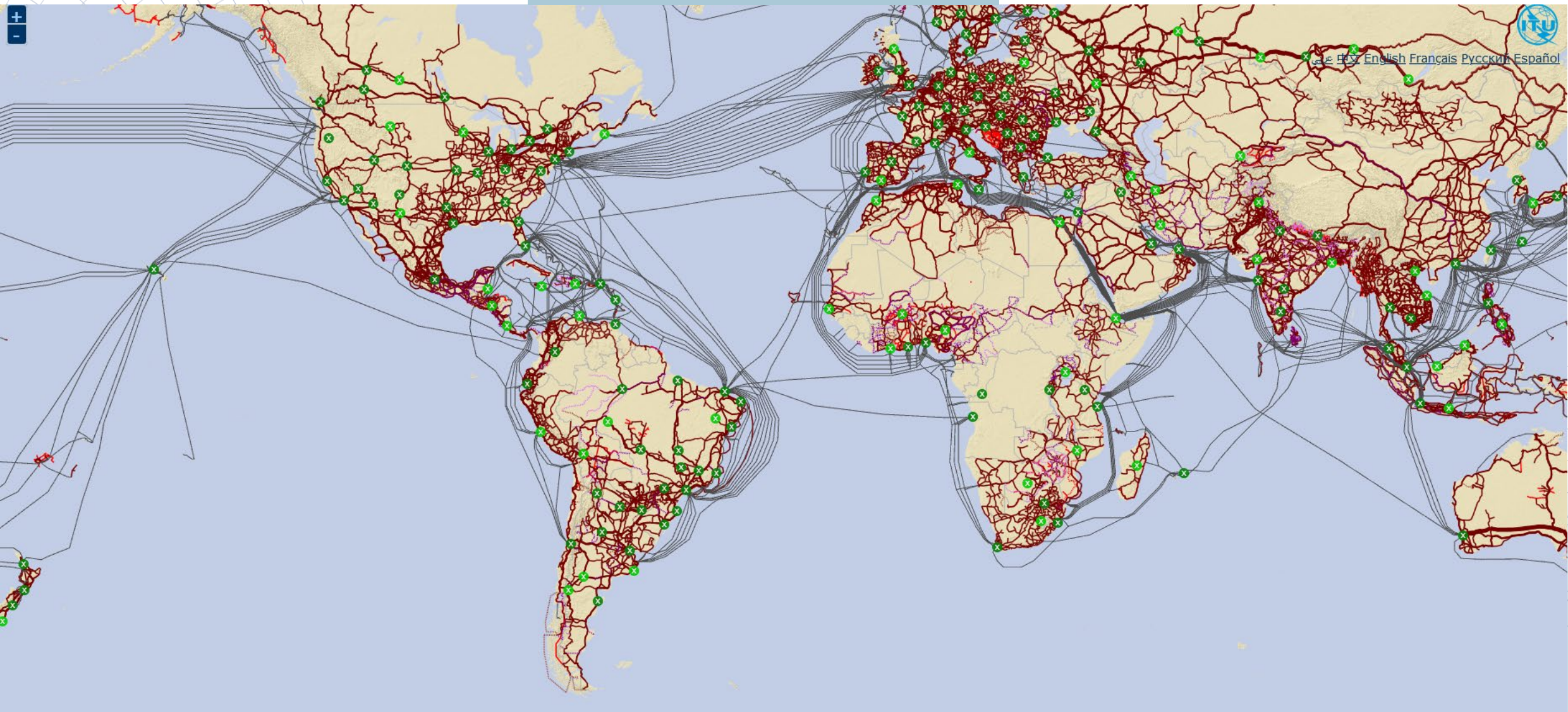


Number of top 100 platforms, by region



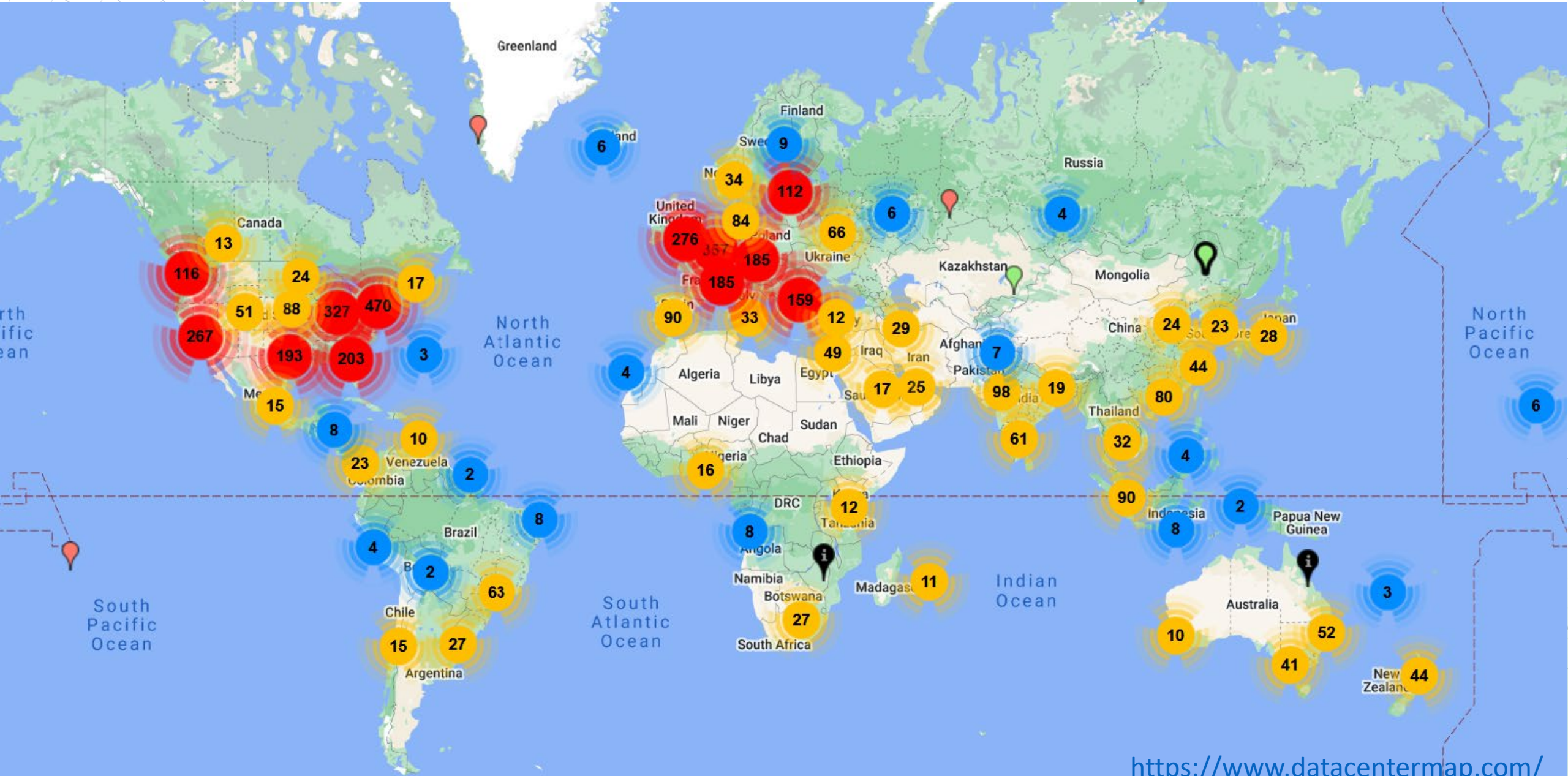
# DATA TRANSMISSION

## Internet transmission map

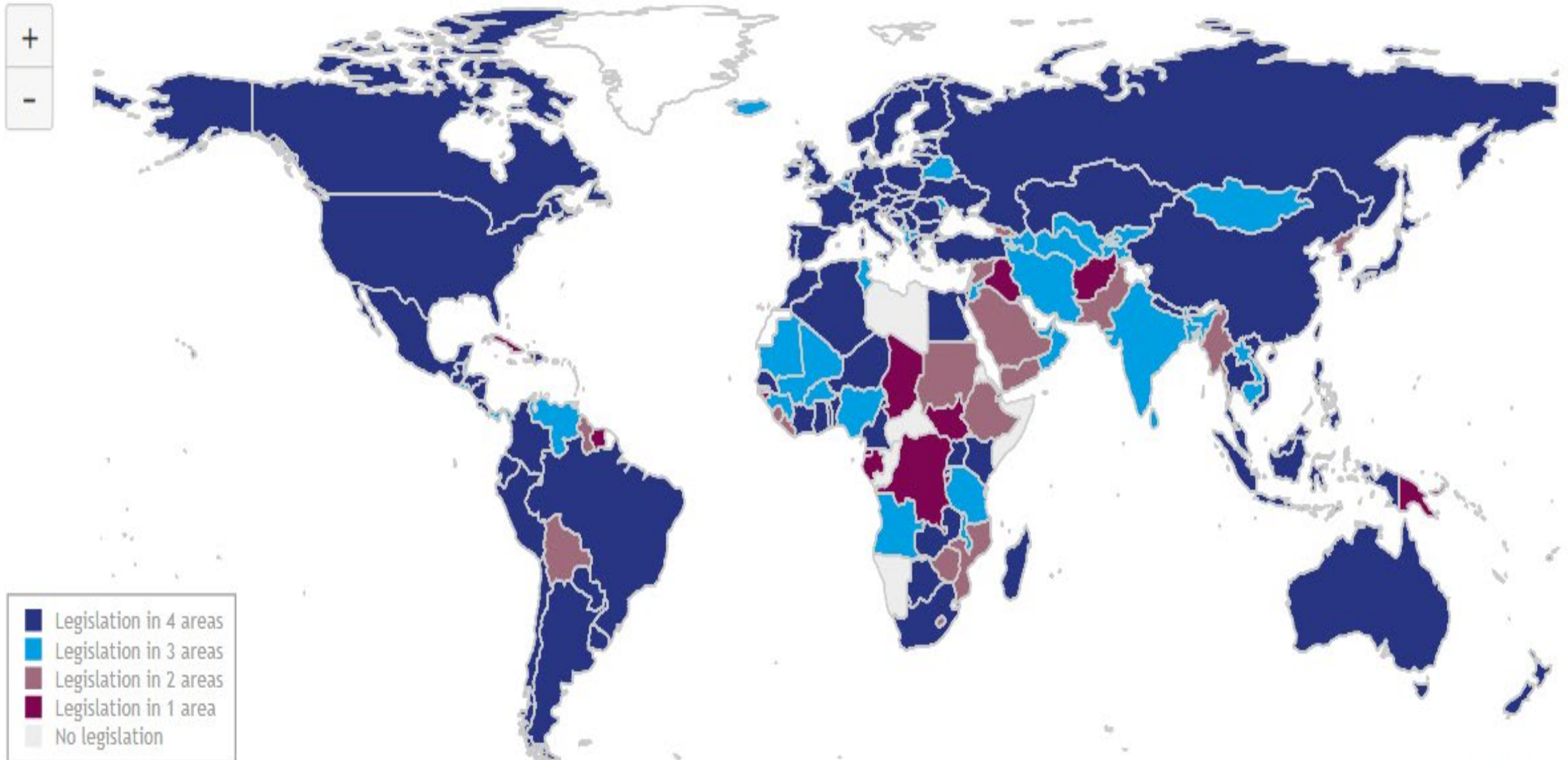




# DATA STORAGE: Global data center map



## Summary of Adoption of E-Commerce Legislation Worldwide





# THANK YOU!

Download the full  
report for free here

*Link:*

*<https://unctad.org/webflyer/digital-economy-report-2021>*

*Source of digital connectivity statistics is ITU, Measuring Digital Development, Facts and Figures 2022*



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