

Importance of research for Policy

- Gives us the landscape
- Know where to focus
- Measure progress (whats working or not working)
- Empowers action and change

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Case Study: Women and the Web

- Research on Women's access and use of the Internet, and barriers inhibiting them.
- In consultation with the U.S. State, UN Women, and World Pulse, a global network for women
- Internet access gap 200 million today
- Barriers include Micro (awareness and ability) and Macro (infrastructure, policies, products) Factors
- Action: Intel launches She Will Connect to reach 5 million women and reduce the gender gap in Africa by 50%, and commitment at Clinton global initiative (innovative digital literacy and empowerment programs)

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Case Study: Reaching the next Billions

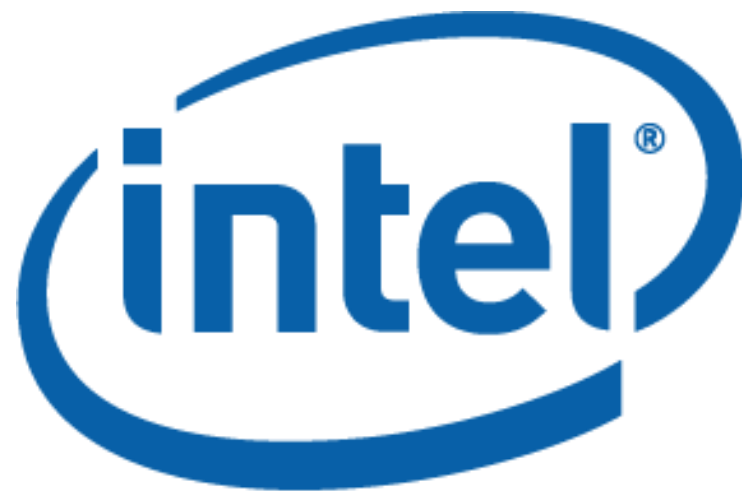
- Research on Broadband Affordability
- studies shows 2-5% income threshold where BB starts to flourish (Cisco, Dr. Raul Katz)
- Intel study shows cost of Broadband is 65+% of overall cost of online solution
- Action: PPP program created with Governments, Service Providers, Equipment Manufacturers, and Content developers using pre-paid model for broadband, with PC and content
- Result: Programs in over 60 Countries, millions of new users online

<http://www.intel.com/content/dam/www/public/us/en/documents/corporate-information/reaching-the-third-billion-presentation.pdf>

http://www.cisco.com/web/about/ac79/docs/pov/Income_Distribution_POV_1123_1207FINAL.pdf

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