

LEAVING NO ONE BEHIND

== YOUTH & INTERNET ==



- 1 **Access**
- 2 **Inclusiveness**
- 3 **Diversity**

@Presenter

Emmanuel Acha

Youth activist & Executive Director
Entrepreneurship Initiative for African Youth
Enugu, Nigeria.

acha.emmanuel@yahoo.com, +2348033751328

Youth and Internet

The reality of internet revolution today is driven by young people as agents of ICT dissemination

Factsheet 1

- Internet Users in the World: **3,424,971,237**
- Internet Users in Nigeria (2016): **86,219,965**
- Share of Nigeria Population: **46.1 %**
(penetration)
- Total Population (Nigeria) : **186,987,563**
- Share of World Internet Users: **2.5 %**

Factsheet 2

facebook Community Update

1.27.2016



1.59 Billion
on **Facebook** each month



900 Million
on **WhatsApp** each month



800 Million
on **Messenger** each month



400 Million
on **Instagram** each month



950+ Million
people notified by
Safety Check in 2015



1 Billion
people use **Groups**
each month



500 Million
people use **Events**
each month



50 Million
small businesses
use **Pages**



19 Million
people connected via
Internet.org



Shipped
Samsung Gear VR
with **Oculus** software



Factsheet 3

facebook

16 MILLION
MONTHLY ACTIVE NIGERIANS
ON FACEBOOK
100%
ACCESS VIA MOBILE



16m

people use Facebook every month (25% of internet users)

44%

of them use Facebook every day (7.2M)

97%

of daily active people access Facebook on mobile (6.9M)

Nigerians have high expectations of brands



78% expect advertising to be relevant to people in Nigeria



73% say that they only pay attention to brands they trust

Nigerians are multi-device users



65%

of Nigerians use 2 or more devices to access the internet

75%

of Nigerians still access the internet via fixed devices (desktop, laptop)

Video is a frequent habit in Nigeria



88%

of Nigerians online watch videos at least monthly

52%

Nigerians on Facebook have posted or shared video content on Facebook

Dual Screening in Nigeria

38%

of online Nigerians use Facebook while watching TV

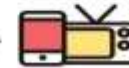
73%

of the dual-screener use Facebook during TV Adverts



54%

use Facebook + TV when they're not paying full attention to the TV



47%

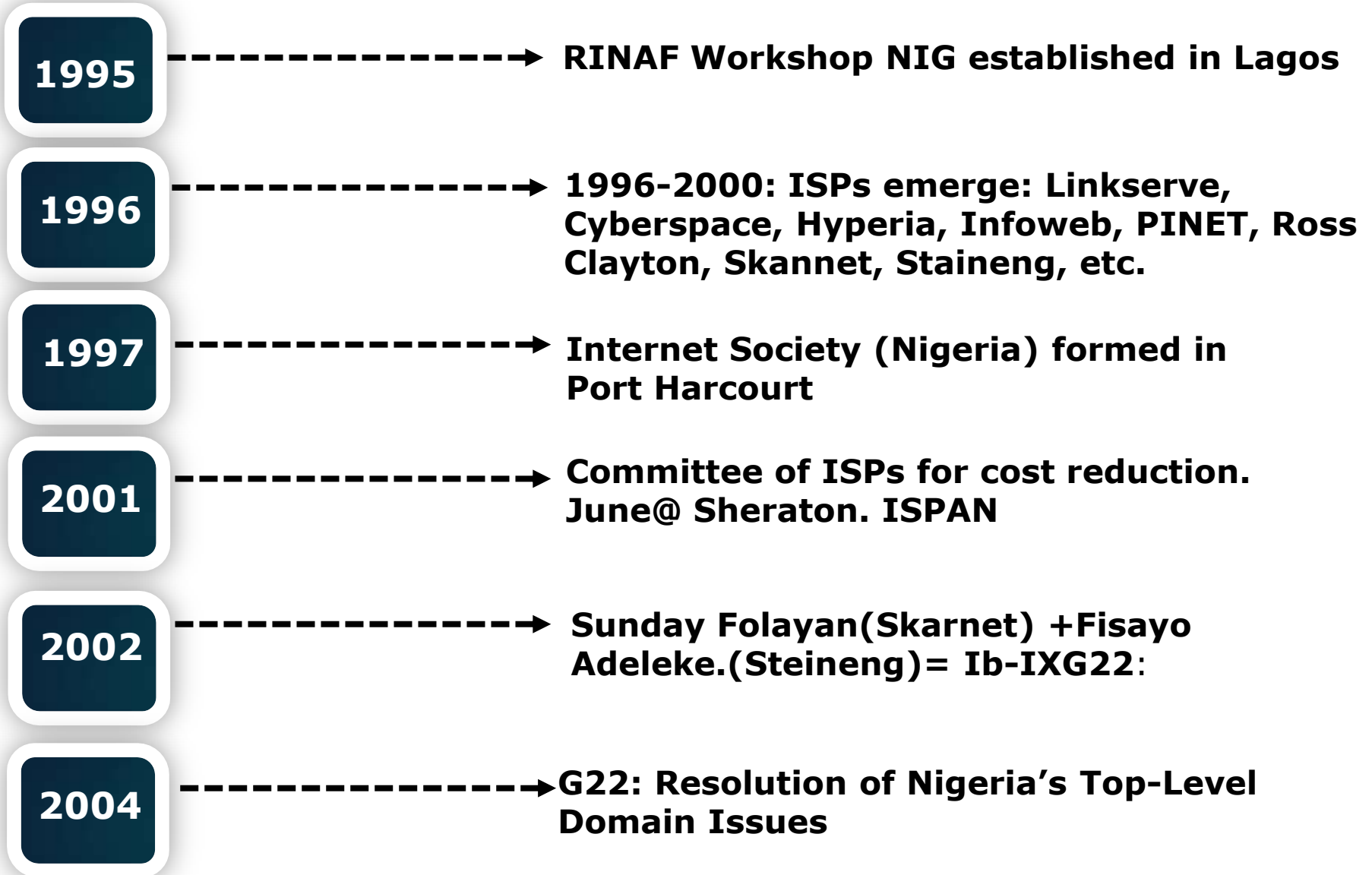
use Facebook + TV when programs/movies are on that are not their choice

INTERNET ACCESS

◆ Trends ◆ Opportunities ◆ Threats



Trends



Trends

2005

ISPAN discussed Lagos IXP. Obasanjo directs NCC to set up IXP

2010

NIXP commissioned January 17, 2010

2013

Social Media Broadband Plan launched. Nigeria gets 55,930,391 Internet users #8, 48.3M mobile

2014

Allocation for Internet surveillance stood at N2.52B NCC awarded 2.3HGz band license to Bitflux Communications

2015

Public Enquiry on Draft Regulation on Lawful Interception by NCC. Cybercrimes Bill was passed into law. Social media Bill opposed

2016

Communication Service Tax bill

Opportunities



Threats



Reject Anti-Social Media Bill, FoI Coalition Tells Stakeholders

Source at <http://www.thisdaylive.com/index.php/2016/03/07/reject-anti-social-media-bill-foi-coalition-tells-stakeholders/>

#NoToCommServ Bill

Communication tax will bar 70m Nigerians from internet access – A4AI

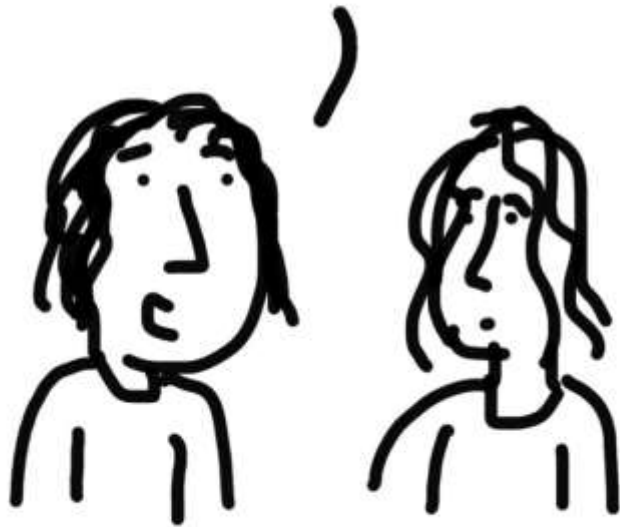
Source at <http://www.dailytrust.com.ng/news/it-world/communication-tax-will-bar-70m-nigerians-from-internet-access-a4ai/146802.html#xgzOf3tc8XaMKFq5.99>

Cybercrime

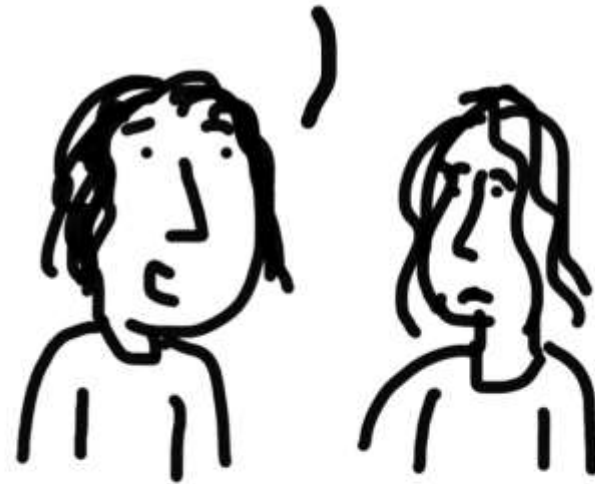


INCLUSIVENESS

The internet is great, it really helps even the playing field between the haves and have nots.



Well, except for the more than 80 million **Nigerians** who have no access



fresh spectrum

INCLUSION & DIVERSITY

Those significantly affected by a decision should have the chance to be involved in making it!



Recommendations



A public access strategy that further emphasizes youth's internet needs



Expansion of infrastructure networks and decrease in communication costs



Youth's participation in decision making at national, continental and international levels on internet governance, infrastructure planning and regulation, and technology development



Thank you!