THE IMPACT OF FACEBOOK’S CONNECTIVITY INITIATIVES IN THE ASEAN REGION

Around 300 million people across ASEAN countries are not Internet users due to various barriers to connectivity

**Availability**
Broadband networks (e.g. 3G) are only available to 93% of the population

**Affordability**
1GB of monthly data is not affordable for many of those on low incomes

**Relevance**
Seven of the ten ASEAN countries score below the global average on local and relevant content

**Readiness**
Many people lack digital literacy skills and are not familiar with digital technologies

To address these barriers, Facebook is investing in initiatives across the entire connectivity value chain

These initiatives generate economic impact in ASEAN countries through improving connectivity outcomes in the region

**Initiative**

**Connectivity impact**
Higher-speed Internet networks extended to 10-15 million people in Indonesia

**Economic impact, 2020-2024¹**
USD6.1 billion

**Facebook’s investments**
Facebook’s investments in edge network and international capacity will enable a 9% increase in total Internet traffic in ASEAN by 2024

**Economic impact, 2020-2024**
USD63.5 billion

**Total 2020-2024 economic impact:** USD69.6 billion

¹ Economic impact denotes cumulative nominal GDP impact of Facebook’s initiatives over 2020-2024; we note that this includes only the effects that could be quantified