



**Guidelines for the development of new
services and applications in the era of
the digital economy**

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There is a new paradigm affecting society, the economy and the way we relate...

3.5 billion

users of Internet, doubled
in 8 years



~ 3.5 billion

of searches per day

7 billion

of mobile phones, 30%
Smart-phones



1 billion

of active users

> 70%

of the total traffic is IP Video
traffic

> 10 MB

and more than 2 networked
devices per capita

SME heavily using
Web technologies grow
and export twice than other SMEs
using less web technologies

2x

10%

Increase in productivity for
SMEs using Internet

21%

of GDP growth in the last 5
years in mature countries is due
to internet



According to the World Economic Forum (WEF), the **impact of the digitalization** on just **7 sectors of the economy** (Multimedia and entertainment, energy, logistics, car manufacturing and electronic commerce) could have a combined impact on the society of **over 10 trillion US\$**

Countries evolve from the development and adoption of broadband infrastructure, towards the emergence and development of the whole applications economy

- Boost broadband networks deployment
- Review ICT regulation (competition, universal service, infrastructure sharing, etc.)
- Promoting digital literacy
- Supporting PPP for broadband networks

Broadband deployment and adoption

1. Developing broadband infrastructure and adoption

Entrepreneurship

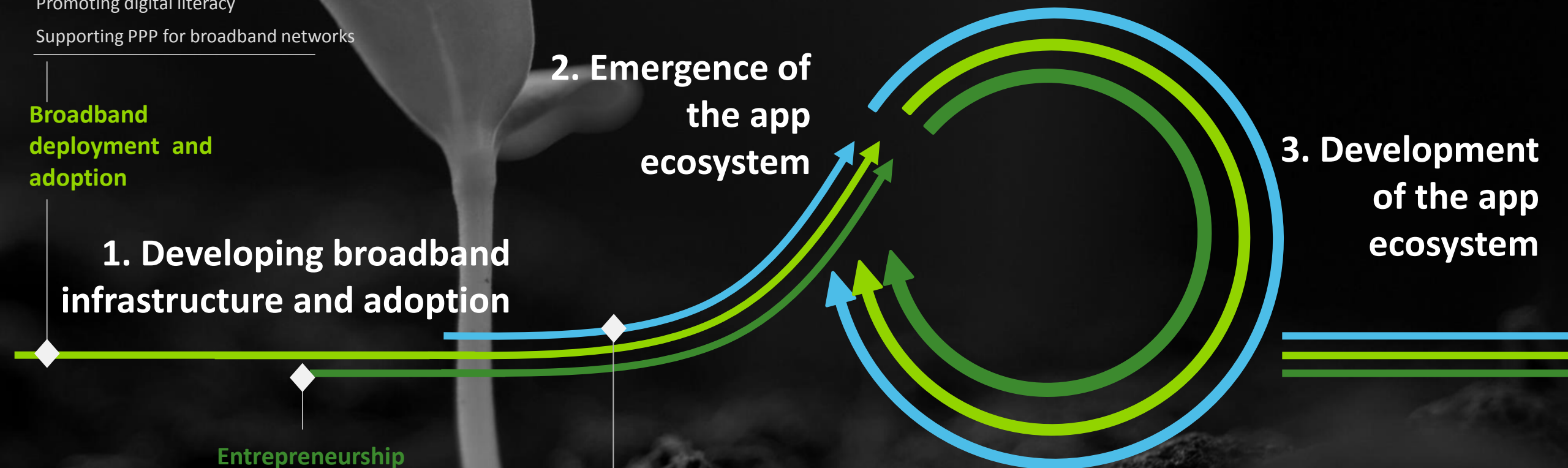
- Review business environment
- Promote entrepreneurship culture
- Develop mechanism for innovation entrepreneurship

2. Emergence of the app ecosystem

Support for innovation activities and the entrepreneur ecosystem

- Promote incubators programs
- Promote the development of technological clusters
- Support venture capital
- Promote collaboration between public and private players
- Review regulation (intellectual property, crowdfunding, venture capital, fiscal incentives)
- Support innovative entrepreneurship

3. Development of the app ecosystem



Education

- More than 25% of young people in the LAC region are not registered in secondary education
- According to international standards, education performance in the LAC region lags far behind OECD values

Health

- Healthcare ratios in the LAC region lag behind the OECD ones
- Maternal mortality ratio is 10 times bigger in LAC than in OECD
- On average, people have 7 years less life expectancy than in OECD (OECD had in 1984 LAC's current average, Euro zone had it in 1979)

Finances

- 50% of adult population have no bank account and 70% of adult population has no access to debit card in the region

Agriculture

- Agriculture contributes with up to 9% of GDP and up to 50% of employment in some countries of the LAC region
- It is associated to the population with less resources and access to broadband services
- Productivity is far behind OECD values



Industry

- The sector contributes with 10-20% of GDP in most LAC countries
- Only 20% of activities in the region are considered medium-high technological component

Commerce

- Commerce contributes around 20% of GDP and 25% of employment in the LAC region
- Indicators for % of exports and times and costs ratios in the LAC region lag behind the OECD values

Tourism

- The sector reaches 5% of GDP and 14% if indirect contribution is considered
- 14% of employment is generated by this sector in a direct way
- Productivity per employee is 1/5 times that in the OECD and the number of tourists is approximately the half

Government

- LAC is the region which has experimented the greatest growth in urban population. It has the highest ratio of population living in cities with 1 million inhabitants
- In the last 50 years, 30% of the population in the region have moved to urban areas

There will be no **Digital** economy,
economy will (only) be **Digital**