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**EXHIBIT IV Impact of Internet Connectivity Across the Globe**

<b>Summary of health impacts of extending internet penetration by region</b>				
	Africa	Latin America	Indian	South and East Asia
General health (Lives saved)	Nearly 1M	160,000	775,000	460,000
Child Mortality (Infants saved)	130,000	6,000	85,000	25,000
HIV/AIDS (Patients live longer)	2.2M	130,000	200,000	160,000
<b>Summary of economic impacts of extending internet penetration by region</b>				
	Africa	Latin America	Indian	South and East Asia
Increase in the rate of growth of GDP	92%	37%	110%	75%
Increase in annual GDP per capita	\$450	\$630	\$500	\$630
Additional jobs	44M	5M	65M	27M
Decrease in extreme poverty	-30%	-13%	-28%	-16%

Source: "Value of Connectivity," <https://Internet.org/press/value-of-connectivity>, February 23, 2014.

More so, Facebook focused its approach toward India because it was blocked in China. However, in India, the low penetration of the Internet and low average revenue per user (ARPU) did pose a challenge to Facebook. Zuckerberg made efforts to explore his options in India. Ultimately, he wanted to improve Facebook's revenue and increase the number of Facebook users, which would increase its ARPU from the Asian region.<sup>22</sup> Internet and Mobile Association of India (IAMAI) and IMRB<sup>23</sup> International found that availability of regional language content in India would boost Internet growth by 24 percent in rural areas; Facebook executives claimed that India was a "brutally localized"<sup>24</sup> country.<sup>25</sup>

<sup>22</sup>Khan Aarzu, "Mark Zuckerberg's Visit to India Has a Hidden Agenda for Facebook Inc. (FB)!" <http://www.dazeinfo.com/2014/10/10/mark-zuckerbergs-visit-india-hidden-agenda-facebook-inc-fb/>, October 10, 2014.

<sup>23</sup>IMRB International is one of the premier sources for market research and consultancy services throughout South Asia, the Middle East, and North Africa.

<sup>24</sup>Lev Grossman, "The Man Who Wired the World," <http://time.com/facebook-world-plan/>, December 15, 2014.

<sup>25</sup>Prasant Naidu, "Not Just for Facebook but Internet.org Makes Business Sense for India Too," <http://lighthouseinsights.in/not-just-for-facebook-but-internet-org-makes-business-sense-for-india-too.html>, October 10, 2014.

Zuckerberg always framed his Internet.org initiative as a non-profit and humanitarian aid type of mission, but scathing remarks and criticisms were raised against his statement that connectivity was a basic human right.<sup>26</sup> Critics called his initiative venture humanitarianism and Facebook's gateway drug. Even Bill Gates, Zuckerberg's mentor, commented on this initiative, "Hmm, which is more important, connectivity or malaria vaccine? If you think connectivity is the key thing, that's great. I don't."<sup>27</sup>

All along, Zuckerberg had reiterated that Internet.org was not meant to make money immediately. "Traditional businesses would view people using your service that you don't make money from as a cost."<sup>28</sup> But he had wanted this initiative to become profitable in the long run. He himself acknowledged, "There are good examples of companies—Coca-Cola is one—that invested before there was a huge market in countries, and I think that ended up playing out to their benefit for decades to come. I do think something like

<sup>26</sup>"The Man Who Wired the World," op. cit.

<sup>27</sup>Ibid.

<sup>28</sup>Ibid.



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