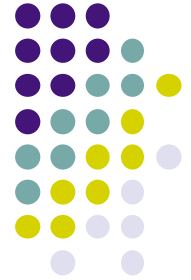


The digital and demographic dividends of an 'Indian' Internet

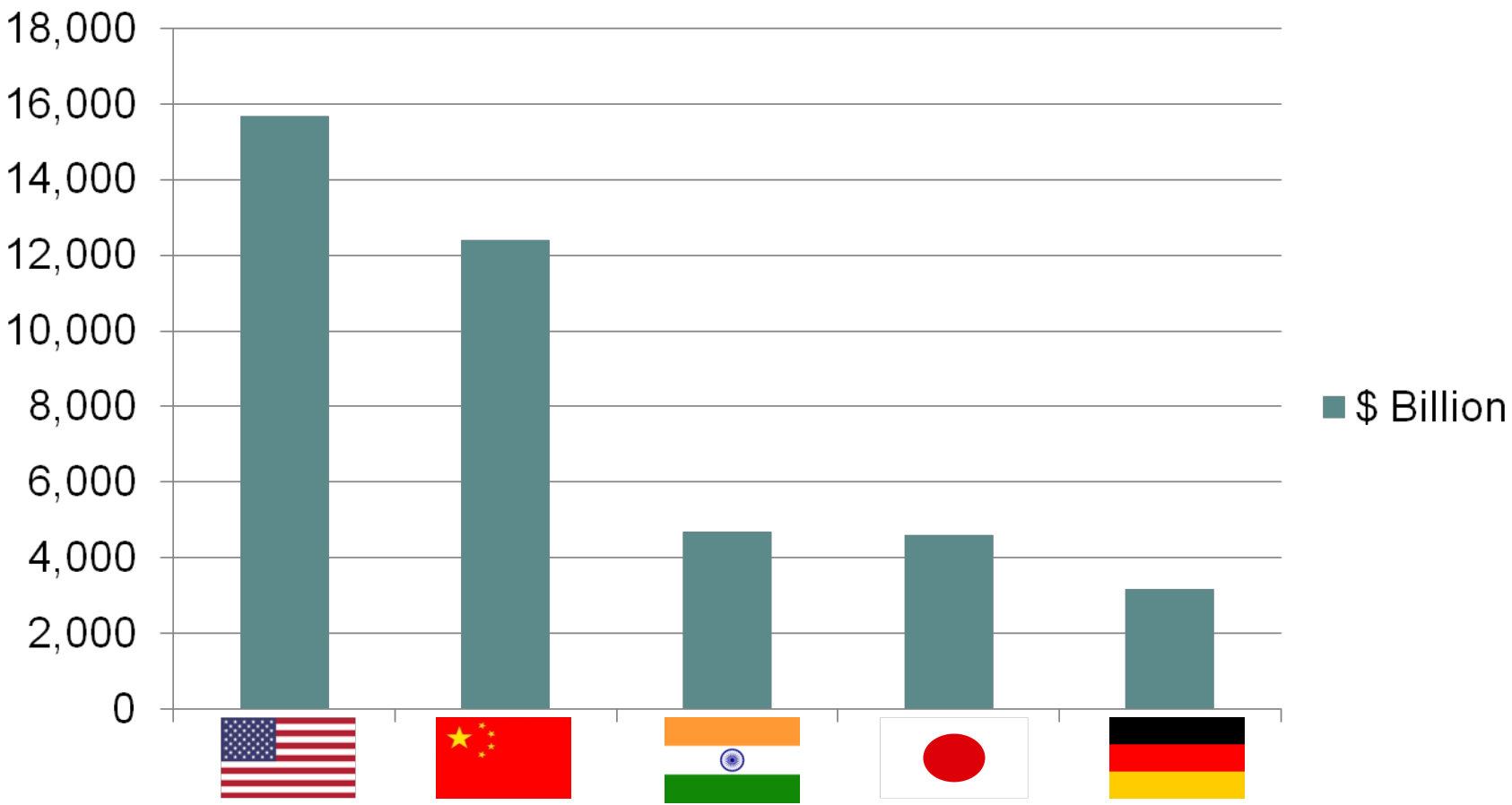


Rhodes Forum
October 2013

Professor Daya Thussu
University of Westminster, London
D.K.Thussu@westminster.ac.uk

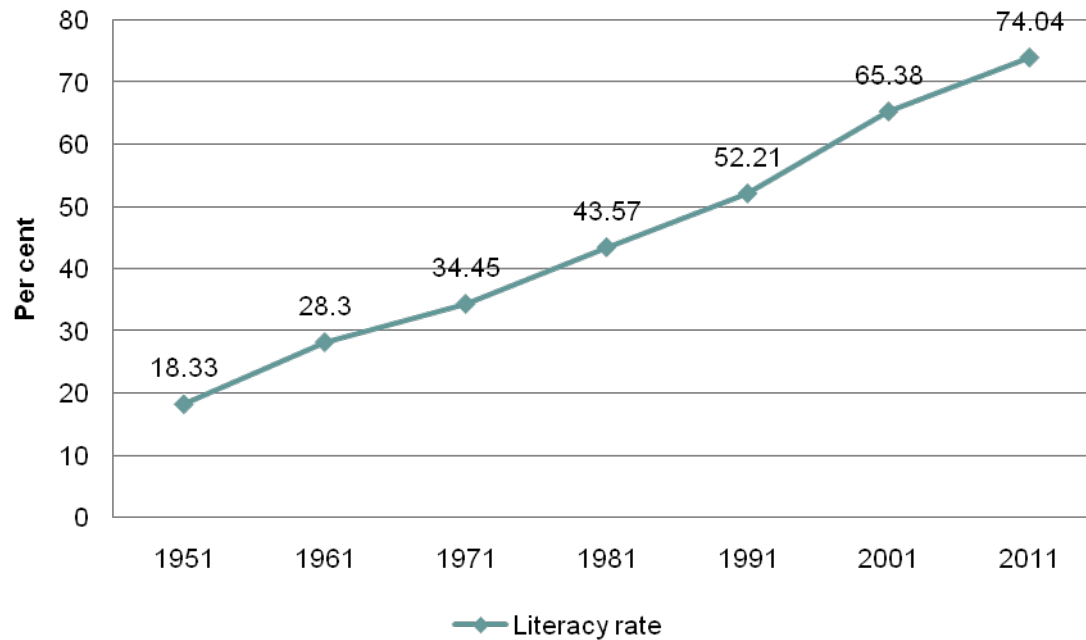


The Top Five GDPs: PPP



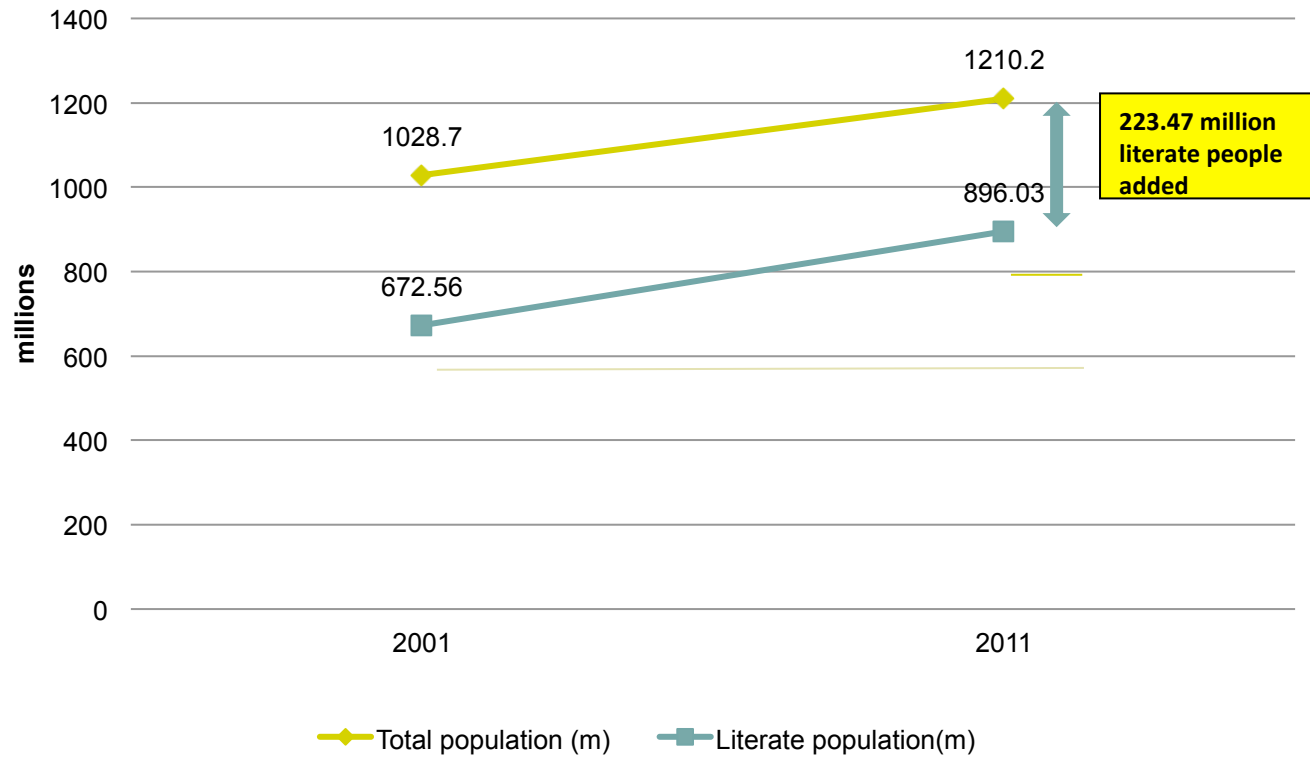
Source: IMF, 2013

Growth of literacy



Source: Census of India

Literate population



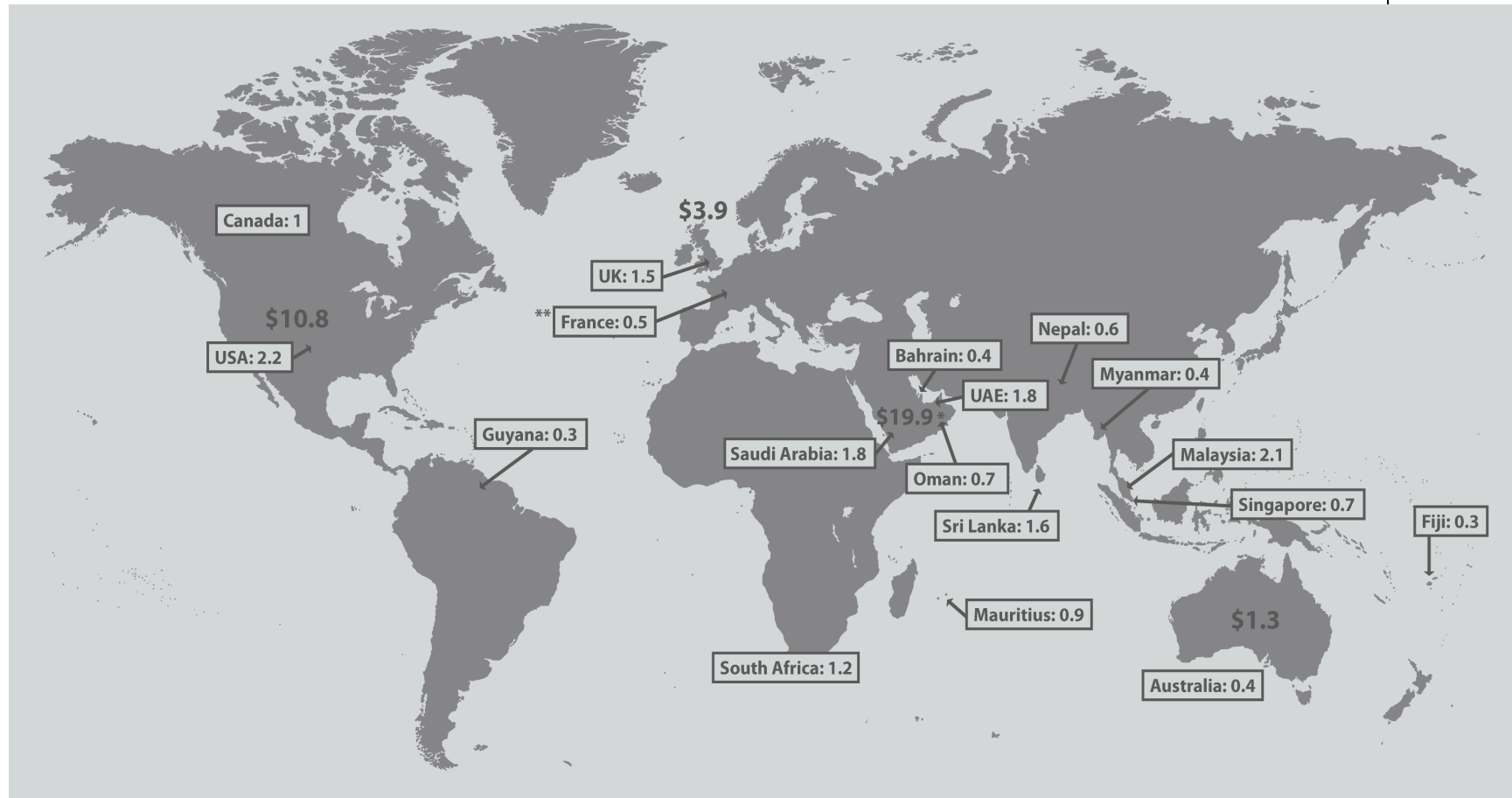
Source: Census of India



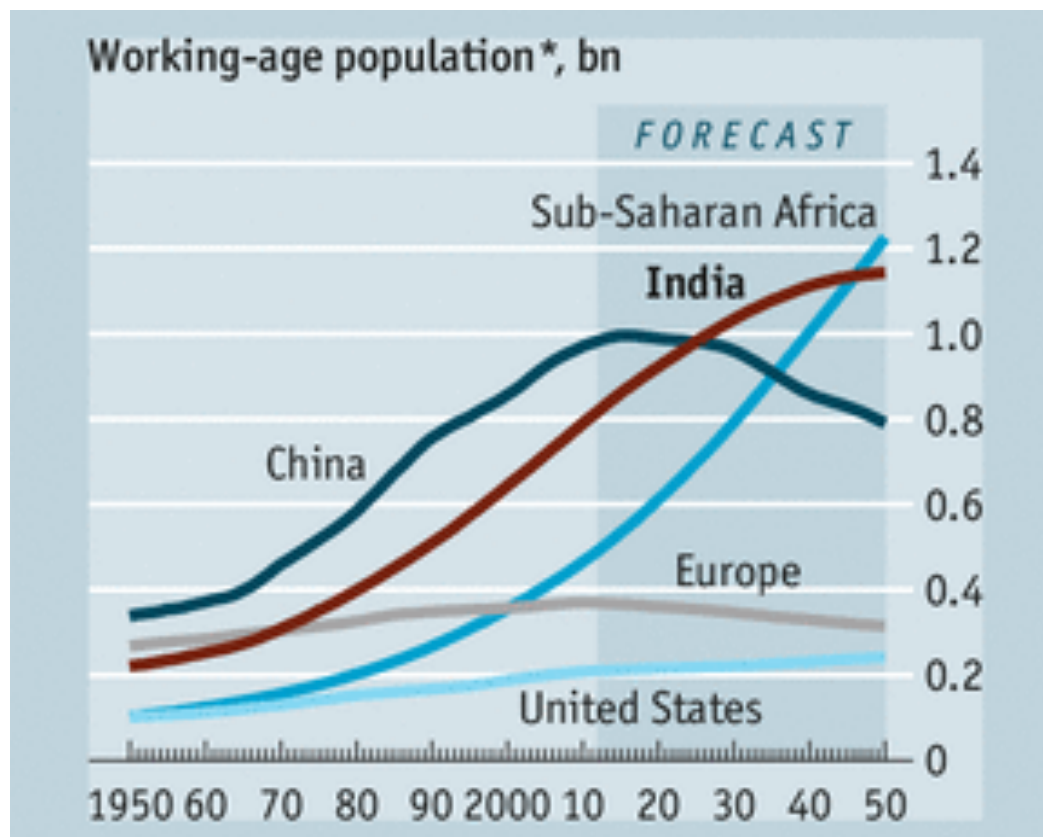
A Million Media Now!



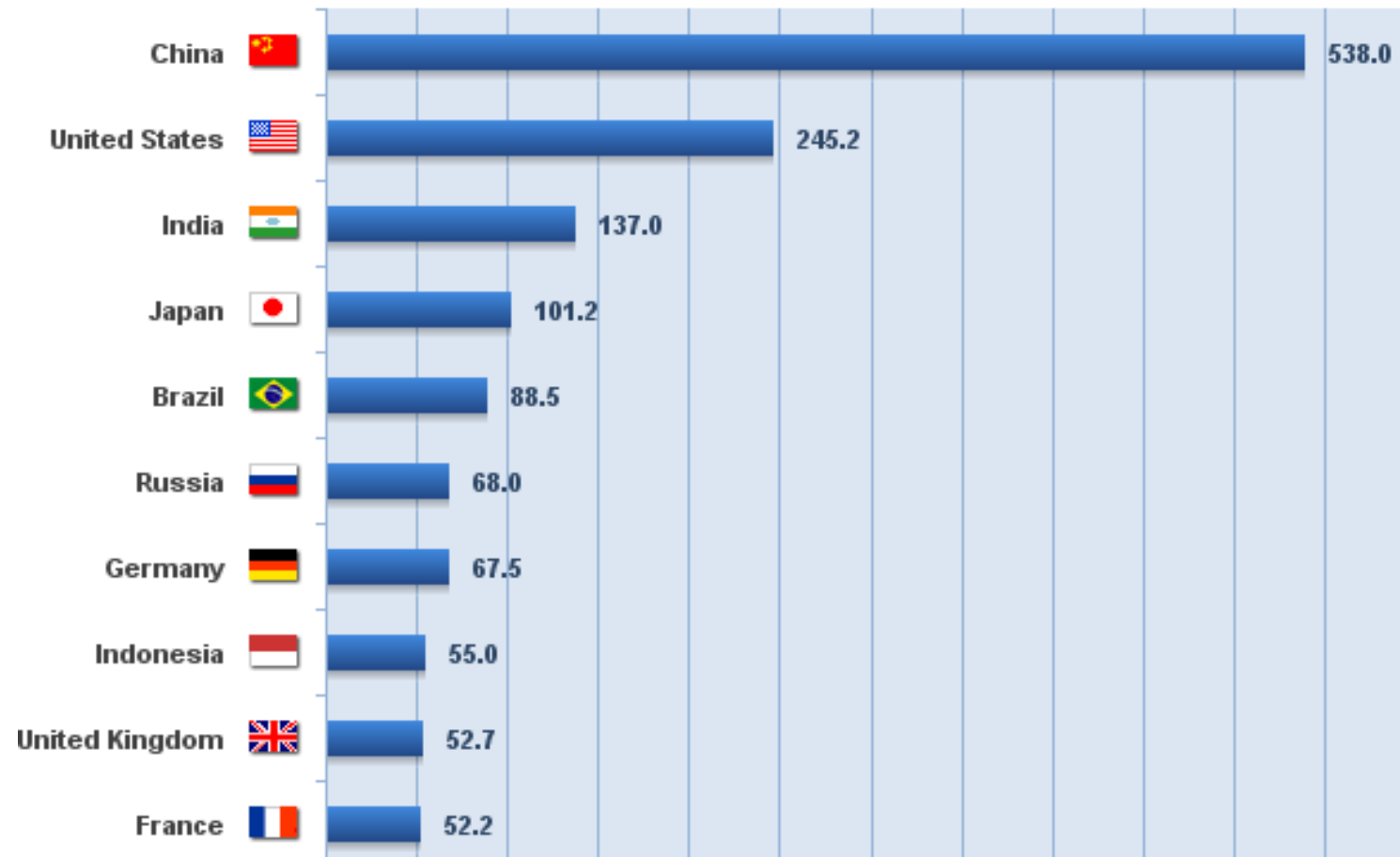
Global Indian diaspora



A demographic dividend



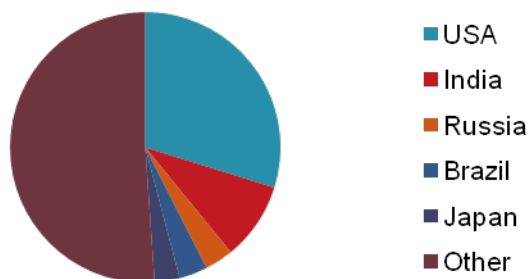
Top ten Internet users, in millions



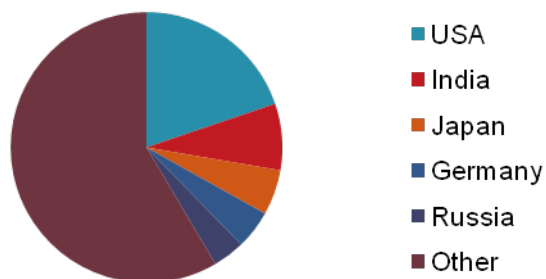


Visitors by Country 2012 (%)

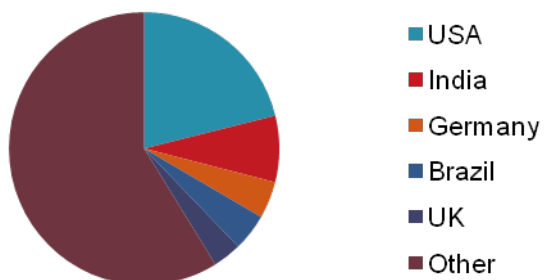
Google



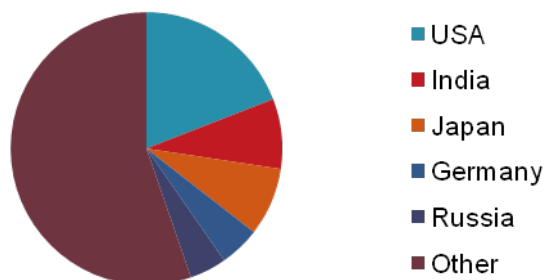
Youtube



Facebook



Wikipedia



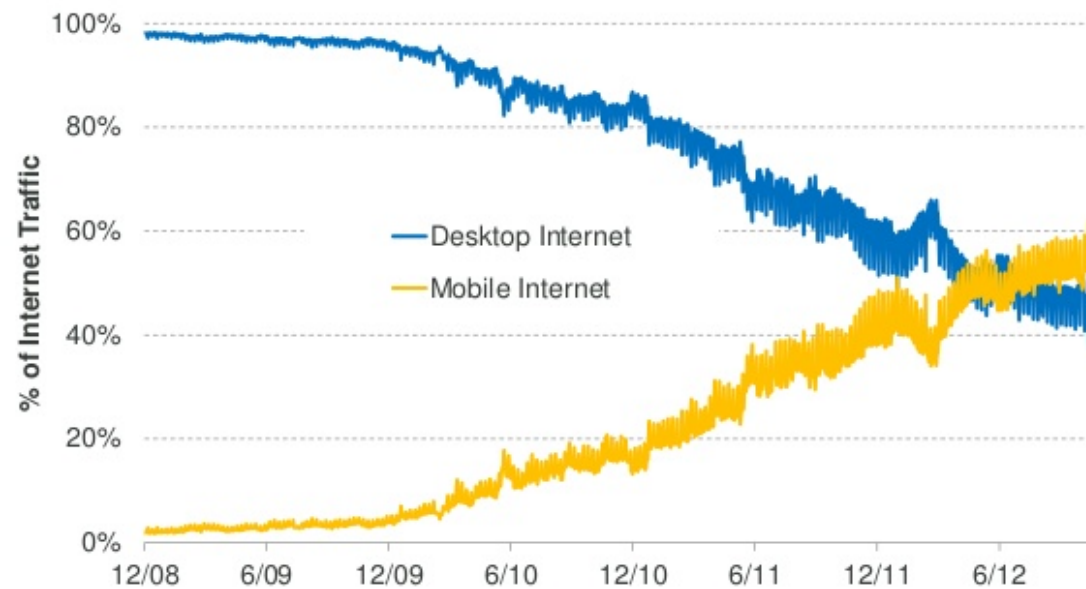
Source: www.alexa.com

Internet on the go!



In India, Mobile Internet Traffic Surpassed Desktop Internet Usage in May, 2012 - Other Countries to Follow...

India Internet Traffic by Type, Desktop vs. Mobile, 12/08 – 11/12





The digital deficit

Poverty in India

A Divided Society

33%

of Indians had to make due with **less than \$1.25 (€1) a day** in 2010.*
The figure is much lower than those for other newly industrializing countries.
In China, it was 13 percent (2008); in Brazil, just 6 percent (2009).

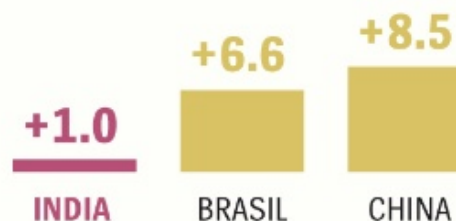
* adjusted for purchasing power; Source: World Bank



Gross Domestic Product (GDP)

Average annual growth, 2000-2008, in percent

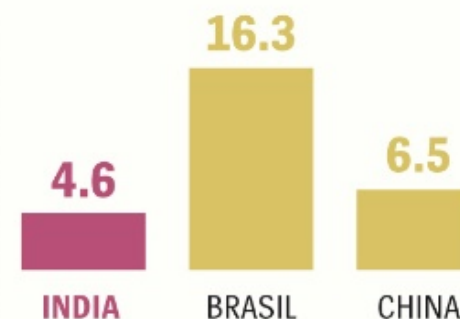
Source: IWF



Household Incomes

Average annual growth among the poorest 20%, 2000-2008, in percent

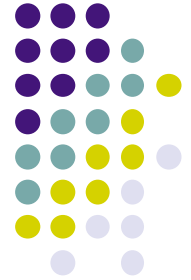
Source: OECD



Social Expenditures

2007, as a percentage of GDP

Source: OECD



Towards an Indian Internet?

- Regulation of content: social, political, cultural and security implications
- The Internet with an Indian accent: Beyond E-commerce and for empowerment and development
- De-Americanizing and internationalizing Internet Studies