## KNOW YOUR DIGITAL RIGHTS



Be informed about how your data is used



Say NO to unnecessary data requests



Secure your business with strong passwords, backups & safe devices

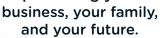


Report fraud and digital threats

### Your Digital Rights Matter

In today's world, your phone, data, and online activity are part of your everyday life. Just like your physical rights, your digital rights deserve protection.









#BeSecure ByDefault

# YOUR DIGITAL RIGHTS IN UGANDA'S DIGITAL ECONOMY



For more information, visit www.evidenceandmethodslab.org Twitter: @evidence\_method Facebook: @evidenceandmethodslab









TO TEST CHATBOT

### STATE OF UGANDA'S DIGITAL ENVIRONMENT

### Mobile Subscriptions

34.3 million mobile subscriptions (88% penetration, 3% QoQ growth)

### Internet Users

14.2 million internet users (28% penetration) by 2025, up 7.8% from 2024

### Mobile Devices

21% of devices are smartphones, 49% drop in basic handset use

### Fiber Optic Network

Fiber optic network expanded from 5,700 km in 2013 to 30,161 km in 2023

### Mobile Ownership

43% of the population owns a mobile phone, urban areas at 46%, rural areas at 41%

SOURCE: UCC Market Report (2023), ICT Sector at a Glance (2023),

### Social Media Adoption

2.4 million active social media accounts, 62% male and 38% female

### Telecom Towers

Telecom towers increased from 3,208 in 2013 to 4,907 in 2023

### Fixed Broadband

Fixed broadband remains niche but expanding into underserved areas

### Data Costs

1GB of data costs UGX 5,000 in 2023, down from UGX 45,000 in 2008

### Assistive Technology

Three schools for the deaf and blind received assistive technology

### Cyber Hygiene Practices

High cyber hygiene awareness among corporates, low among SMEs

SOURCE: UCC Market Report (2023), Digital Transformation Roadmap (2021-2025)

### Digital Literacy Programs

**7,500** SMEs, **5,800** women, **11,800** farmers, and 500 elderly people trained

SOURCE: ICT Sector Development Reports (2023)

### Women's Digital Access

22% of rural women own mobile phones, 71% never used the internet SOURCE: Unwanted Witness Uganda, CIPESA Reports (2023)

### Cybersecurity Risks

Increasing cybercrime incidents, particularly in mobile money and e-commerce

### Rural vs Urban Divide in Internet Usage

Internet usage among children: 68% in urban areas vs. 22% in rural areas

### Digital Transformation Roadmap (2021-2025)

Broadband
expansion, digital
government
services, skills
training, and
cybersecurity as
key pillars

SOURCE: Digital Transformation Roadmap (2021-2025)

### UCUSAF Initiatives

Initiatives to enhance rural broadband access and improve digital inclusion

> SOURCE: UCUSAF (2023)

### Regional Internet Coverage

Buganda (59% mobile ownership) and Ankole (48%)

have high internet usage; Karamoja (20%) and Teso lag behind

### Public-Private Partnerships (PPPs)

Private sector and telecom providers need to collaborate for affordable digital access

### Internet Access Cost in Rural Areas

Rural internet access cost is

25% higher than in urban areas due to infrastructure gaps

> SOURCE: UCC Market Report (2023)

➤ SOURCE: UCC Annual Communications Sector Report (2023)