

# Myanmar Zero Rating: The Users' Perspective

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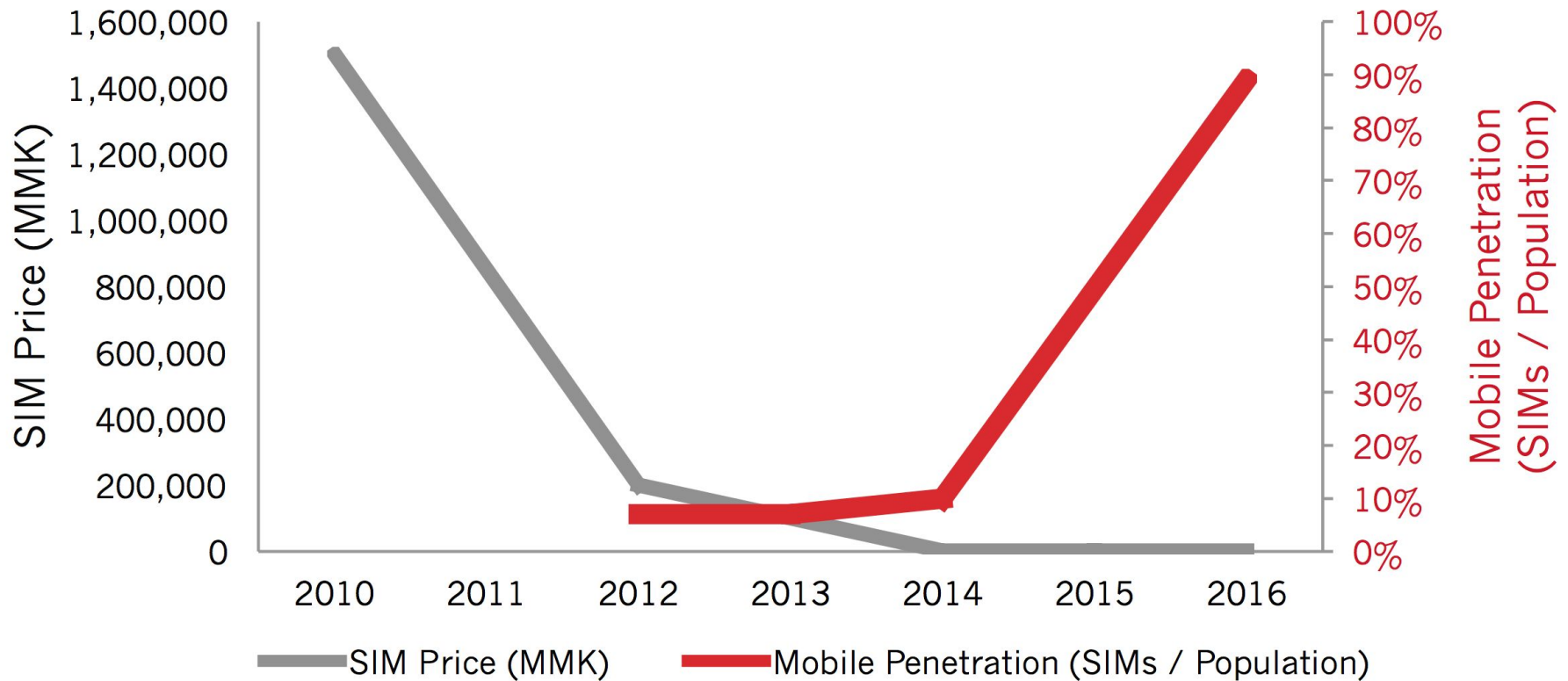
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“Walled garden” vs. open Internet

- Net Neutrality debate
  - Empirical assumptions

# Myanmar: Rapid Development

## Mobile Penetration Soars as Costs Fall



# Myanmar: Zero Rating



Facebook  
Free Basics



Free Facebook  
and Viber texts

# July 2016 Fieldwork

- Focus group interviews with 63 respondents
  - Mobile Internet users
  - Yangon Region (8 urban; 2 rural)
  - Men / women
  - Diverse incomes
- Street vendor and corporate stakeholder interviews
- Sample not nationally representative

# Key Findings

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- Zero-rated promotions differ
  - these design choices shape use / disuse
- Most respondents exit the “walled garden”
- Reliance on apps > browsers

# Questions?

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