




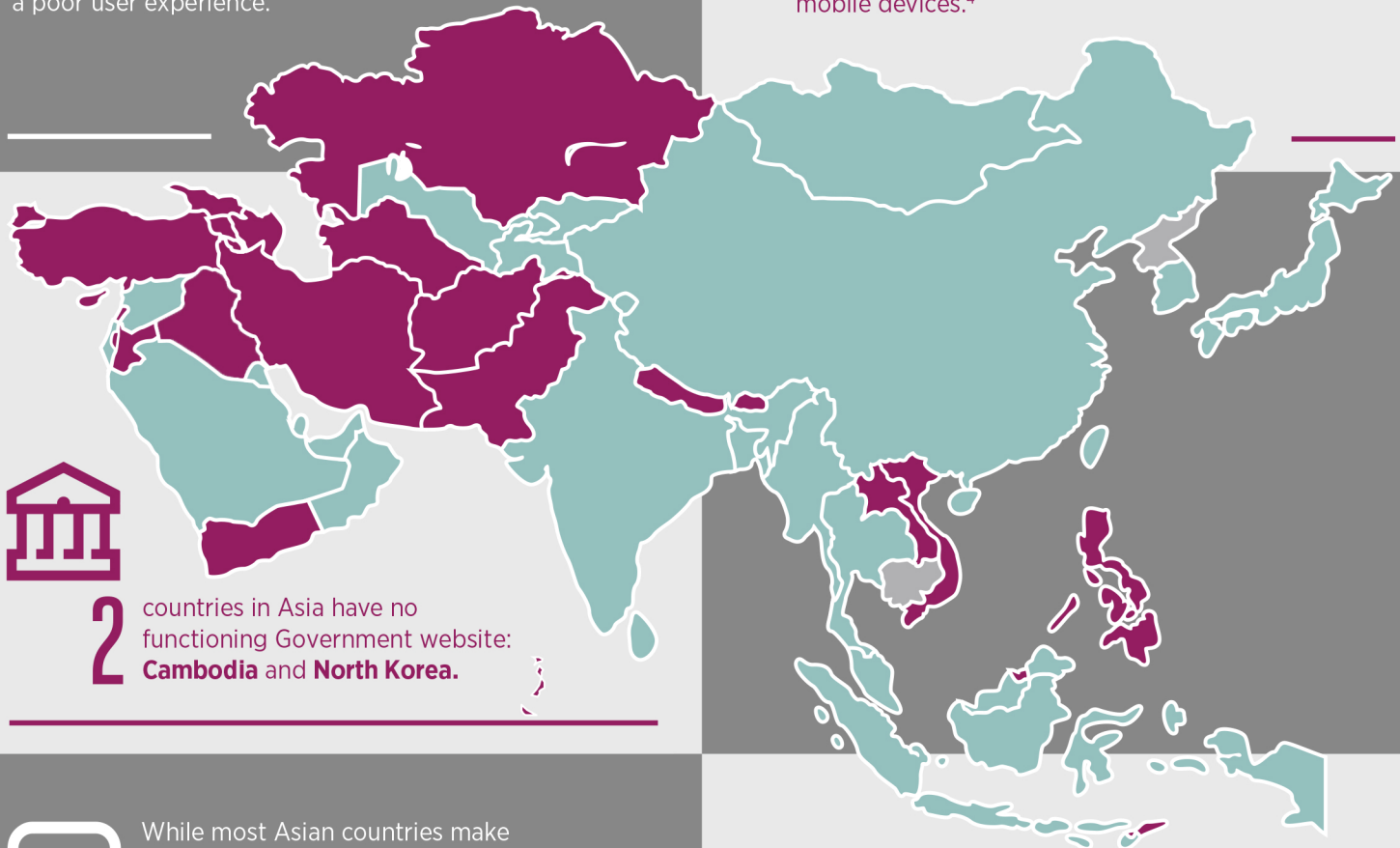
HOW UNDERSTANDABLE AND ACCESSIBLE ARE ASIAN GOVERNMENT WEBSITES?

The rapid growth in internet access over the last decade opens up new possibilities for governments to make the information and services they offer citizens more efficient and accessible. Today, 47.5% of people in Asia are mobile internet subscribers, a total of 2.1 billion people.¹ Sadly, many governments are failing to provide websites that are fit for purpose in our increasingly mobile world.

Only **36%** 

of government websites in developing Asian countries are 'mobile friendly'², meaning that the majority of governments are offering their citizens a poor user experience.

In Asia as a whole, **62%**  of internet traffic comes from mobile devices, up from 52% a year ago.³ However for many, particularly in poorer countries, mobile is their only way to access the internet. In **India**, 78% of traffic comes from mobile devices.⁴



2 countries in Asia have no functioning Government website: **Cambodia** and **North Korea**.




While most Asian countries make information available in all the country's official languages, there are some notable exceptions. While offering a number of useful services, the **Pakistani Government** portal is only available in English and not in Urdu, the country's national language, or Punjabi, the most widely spoken language.




While developed countries generally have high quality websites,

2 do not have 'mobile-friendly' sites: **Cyprus** and **Brunei**.

 Government website is either not mobile friendly or in the country's official language(s)

 Government website is mobile friendly and in official language(s)

 No website

¹ GSMA Intelligence, Q3 2016 ² As defined by Google's Mobile-Friendly automated test. This analyses features of webpages such as the size of the page, text or links, to determine if the page can be comfortably viewed on a mobile device. Correct as of 21/11/16. ^{3 & 4} StatCounter, Nov 2016