The Importance of a Broadband Plan

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Public Policy Forum GSMA Mobile Asia Expo Shanghai 2012

”The digital economy is essential to Australia's productivity, global competitive standing and improved social wellbeing”

Stephen Conroy

ICF´s Visionary of the year 2012

Minister for Broadband, Communications and the Digital Economy

Broadband Commission`s open letter to G20 countries

“In the Information Society of the 21st century,
countries must make the necessary investments to enable their citizens to participate in and benefit from the digital economy and global innovation – or risk exclusion.”

ITU Secretary-General Dr Hamadoun I. Touré.
“We must act now to ensure that future generations from all countries, and across all social strata, can take full advantage of the unprecedented power of broadband to extend access to knowledge, to culture, and to vital social services like healthcare, education and e-government.”

Goal: Social and Economic Objectives

ECONOMIC

- National GDP
- GDP per Cap
- Productivity
- Innovation Intensity

SOCIAL

- Better Access to Public Services
- More informed/engaged citizen
- Quality of Life
- Community

Mobile broadband and MDGs

2 billion people are using the Internet; one billion mobile broadband subscriptions worldwide

Mobile is set to be the access platform of choice for most people in the developing world, where fixed line penetration remains low

Over half the world's people – from those in developing countries, to those living in geographically isolated communities, to marginalized groups like persons living with disabilities, the elderly, the illiterate and house-bound women – **are yet to get online**

Current State of Broadband[1]

	Mature markets	Emerging markets
Internet penetration	**74%**	**27%**
Broadband penetration	**26%(fixed)-58%(mobile)**	**5%f-9%m**
% income spent on ICT	**1.5%**	**17.1%**

[1]International Telecommunication Union (ITU), “Measuring the Information Society,” 2011

Why?

- The MDGs require transformational change – the kind of change that broadband can deliver
- Health goals can only be met if we include e-health
- Education goals can only be met if we include e-education
- Government services in the 21st century means e-government
- All of this and more depends on broadband networks being in place

Case Kenya

“Kenya ICT sector key driver of the economy”

“Growth 4.9% 2010”

“5.3 – 6. 0% in next 2 years”

“Region IT Hub”

“ Motivation for BB to increase employment – increase investment – increase GDP

“ Education key enabler – Internet key enabler of education

Measurable Targets for 2015

Progress will be measure / analyzed annually
Country rankings will be created and published in BBC´s annual report

- **Target 1: Making broadband policy universal**. By 2015, all countries should have a national broadband plan or strategy or include broadband in their Universal Access / Service Definitions.

- **Target 2: Making broadband affordable.** By 2015, entry-level broadband services should be made affordable in developing countries through adequate regulation and market forces (amounting to less than 5% of average monthly income).

- **Target 3: Connecting homes to broadband.** By 2015, 40% of households in developing countries should have Internet access.

- **Target 4**: **Getting people online.** By 2015, Internet user penetration should reach 60% worldwide, 50% in developing countries and 15% in LDCs.

Digital strategy for government

a roadmap to vision 2020

infrastructure -> broadband plan

1. Assessment

Evaluate - ICT and economic status
Examine - regulatory environment
Assess - country infrastructure
Conduct - a user vs. needs analysis

2. Development

Define - broadband
Develop - a national vision for broadband
Identify - funding resources
Collaborate - stakeholders

3. Implementation

Develop - implementation strategy
Utilize - varieties of funding strategies
Implement - demand side programs
Measure - progress

Digital Agenda

More efficient and productive public sector

e-services
benefits for businesses and public sector
-> digital economy

Better and more efficient
services for the citizens

identification
services to remote areas
taxation
security

IBM

Subsystems of Smarter Cities

Smarter Buildings
- Schools, Hospitals, Homes, Office & Plants
- Energy, water, waste, emissions management

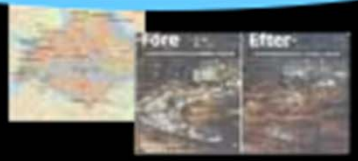
Smarter Public Safety
- Crime management, analytics
- Emergency management, communications

Smarter Water Management
- Water infrastructure management
- Resource planning optimization

Smarter Government Services
- Social services, citizen and business interaction
- Case mgmt, visit optimization

Smarter Cities – Operations Center
- Improved services, operations, safety, sustainability
- Incident mgmt, domain correlation
- Citizen and ecosystem engagement

Smarter Transportation
- Road user charging, integrated fare managemer
- Traffic information management, traffic prediction



Smarter Energy Management
- Smart grid, electric vehicles, renewable energy
- Intelligent Utility Network communications & security