Importance of Digital Dividend band for delivering Mobile Broadband

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BROADBAND COMMISSION
FOR DIGITAL DEVELOPMENT

ITU UNESCO

Broadband:
Key economic driver for the next decades

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Average Traffic Per Mobile Device Type

	2011 MBs per Month	2016 MBs per Month
Non-Smartphone	4.3	108
M2M	71	266
Smartphone	150	2,576
E-Book Reader	750	2,880
Tablet	517	4,223
Laptop	2,131	6,942

What is the digital dividend?

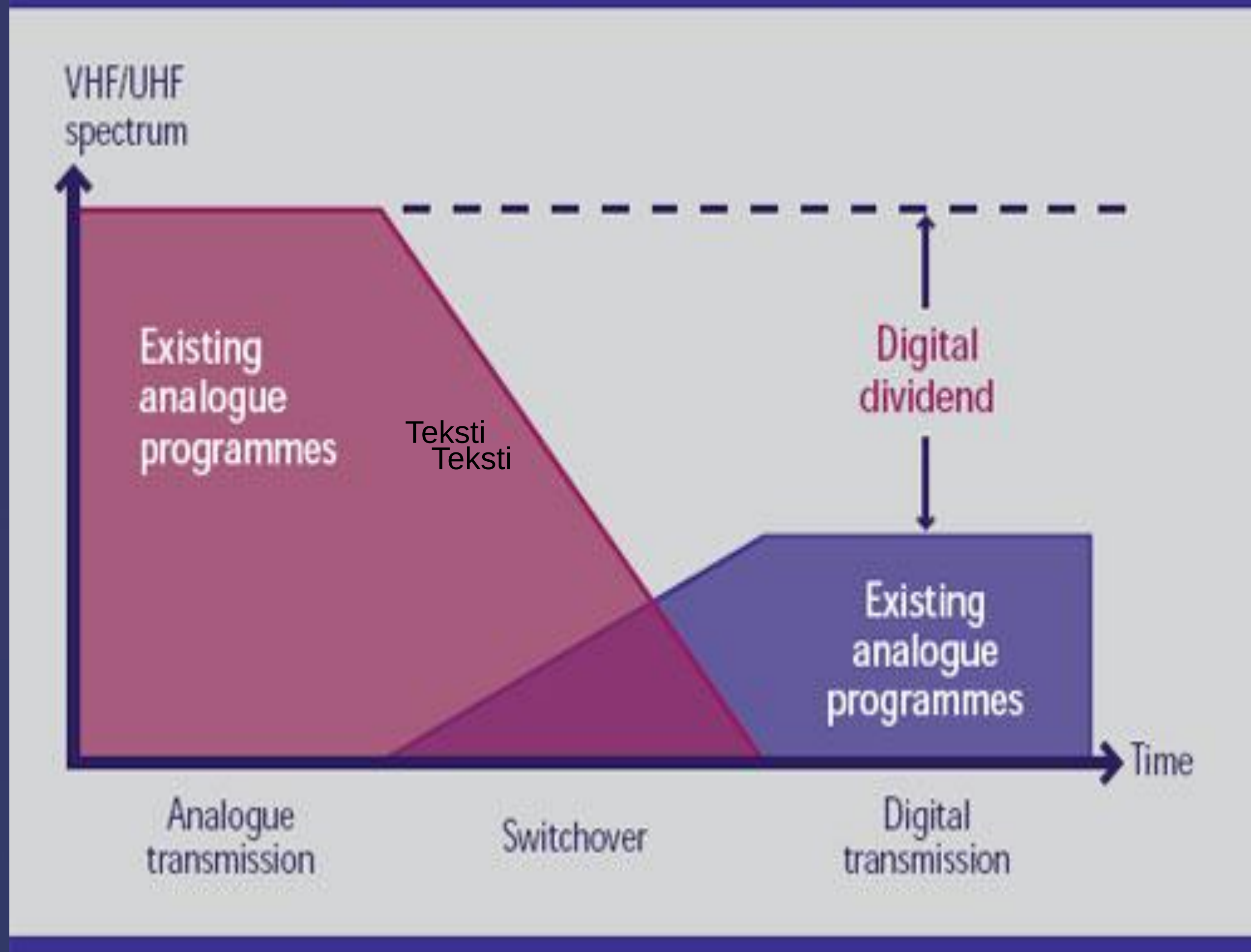

Figure 1 — Digital dividend spectrum

How can this dividend be used?

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Accessing the benefits of the digital dividend

WRC -12

1. The sharing issues in the 800 MHz band were successfully resolved

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2. the 700 MHz band to the mobile services in Europe, Africa and Middle East, effective by the end of 2015

-> opens the way for worldwide harmonization of both 700MHz and 800 MHz bands for mobile

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3. WRC-15 will consider additional spectrum allocations for mobile communication services

-> mobile services more affordable for end users and will help ITU towards its mandate of “connecting the world”.

Key Messages from Broadband Leadership Summit

- **MDGs**: Broadband accelerates progress
- **Access**: Ensuring universal access to information and the “right to communicate”
- **Economy**: Broadband is critical infrastructure
- **Development**: Broadband benefits all society
- **Partnership**: Public-private sector cooperation
- **Policy**: National broadband plans
- **Innovation**: Private sector has vital role to play

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

Action to enhance broadband access is more likely when there is a national broadband plan or strategy, or when broadband is included in countries' Universal Access / Service (UAS) 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)
- In 49 economies in the world – mostly rich-world economies – broadband access in 2010 cost less that 2% of average income
- This compares to 32 economies in the world in 2010 where broadband access cost more than half of average national income

Target 3: Connecting homes to broadband

- By 2015, 40% of households in developing countries should have Internet access
- In developed countries, more than 2/3 of households already had Internet access at the end of 2010, compared to around 16% of households in the developing world. This is likely to increase significantly by 2015, especially with the rise of mobile Internet
- This target includes access via both fixed and mobile networks

Target 4: Getting people online

- By 2015, Internet user penetration should reach 60% worldwide, 50% in developing countries and 15% in LDCs

- At the end of 2010, 30% of the global population was online. Internet penetration in 2010 stood at 21% in the developing world and at just under 5% in the LDCs