Broadband Strategy Development

Event: ICT Forum for HR Professionals
Venue: Meikles Hotel, Harare, Zimbabwe
Date: 19th – 21 August 2015

Presentation Outline

- Introduction
- Key questions to be tackled

Introduction

Over the course of the last few years several countries in the region have been developing Broadband strategies, with a view to increasing access to Internet and Communication technologies. This is being done with the hope that they will boost economic development in the respective countries as Africa tires to embrace ICTs.

Introduction

- In the last few years access to the internet has dramatically increased with users having email accounts averaging 3 Billion worldwide. Google queries also peak to about 1billion daily, (broadband toolkit.org).

- Broadband is not only about the internet speeds but is also an enabler for economic development in the areas of health, education, transportation, energy and finance. Governments therefore have to put in place policies that can spur the adoption of broadband in the various sectors.

- Countries like Kenya, South Africa and Egypt have taken the lead in coming up with broadband strategies. This is also reflected in the rapid growth and opportunities available in these markets

- How can policy makers and stake holders take advantage of these trends to implement deployment and adoption strategies to optimize the benefits from Broadband?

Key Questions to be tackled

- What is a National Broadband strategy?
- Why is it relevant in developed and developing countries?
- What are the market trends regarding the supply and demand of broadband?
- How is it structured and what are its goals?

What is a National Broadband strategy?

The term "broadband" may refer to multiple aspects of the network and services, including (a) the infrastructure or "pipes" used to deliver services to users, (b) high-speed access to the Internet, and (c) the services and applications available via broadband networks, such as Internet Protocol television (IPTV) and voice services that may be bundled in a "triple-play" package with broadband Internet access.

- Many countries have different definitions for broadband based on speed. Typically in Mbps or kbps or on the types of services and applications that are used over a broadband network.
- Traditionally its been defined as in terms of data transmission speed. This is important as it determines whether users are able to transmit over the internet

Why is it relevant in developed and developing countries?

- Transformative platform impacting on ICT and other sectors of the economy

Why is it relevant in developed and developing countries?

- Impact on GDP

Why is it relevant in developed and developing countries?

- Employment and job creation

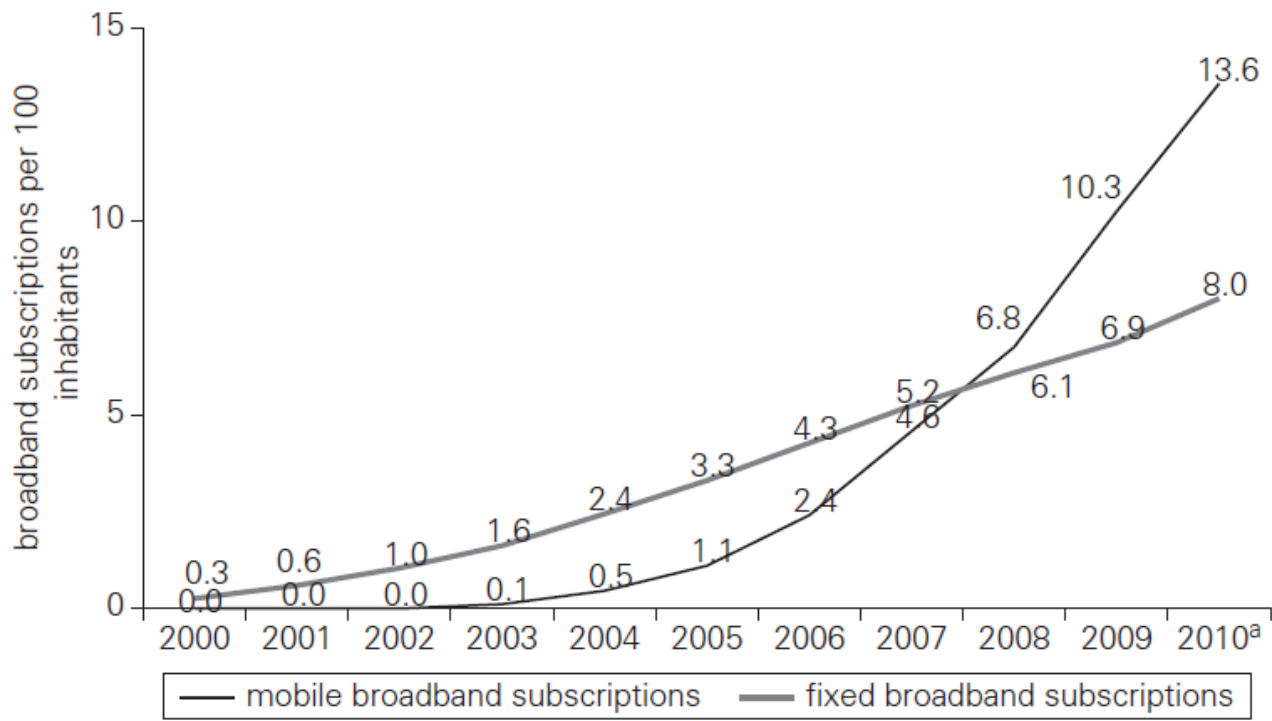# Why is it relevant in developed and developing countries?

- General purpose technology

What are the market trends regarding the supply and demand of broadband?

Figure 1.3 Global Fixed and Mobile Broadband Subscriptions per 100 Inhabitants, 2000–10

Source: ITU, World Telecommunications Indicators database.

a. Estimated.

Market trends

- Supply;- advances in technologies and business models used to deploy broadband infrastructure

- Demand:- Development of novel or enhanced applications and services is a driver for broadband demand. Eg apps, video, cloud computing, web 2.0 and social networking

How is it structured and what are its goals?

How can Broadband Development be supported?

- Despite the rapid growth of Broadband, challenges still remain. Those in cities have easier access than those in remote areas.

- With online activity is increasing, the lack of access can slow down social and economic development.

- To counter this, govts can