

A D S L in Senegal

- Landmark dates
- TECHNOLOGY
- USES
- MARKET
- TRENDS AND PROSPECTS

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Some landmark dates...

- **June-July 2002:** Pilot phase of ADSL with 256k and 1024k access
- **November 2002:** Change in rates for business subscriber offering and submission to ART for validation
- **February 2003:** Validation of the offering by ART
- **March 2003:** Official launch of 256k and business ADSL in areas in the capital (2 ISPs: Sentoo and Arc)
- **May 2003:** Extension of the offering to 512k and first tariff measures:
 - 256k: 24 000 F + VAT
 - 512k: 46 750 F + VAT
 - 1024k: 212 500 F + VAT
- **June 2003:** Extension of coverage areas in the capital and market entry of a third ISP: STE
- **January 2004:** Extension of ADSL to two towns and suburban area
- **May 2004:** Second tariff measures:
 - 256k: 14 640 F + VAT
 - 512k: 46 750 F + VAT
 - 1024k: 212 500 F + VAT



Some landmark dates...

- **July 2004:** Extension of ADSL coverage to all provincial capitals
 - **October 2004:** A fourth internet access provider enters the market: ATI
 - **May 2005:** Extension of the offering to 2048k and third tariff measures:
 - 256k: 11 440 F + VAT
 - 512k: 11 440 F + VAT
 - 1024k: 33 898 F + VAT
 - 2048k: 67 796 F + VAT
 - **July 2005:** Extension of ADSL coverage to 22 sites selected for their potential.
-

CONTENTS

TECHNOLOGY

- **What is ADSL?**
 - **How does ADSL work?**
 - **How to get ADSL?**
-

TECHNOLOGY

What is ADSL?

It is ...

A technology that transforms the telephone line into a high-speed data transport network: image, sound, video, ...

It is also ...

A technology which uses the high frequencies on the telephone line while voice runs on the low frequencies.

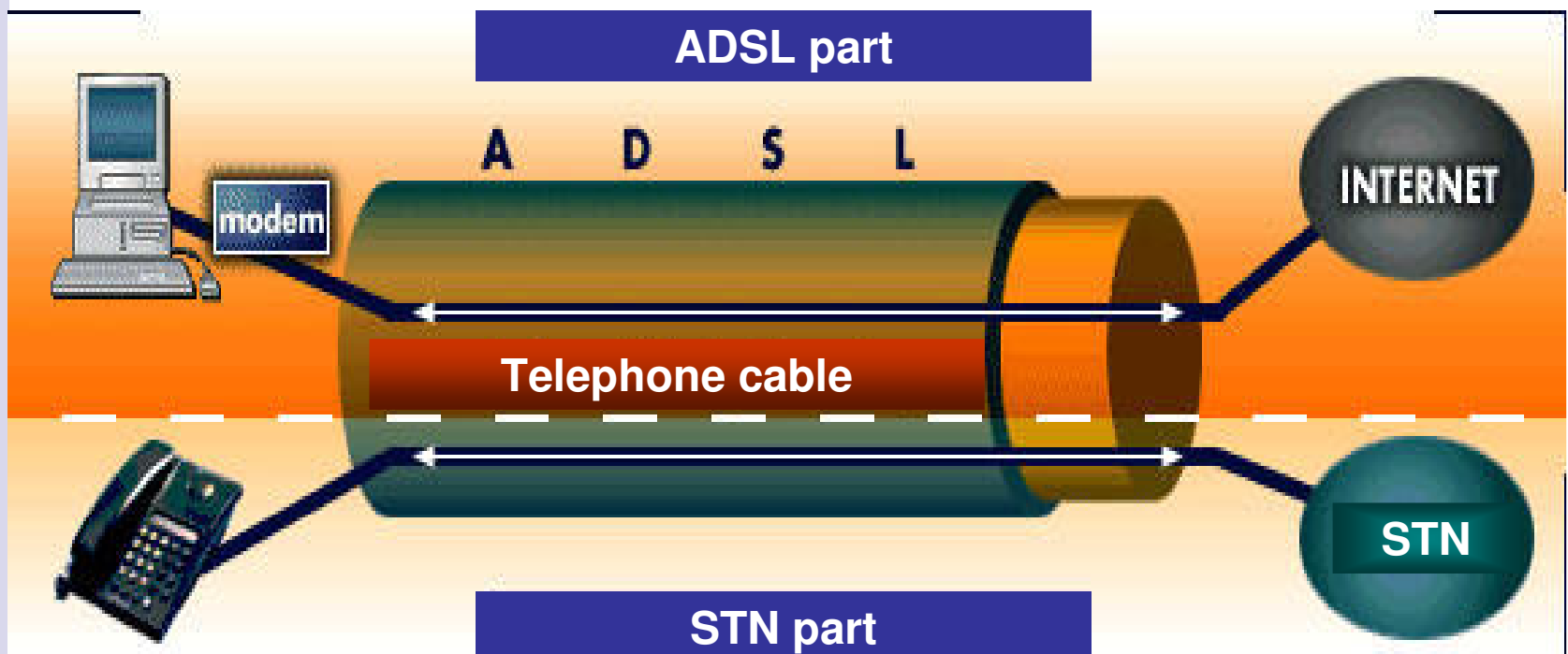
Therefore ...

Anyone who has a telephone can potentially have access to ADSL.

TECHNOLOGY

How does ADSL work?

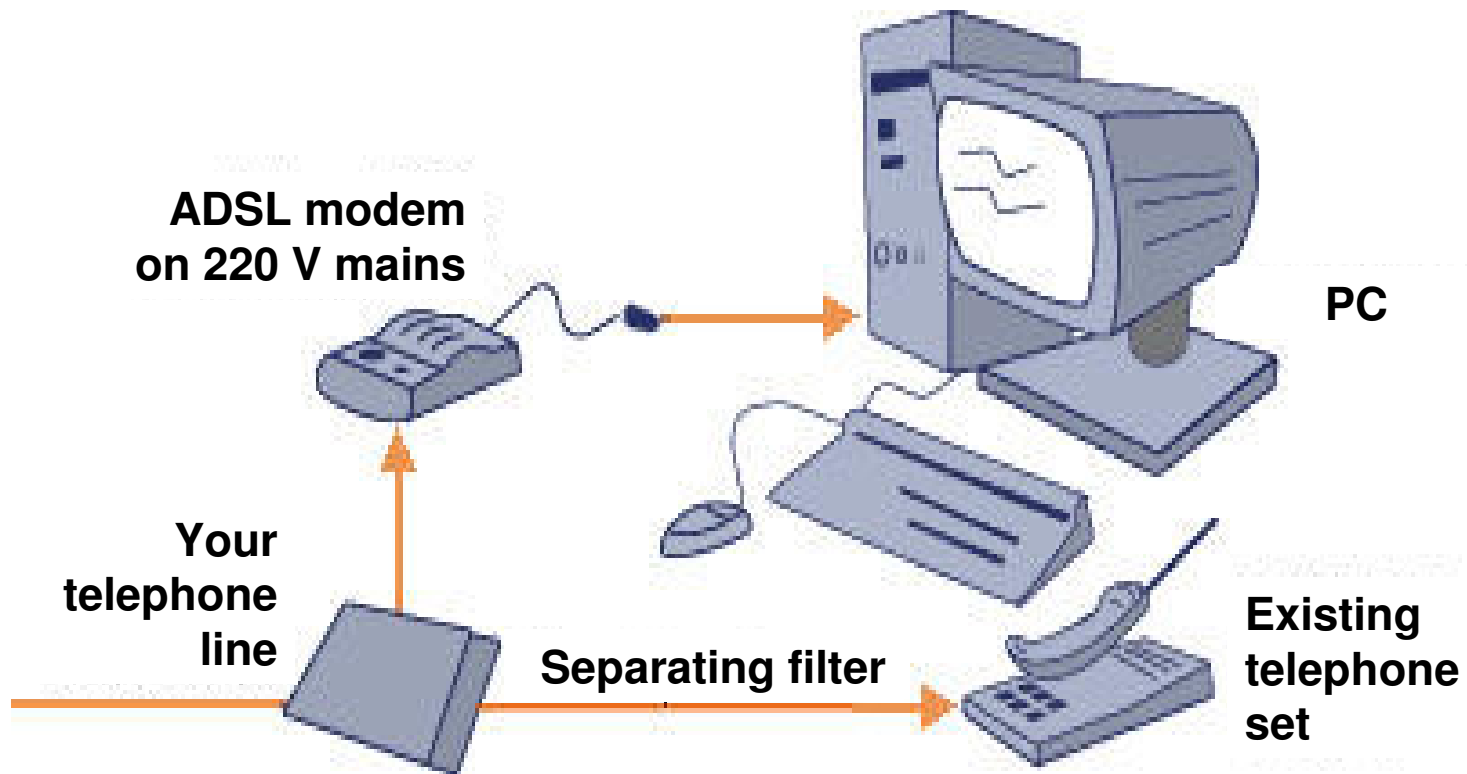
In the phone line ...



TECHNOLOGY

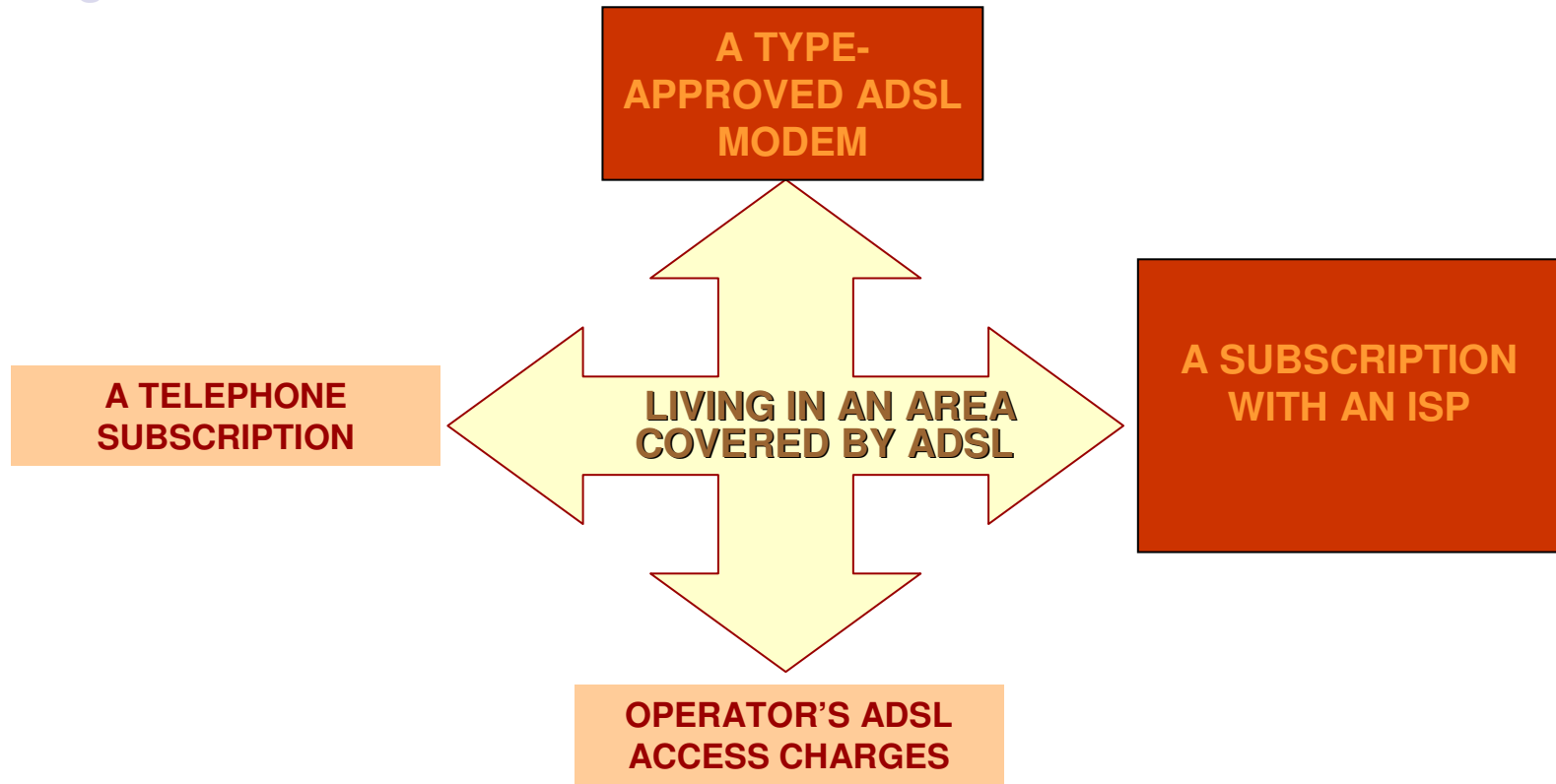
How does ADSL work?

At the subscriber's premises ...



TECHNOLOGY

How to get ADSL?





USES

- **What can you do with ADSL?**
 - **What are the advantages of ADSL?**
-

USES

What can you do with ADSL?

- **Conventional uses:**

- Surf or browse the web
- Send or receive electronic messages or e-mails
- Obtain information and discuss (portal, forum, chat)
- Have fun (games and leisure)

- **Business uses:**

- Promote a company, product or service (advertising online)
- Retrieve information using search engines
- Send SMS messages (web to SMS)
- Conduct polls and surveys
- Download files (software; media; etc.)
- Transfer or exchange files
- Buy and sell (online shopping/comparing offers and prices)
- Financial transactions (banking operations, stock exchange, etc.)
- VAS platform: e.g. downloading of logos and ringtones for mobiles
- E-services (e-learning, telemedicine, etc.)

- **New uses:**

- ADSL access to TV programmes: TVoADSL
 - Telephony (VoIP)
-

USES

What are the advantages of ADSL?

Higher speeds:

- Faster display of internet pages
- Much faster downloading (10 times quicker than STN)

Easier budgeting:

Fixed subscription irrespective of connection time

Why subscribe to ADSL?

Telephone line not affected:

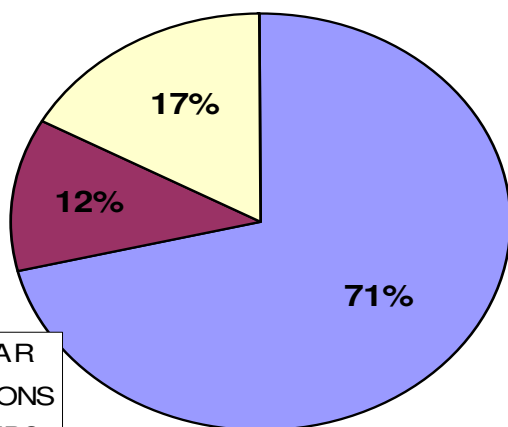
You can make telephone calls while surfing the web

Permanent connection:

Round-the-clock connection

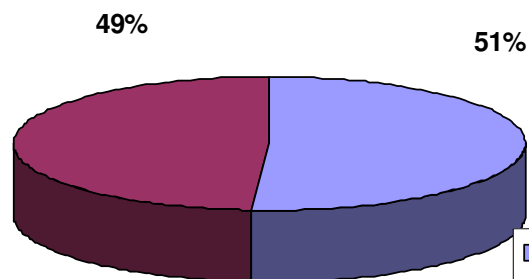
MARKET

END 2006



- DAKAR
- REGIONS
- OTHERS

ADSL by area



- RESIDENTIAL
- BUSINESS

Market distribution by segment



TRENDS AND PROSPECTS

- **TV over telephone line**
 - **Voice over IP**
-

TRENDS AND PROSPECTS

TV over telephone line

● What is this?

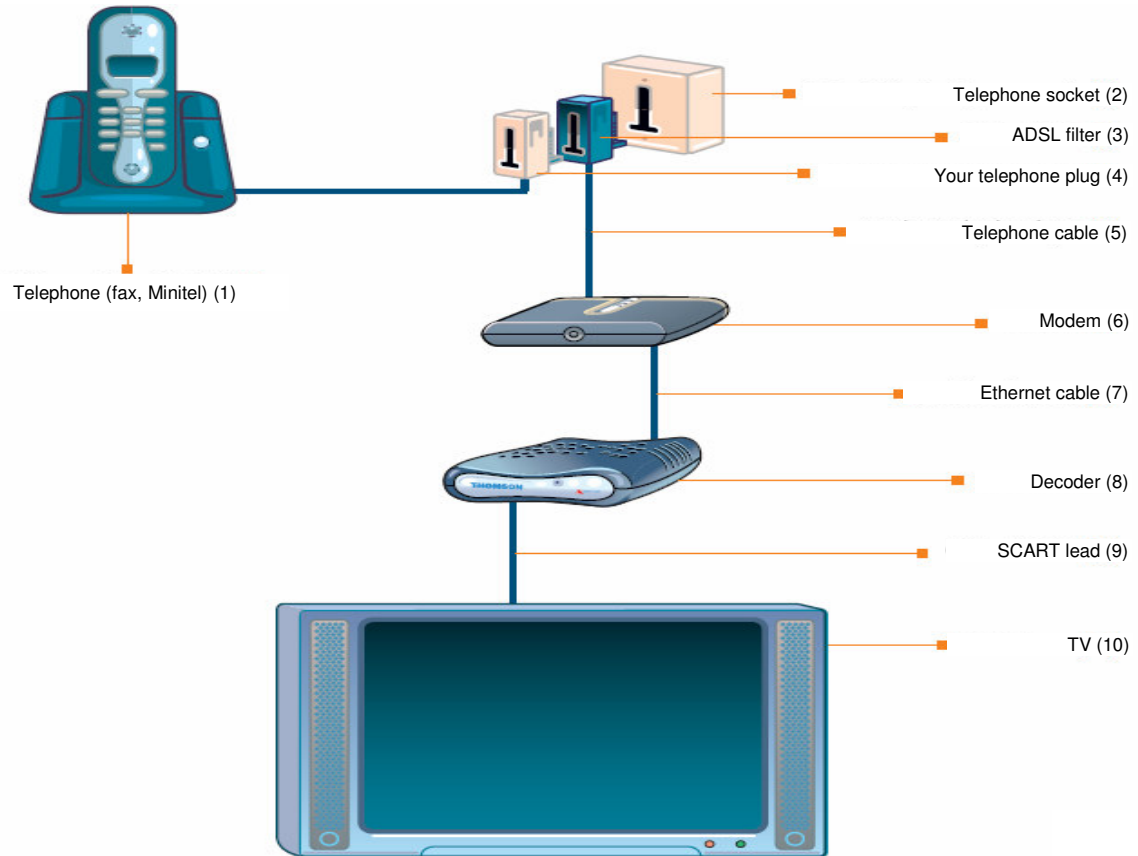
- New means of broadcasting digital television
- Access to several TV channel packages on the television set

● How does it work?

- All you need is an ADSL modem, a digital decoder and remote control, cabling and a filter
 - Everything is transmitted over the telephone line, no new installations required
-

TRENDS AND PROSPECTS

What TV over the telephone line looks like ...



TRENDS AND PROSPECTS

Voice over IP

- VoIP is a technology whereby speech can be transported over a data network (intranet or internet).
 - The purpose of VoIP is to treat speech in exactly the same way as the other types of data circulating on the internet (thanks to the IP protocol) by transporting it in the form of data packets.
-

A decorative graphic at the top of the slide. It features a light purple L-shaped bar on the left. To its right, there are three circles: a solid light purple circle, an outlined light purple circle, and another solid light purple circle. A thick blue horizontal bar with rounded ends spans across the middle of these circles.

THANK YOU FOR YOUR ATTENTION!
