Public Access to Internet Services

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Overview of presentation

- Why public access?
- ITU/BDT’s Community Telecentre pilot projects and activities
- Examine some successful public access models
- Look at some policy considerations
ITU Telecentre activities

- ITU Community Telecentres established in rural areas in collaboration with UNESCO, IDRC and other partners
- Pilot projects in Bhutan, India, Mali, Tanzania, Uganda, India
- Full scale roll-out of 950 Telecentres in Argentina
- Telecentre seminars organized in Budapest and Tunis last year (proceedings available for those interested)
- Mactar Seck will be covering community Telecentres in his presentation
Tunis Workshop topics:

- Issues to consider when planning a Telecentre
- Potential Telecentre Services
- Role of Govt in Telecentre development
- Funding of Community Telecentres
- Developing Telecentre business plans
Internet Access using postal network

- Ghana Post Office tie up with Africa Online
- Togo Post Office claims 2,887 clients during first 10 days of services.
- The SA Post Office committed to deploying Public Internet Terminals (PITs) in every post office
- MCIT in Egypt plans to provide Internet access in post-offices offering wide range of government services
- The postal network is a natural candidate for public access to Internet services and applications. However need more detailed evaluation on the take up of these services
Internet Usage in Arab States

Individual access is also shared access!

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Some public access models

- Africa Online E-Touch Centers
- Senegal Telecentres
- Grameen Telecom village phone in Bangladesh
- Swisscom Teleguide
- Cabinas Publicas, Peru
- EasyEverything, Network UK
Africa Online E-Touch centres

- 550 E-Touch centres
- 65,800 registered users
- Operational in Ghana, Kenya, Zimbabwe and Cote d’Ivoire.
- Each E-touch centre generates, on average $.1.50 per user month.
Senegal Telecentres

- 7,000+ private Telecentres
- have created 10,000 jobs between 1992 and 1998
- in 1997 generated US$ 19 million (13% of SONATEL revenues)
- contributed 0.4% to Senegal’s GDP (1997)
- offer phone, fax, photocopying, many now offering e-mail
- Sonatel provides 40% discount on tariffs assists with new services
Village Phone Project - Bangladesh

- Joint venture between Grameen Telecom and Grameen Bank
- Run by women who have good credit record
- Link between micro-credit institution and telecom operator
- Provide mobile services in both urban and rural areas
- 950 village phones providing access to 65,000 people
Village Phone Project - Bangladesh

✓ Grameen Telecom forecasts 40,000 village phone operators generating net income of US$ 24 million per annum

✓ Village phones bring in 3 times as much revenue as urban mobile phones

✓ Gender neutral. A woman’s home provides space that is acceptable to other village women
Peruvian Scientific Network (RCP)

- Established as an NGO by José Soriano in 1991
- Now serves some 80,000 users
- Recently received US$ 35 million investment
- Peru’s largest ISP
- Awarded 20 year license to provide national and int’l telecommunication services
RCP (continued)

- 3 classes of Telecentres:
  - 25 Info-centers have up to 50 computers with Internet access
  - 300 Telecentres: 20 computers + facilities and training
  - 250 Mono-cabines: 1 or 2 computers plus telephone access
RCP (continued)

- Typical cost of Telecentre: $25,000
- Franchisee under contract to RCP, pays US$ 1,000 per month
- RCP can withdraw franchisee license at any time.
- Users pay US$ 15 per month to use the Telecentre. Must follow orientation & training course
RCP – Reasons for success:

- Central administration:
  - establishes and operates the network
  - provides technical support, training and commercial assistance
  - develops global services and maintains quality standards
  - centralises marketing campaigns – has a solid brand & image
  - central administration develops both vertical and horizontal networks i.e. health, education, local government
Kiosks: Swisscom Teleguide

✓ Online Directory
✓ 4 languages (English, French, German, Italian)
✓ Revenues from advertising
✓ Roll-out in all phone booths in Switzerland
✓ Provides gateways to:
  – SMS, Pager, Short Fax, Email
  – Full Internet Access planned
Sending e-mail from Teleguide
EasyAnything Internet Cafés

✓ Brainchild of Stelio Haji-Ioannou founder of EasyJet
✓ Largest Internet cafe in the world. Location: UK & Europe
✓ Stores have approx. 600 seats
✓ Objective: provide cheapest form of Internet access
✓ Good locations: high tourist traffic
✓ Provide fast Internet access
✓ Use 15” flat panel displays
easyEverything Internet Cafés
EasyEverything Internet Cafés

- Dynamic pricing: £1 provides min 30 minutes, rising to 90 mins or more off-peak
- Prime retail sites of 5-15,000 m²: provide economies of scale in labour and rent
- Bulk purchasing to reduce hardware and communications costs
- Extended opening hours (24 hours a day, 7 days a week)
- User-ID, credit valid at any store
- Other revenue streams: coffee, advertising
easyEverything Internet Cafés
Some Recommendations

- Promote public access particularly in public institutions such as schools, post offices and libraries.
- Provide discounted pricing for Telecentres, schools & universities.
- Encourage entrepreneurial resale of basic and Internet services particularly in both urban & rural areas.
- Set up Internet area code to provide nationwide access to ISPs at local call rates.
- Provide census of cyber cafes.
- Establish telecentre networks to provide access to government information and services.
- Explore voice gateways to Internet applications and services.
Resources

- www.itu.int/ITU-D-UniversalAccess (Community Telecentres)
  - Budapest and Tunis Telecentre Seminars
- www.telecommons.com (Grameen Telecom Case Study)
- Best practice review of Telecentre operations (NTCA)
- Telecentres around the World (ITU)