

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

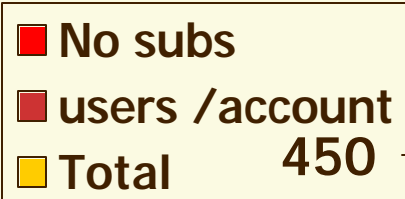
Tunis Workshop topics:

- ✓ Issues to consider when planning a Telecentre
- ✓ Potential Telecentre Services
- ✓ Role of Govt in Telecentre development
- ✓ Funding of Community Telecentres
- ✓ Developing Telecentre business plans

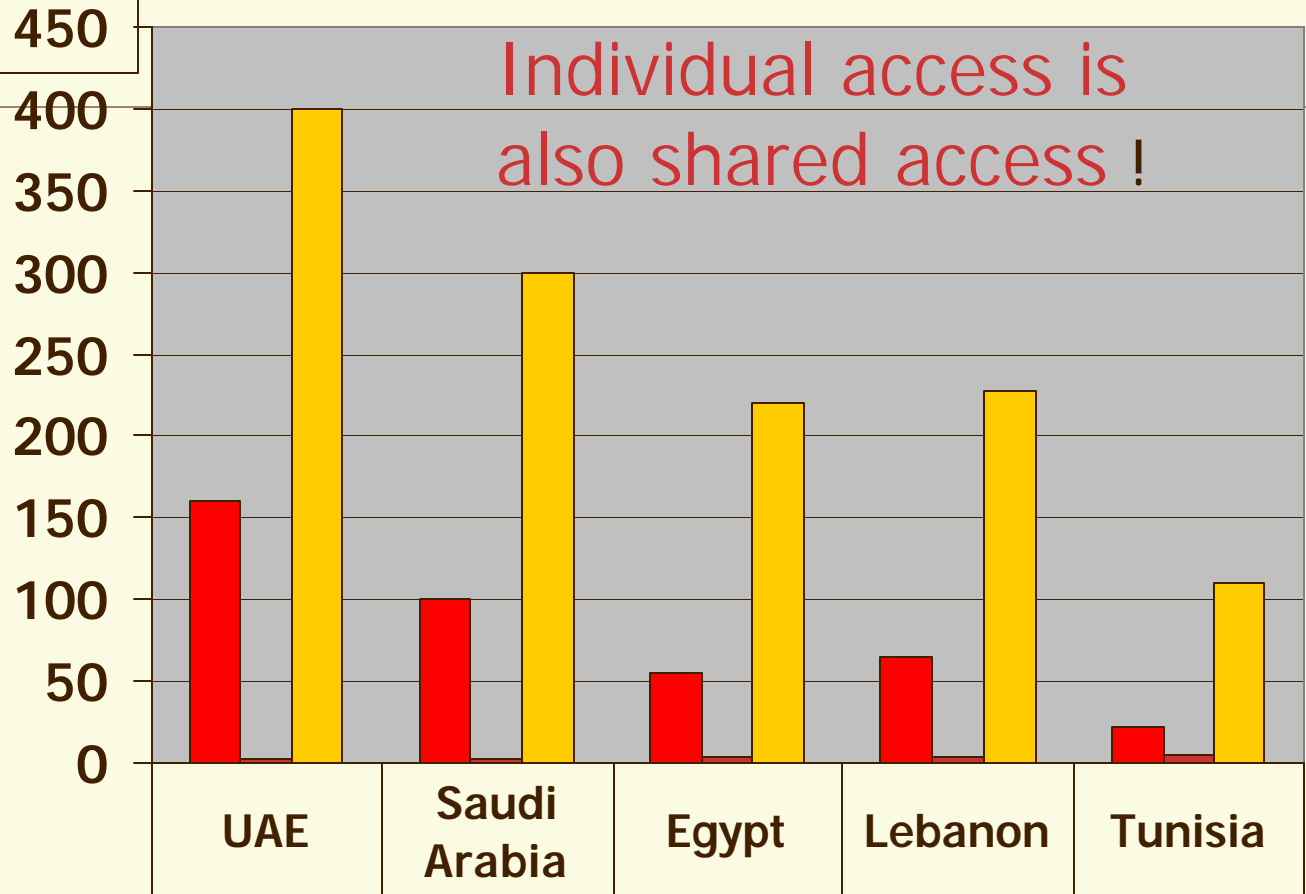
Internet Access using postal network

- ✓ 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



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■ No subs	160	100	55	65	22
■ users /account	2.5	3	4	3.5	5
■ Total	400	300	220	227.5	110

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-loannou 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 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)