

## Government strategies to encourage broadband: Could they, would they, should they?

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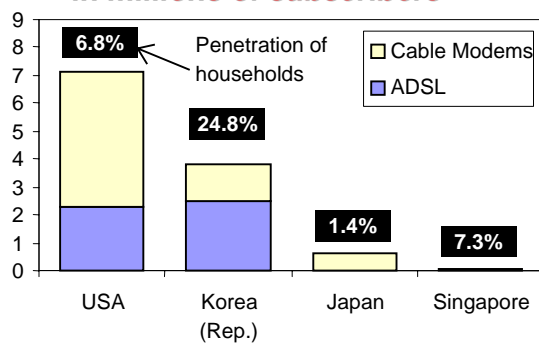
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### Agenda

- Differences between countries
- National strategies for broadband
  - ⇒ "Light touch" regulatory strategies
  - ⇒ "Extending access" roll-out strategies
  - ⇒ "Comprehensive national plans"
- City-wide strategies for broadband
  - ⇒ Stockholm
  - ⇒ Multimedia Super Corridor
- Could they, would they, should they?
  - ⇒ Questions governments and regulators might ask

### Broadband access, selected countries, 2000, in millions of subscribers



Source: ITU Briefing Paper on Regulatory Implications of Broadband.



### National strategies (1) "Light touch" regulation

- Let the market do the work
- Focus on creating right environment and removing regulatory obstacles
- Generally open market with a minimum of licensing requirements
- E-government initiatives
- No direct central government funding of access
  - ⇒ Examples include New Zealand, Switzerland



### National strategies (2) "Extending access"

- Government generally stands back but steps in to assist in specific areas where private sector might not deliver:
  - ⇒ Access to schools, hospital, libraries, museums
  - ⇒ Access in regional or urban development zones
  - ⇒ "Digital divide" initiatives to encourage access among disadvantaged or minority groups
- Government initiatives to support education, training, awareness raising, applications development etc.
  - ⇒ Examples include UK, Germany, USA



### National strategies (3) "Comprehensive national plans"

- Government positions itself as a technology champion
- Combines large-scale public funding with governmental "guidance" of private market
- Often associated with Asian countries
- Sees broadband as critical to international competitiveness
  - ⇒ Examples include Japan, Rep. Of Korea, Malaysia, Singapore



## City/local government initiatives Example of Stokab, Stockholm

"The aim of Stokab's activities is to exploit the dynamics of the telecom market in order to stimulate growth in the Stockholm region and thus create opportunities for increased employment. Additional benefits will include improved working conditions in the public schools, public service and easier access to culture. The expansion of the fibre-optic network shall contribute to further, positive social development in the Stockholm region"



[www.stokab.se](http://www.stokab.se)



## Malaysia's Multimedia Super Corridor

"Malaysia has created the Multimedia Super Corridor - a world-first, world-class act - to help companies of the world test the limits of technology and prepare themselves for the future. The MSC will also accelerate Malaysia's entry into the Information Age, and through it, help actualise Vision 2020.

The MSC will bring together, for the first time ever, an integrated environment with all the unique elements and attributes necessary to create the perfect global multimedia climate."



[www.mdc.com.my/msc](http://www.mdc.com.my/msc)



## Could they, would they, should they? Questions for discussion

- How important will broadband be for the competitiveness of national, regional and urban economies?
- Can a government reconcile supply-side intervention with a pro-market stance?
- What demand-side stimulation policies work best?
- Does the economic slowdown and slump in venture capital investment in ICTs change the picture?