Mobile Broadband

Donnie Defreitas Director PIRRC

ITU/PITA Radio Communications Seminar for Asia Pacific
September 22nd 2016
Apia, Samoa

Universal Broadband –a definition

- The definition of universal broadband in essence is about “Internet for All”
- The definition often refers to Internet access at specified rates and that these rates should be faster than dial up speeds. The access speeds tend to depend on the particular jurisdiction and increase with the progression of time.

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Mobile growth

In "**The Growth of the Global Mobile Internet Economy** -The Connected World", Wolfgang Bock, Dominic Field, Paul Zwillenberg, and Kristi Rogers stated …….

The mobile Internet attracts substantial investment. For example, leading app-store operators paid developers more than $15 billion between June 2013 and July 2014.

They also noted that "as mobile infrastructure is built and mobile usage increases, consumers benefit from the new services that grow up around these devices. The number of Chinese consumers using mobile devices to buy goods jumped 42 percent to 205 million in 2014. Facebook has 100 million users in Africa, of which 80 percent access the social network on a mobile device.

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Universal Broadband Service; Mobile Options (IMT)

The two quotes are chosen to demonstrate that mobile internet is a high growth area that provides opportunities for providing universal broadband.

As mobile services spread over the globe and smart phones become popular, mobile services can be the platform for achieving Universal Broadband Service

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IMT Advanced

The ITU in 2012, reached consensus in establishing the new IMT-Advanced standard and this was to provide **a global platform on which to build the next generations of mobile services - fast data access, unified messaging and broadband multimedia - in the form of exciting new interactive services – that is Universal Broadband on mobile.**

WRC-15 agreed that additional spectrum will be identified for the future development of IMT. This additional spectrum will eventually be assigned by the next WRC-19.

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IMT Advanced has capabilities for high quality multimedia applications within a wide range of services and platforms, providing a significant improvement in performance and quality of service.

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Mobile service was identified as the delivery mode for Universal Broadband

Considerations

- Issues to be considered and addressed for successful, inclusive, IMT deployment include infrastructure, remote-area access, privacy, and data security.
- Consumer demand and market-based innovation is expected to drive the mobile Internet's growth, generating enormous economic and social benefits.
- Mobile Internet, IMT Advanced is expected to provide Universal Broadband and the appropriate policies and regulation need to be in place.
- The important issue to keep in mind is that the aim of all this is economic empowerment which is to lead to improving peoples lives

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The impact

The Mobile internet has been growing exponentially and has impacted society and the economy through:

- Creation of technology jobs;
- Development of new products and services;
- Improved efficiency in the work place;
- More reliable data connections enabling growth of data intensive processes;
- Expanded global coverage.

Not all has been positive as it has also led to:

- Loss of cultural values, including the creation of the “selfie culture” and an increasing focus on entertainment-related online activity;
- Increased dependence on profits from advertising and audience analysis to fund resource intensive businesses, such as telecom, public transport, and news gathering
- Loss of non-technical jobs;
- Increased invasion of privacy;
- Capacity demands in small developing countries that threaten the integrity of their infrastructure;

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Necessary steps

- In order to release the full potential of IMT, harness its transformative power for good and mitigate against the negative, appropriate policies and regulation need to be in place
- PIRRC will be working with Member countries to provide regulatory resources that would help in addressing issues resulting from IMT deployment.
- Bringing together all stakeholders to discuss the wide ranging issues in Internet governance would be a first step towards developing inclusive policies leading to a Policy Framework for the establishment and support of vibrant Internet Societies.

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Moving Forward

- The explosive growth of mobile Internet accentuates the issue of asymmetric traffic flows and strains on infrastructure caused by the growth of video OTT. Pacific Island nations need to engage in dialogue with the large video providers, such as Facebook, Netflix and Google, to see how best OTT services can be provided without causing service quality degradation
- In facilitating mobile internet penetration regulators and policy makers need to be mindful of the security issues arising from introducing technology to tech-naive societies; there is need for capacity building programs so that governments and social institutions are equipped to address these threats
- In an ever more intertwined and globally connected world the need for collaboration and cooperation is increased.

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PIRRC Commitment

- There is little doubt that penetration of Internet services will be greatly increased through IMT services
- It is also apparent that there is need for training and capacity building to upgrade skills to meet the new challenges this brings
- What is even more apparent is that all stakeholders need to work together to achieve a safe and secure environment for users of the Internet
- PIRRC is willing to play its part, not only to achieve increased penetration and deployment, but to ensure the Internet is is a safe and secure environment where individual rights are respected.

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Thank You

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