

communication. It will be used as a way for local language, local videos, this is how the majority of the people will join connectivity.

The policies existing today need to examine broadband in a different light, if they are to be successful on a mass-market level. In some countries, the USO fund subsidizes the connection, while in India, for example, computers are to be subsidized. The US stimulus funds has categories for which there is an incentive offered that helps get the devices. You have to see it from that angle: it is not only about connection.

The most important issue is whether we can get the benefits of broadband to those people who do not even have use or have reason to be using broadband. Only by truly providing broadband to all will the benefits in areas such as tele-medicine or education be felt by those who need them the most

The opportunity must be given to every single person on this Earth to have access to the global economy. In Mexico, out of 110 million people, some 55 million live in extreme poverty and their only opportunity to get out of poverty is to have access to education and access to have some simple markets. That is why governments, the private sector and NGOs have to do all they can. There has to be an obligation for broadband for all.

Nevertheless, providing broadband for all does not come without some core questions which must be addressed. In China, for example, parents can not control what their children are seeing on the web. Before broadband becomes manageable and controllable, it has to be considered if truly we want to provide broadband for all.

The fundamental action required by any country is to clearly establish policy and regulatory terms. Those roles of the regulator, government and the operator also need to be separated clearly.