



**ITU TELECOM
WORLD 2009**
Geneva
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ITU TELECOM WORLD 2009 In Review

Moderator

- * **Dr Marko Jagodic**, Forum Advisory Committee Member, Advisor to the Director General, ISKRATEL, Slovenia

Panellists

- * **Dr Kamal S. Shehadi**, Chairman and CEO, Telecommunications Regulatory Authority - TRA, Lebanon
- * **Eng. Patricio Northland**, Chief Executive Officer, Satélites Mexicanos, S.A. de C.V. (SATMEX), Mexico
- * **Dr Mohammad Shakouri**, Corporate Vice President Innovation and Marketing, Vice President, WiMAX Forum, United States
- * **Mr Greg Wyler**, Founder and CEO, O3b Networks Ltd., United Kingdom
- * **Mr Guangcheng Li**, President, Fiberhome International Technologies Co., Ltd., China
- * **Dr Nongluck Phinainitisart**, President, Asia-Pacific Satellite Communications Council, APSCC
- * **Mr Patrick Masambu**, Executive Director, Uganda Communications Commission, Uganda

ICT.5 : DRIVING DEMAND - ACCELERATING ADOPTION

Even though ICT and broadband technology and services are widely available, they are often not adopted or used. Many factors ranging from affordability, education, culture, language, and perceived utility affect adoption of ICT and broadband. This session examines what factors affect people's decisions/ability to use ICT and broadband and what can be done to improve rates of adoption and utilization.

Key questions:

- What are the key factors affecting decisions to use ICTs/broadband?
- How important is price?
- How important is local content?
- What is the right balance between the market and government intervention?