



# **ASSESSING BROADBAND POLICY: TOWARDS A CONCEPTUAL MODEL**

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# Agenda

- Broadband overview
- Stages of broadband policy development
- Different dimensions of broadband policy
- Conclusions

## Main research question

**1. What are possible dimensions of broadband policy? and 2. how can a model be formulated to assess broadband policy?**

## Sub-research questions

**Why should broadband be regarded as an important factor for society?**

**What are major tools that can be used in encouraging broadband penetration?**

**what are the effects of broadband deployment for a nation?**

## Papers

**Paper 2**

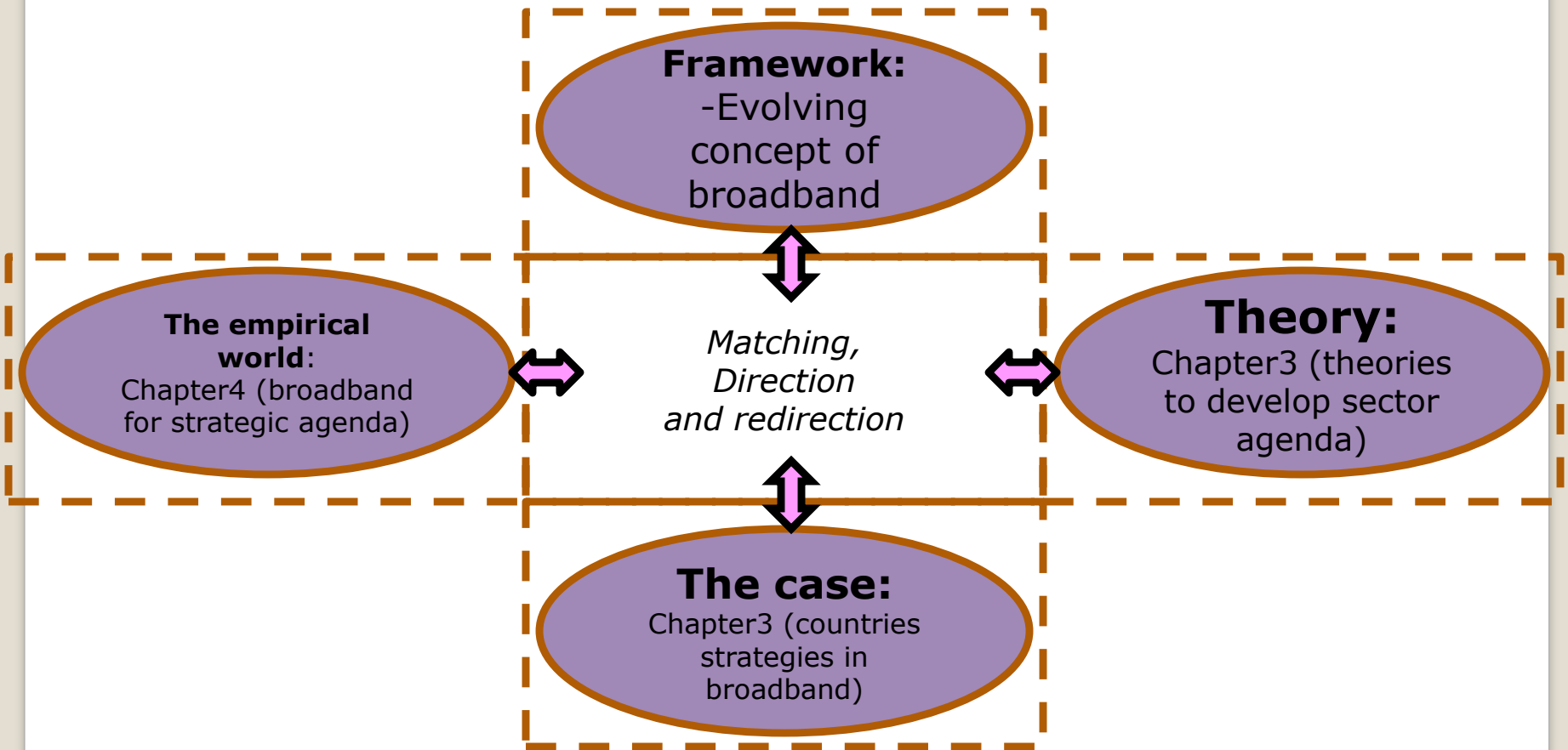
**Paper 1, 3, and 4**

**Paper 5**

# Papers

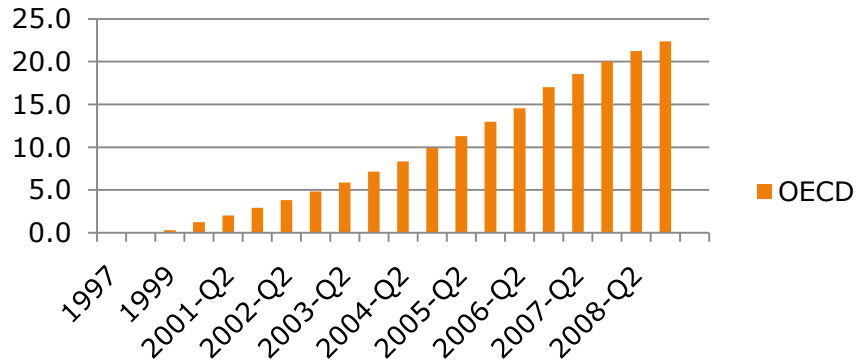
Papers	Objective
1. Broadband universal service: a future path for ?	To analyze the possibility and efforts of the EU to include broadband in the scope of the universal service framework
2. Universal service: socio-economic considerations for broadband access	To survey theories building around broadband's necessity and to discuss how/why broadband is necessary from theoretical points of view
3. Government intervention: why competition is not sufficient for broadband market	To evaluate the role of government in different countries regarding broadband development
4. Functional separation in Swedish broadband market: next step of improving competition?	To examine broadband competition problems and recent regulatory tools implemented in several countries in order to encourage broadband competition
5. Will broadband networks make the world greener? Evaluating pros and cons of broadband development	To analyze pros and cons of broadband development, in particular regarding energy savings

# Research methods: System combining



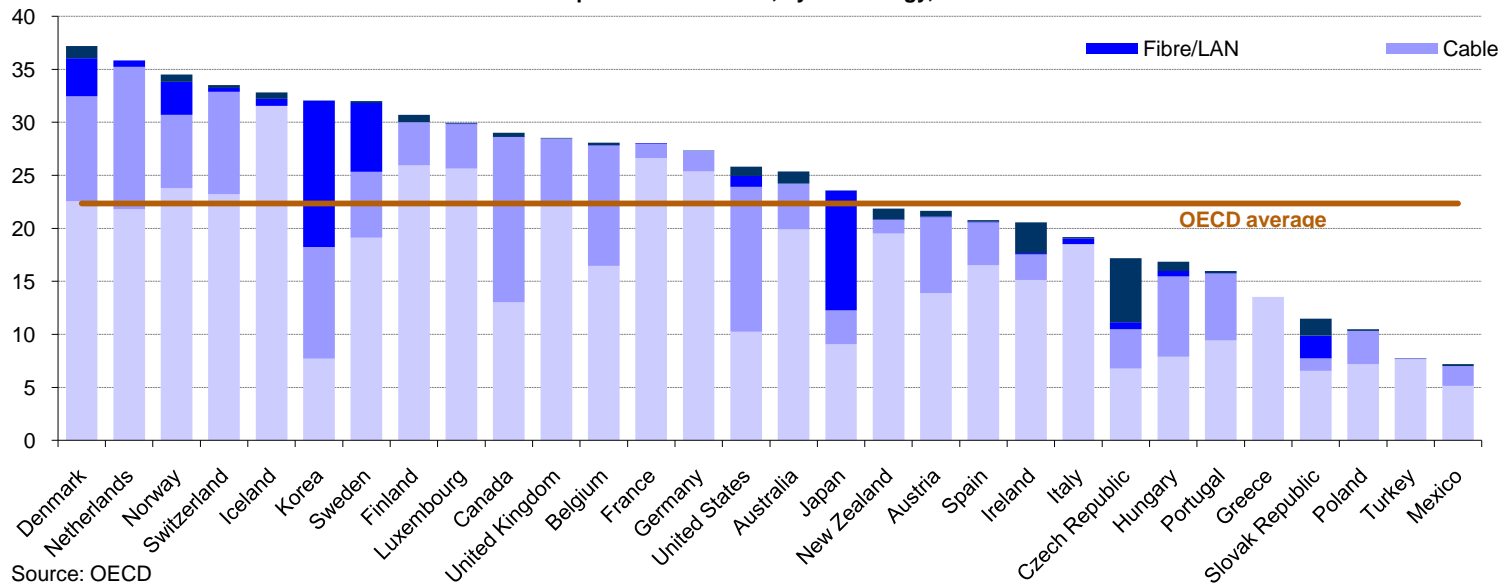
# Real-world justifications

## OECD



- The growth on broadband deployment has increased year by year since 1997
- Still, the broadband deployment varies greatly among countries

OECD Broadband subscribers per 100 inhabitants, by technology, December 2008



Source: OECD

# Scientific justification

## 1. Recognition

-Why broadband is necessary for society?

## 2. Implementation

-If broadband is necessary, what mechanisms or tools can be used in order to encourage the diffusion?

# Scientific justification

## 1. Recognition

- Why broadband is necessary for society?
- Why broadband differs from other technologies

Research and studies from social and economics points of view show how society could be benefit from broadband (theory of social science , economics research)

### Theory of social science

Knowledge gap hypothesis

Information gap theory

Diffusion of Innovation

### Economics research

Increase 1% of diffusion, 0.026% incremental GDP growth (Katz et al. 2009)

BB Availability added over 1% to employment growth, 0.5% growth of business (Lehr et al. 2005)

Increase 1% of diffusion, employment increase 0.2-0.3 % (Crandall et al 2007)

Spend \$10 billion USD of investment in broadband networks, support an estimated 498,000 new or retained U.S. jobs for a year (ITIF 2009)

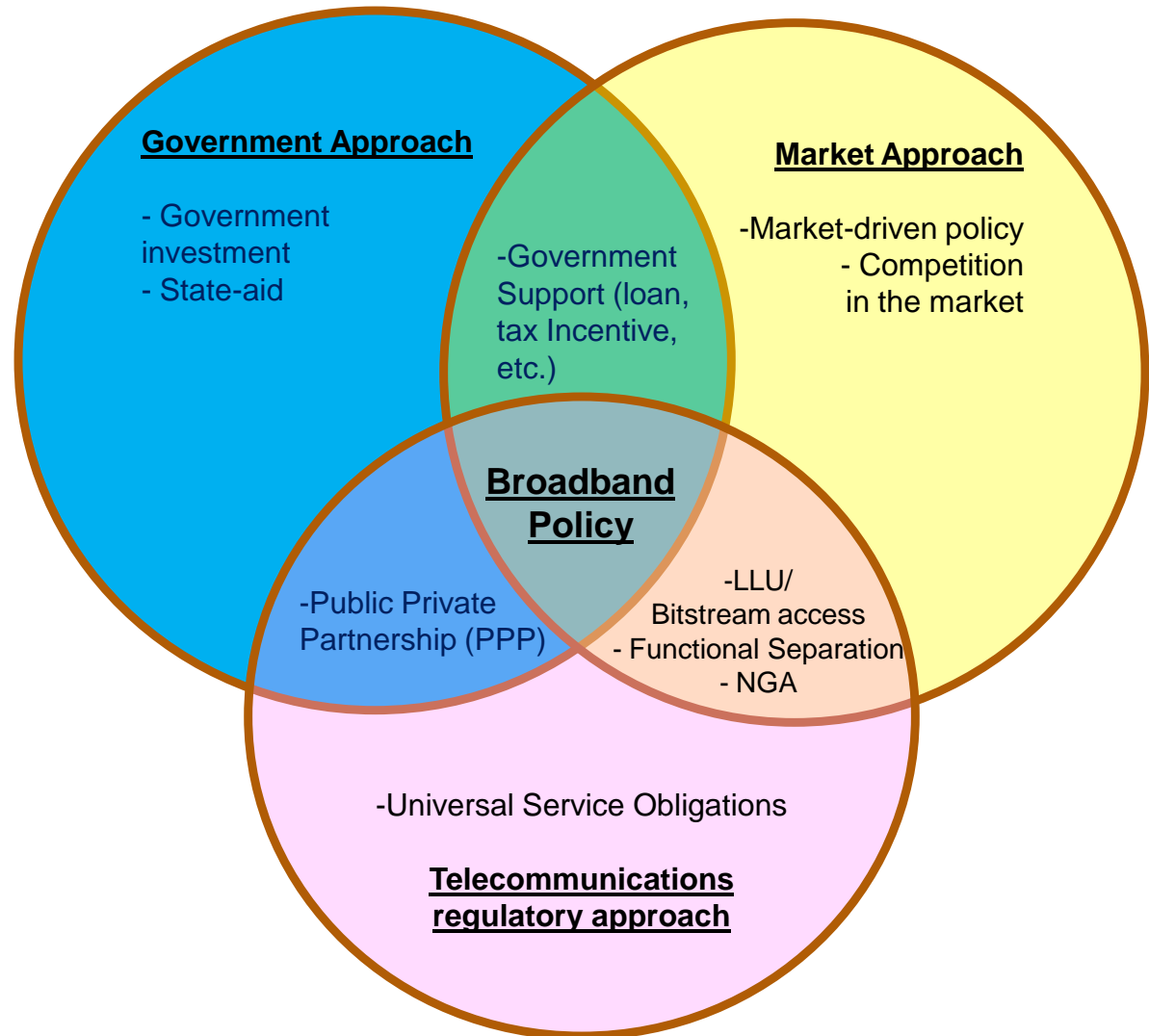
GDP growth increase above average in the countries that have advanced knowledge societies (MICUS 2008)



# Scientific justifications

## 2. Implementation

-If broadband is necessary, what mechanisms or tools can be used in order to encourage the diffusion?

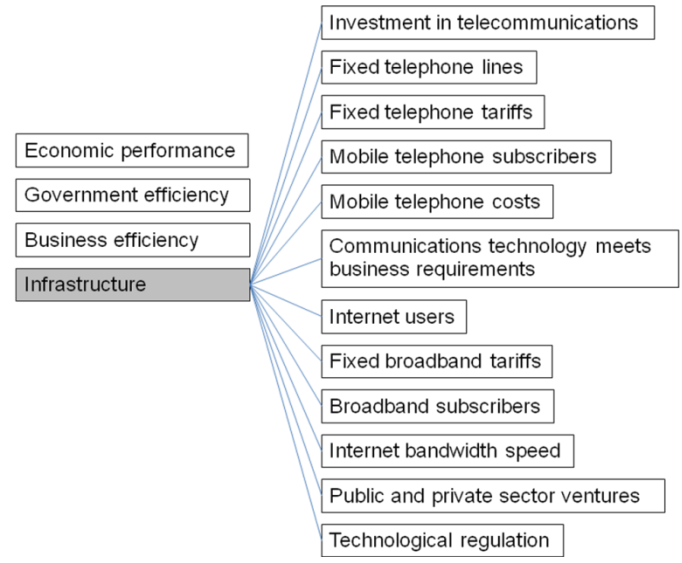
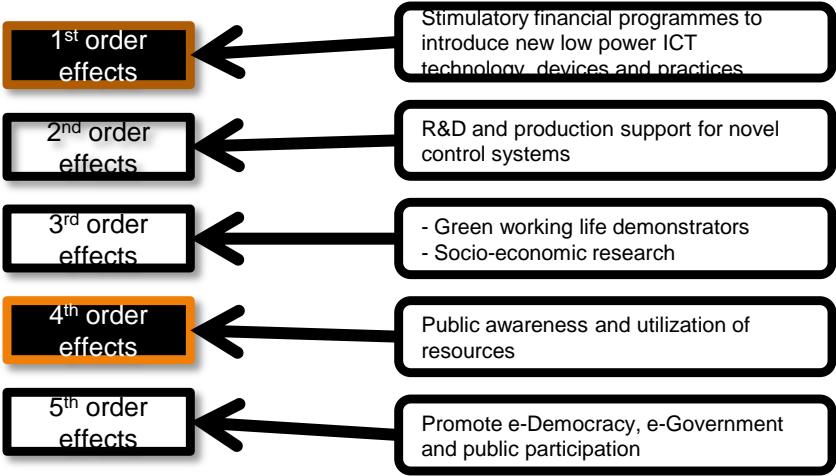
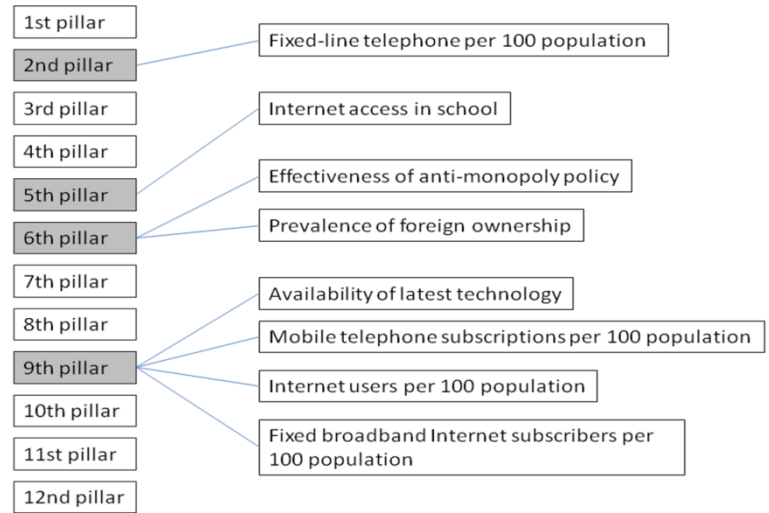


# Another respects of broadband contribution

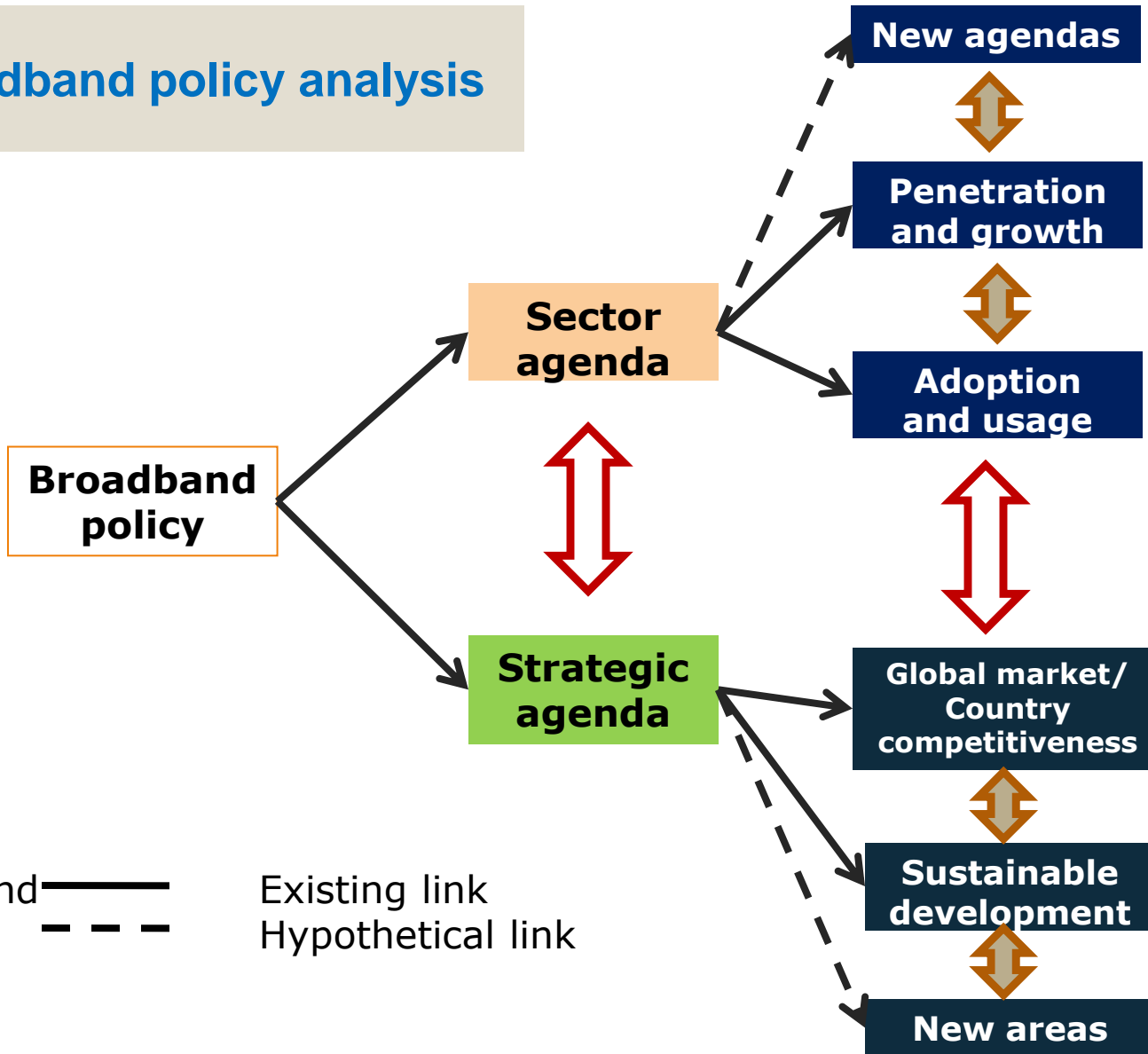
**Global market**

**Sustainable development**

**Country competitiveness**

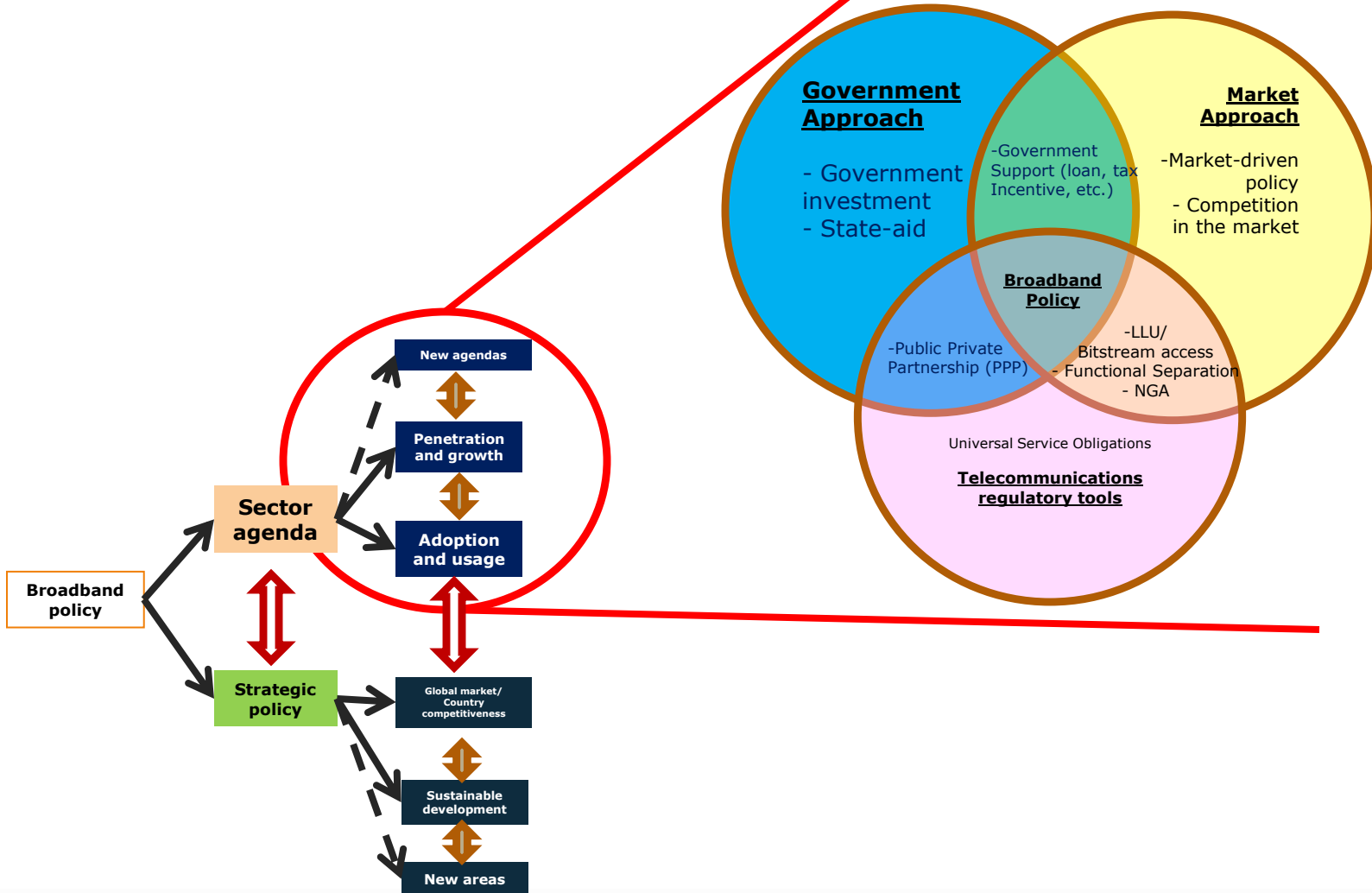


# Broadband policy analysis

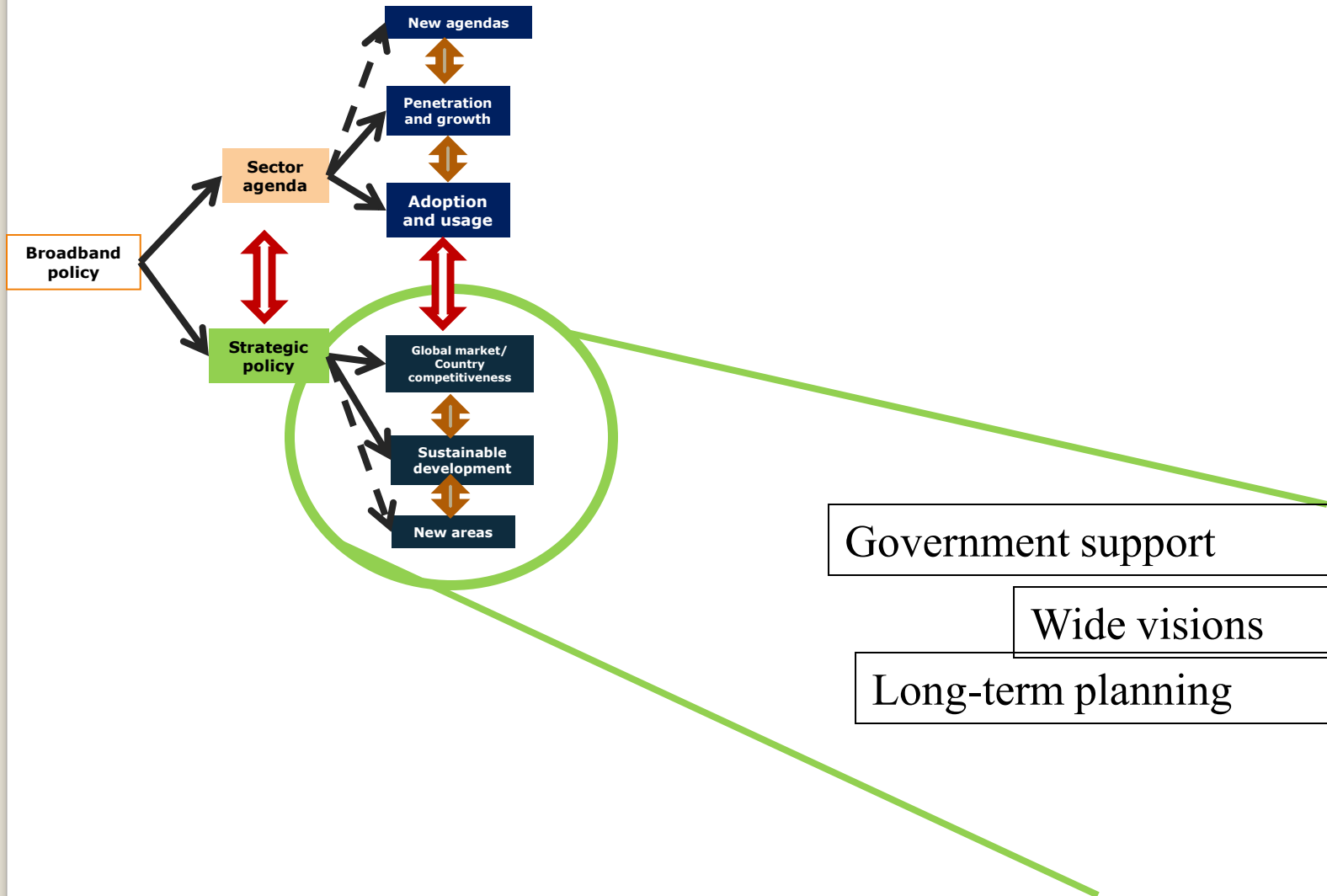


Legend — Existing link  
- - - Hypothetical link

# Broadband policy for sector agenda



# Broadband policy for strategic policy



I asked my dad where the children  
came from, he said people  
download them from the internet!



*Thank  
You*