



Efficacy of Broadband Plans

CYBR 4400 / 5400: Principles of Internet Policy, Lecture 2-3

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Today's Lecture

- ✿ Evaluating the Efficacy of Broadband Plans Lecture
- ✿ Finish Last Mile Technologies Lecture

Homework Feedback

- ❖ When asked your opinion on a reading, always reference the reading (using in-text citations) and then interpret
- ❖ Focus on the question specifics as some answers were disconnected from question (e.g, in Q2 some answers discussed market failures in general but missed out linking to specific market).
- ❖ Focus on applying framework
 - ❖ Some did not propose two policy alternatives in step 4 and evaluate them using a table in step 5
 - ❖ Always much clearer to separate framework steps as separate paragraphs or sections



Evaluating the Efficacy of National Broadband Plans (NBPs)

1.Which of the following is FALSE?

- A. Roughly 20 countries have declared broadband and/or Internet access a basic legal right
- B. Some countries have declared Internet access as a fundamental human right
- C. Vint Cerf and the Internet Society endorse the view of Internet access as a fundamental human right
- D. Vint Cerf and the Internet Society see Internet access as a technology that enables rights, not a basic right itself

General Discussion

- ❖ Common concerns regarding universal service
 - ❖ Inclusion of broadband
 - ❖ Role of mobile communications
 - ❖ Funding objectives
- ❖ Should broadband /Internet Access be considered a right?
 - ❖ NBPs one tool to implement universal access
 - ❖ Distinction between outcomes of human rights and technological enablers important?

2.Which answer best describes the timeline of focus for NBPs

	2003 - 2008	2008-2010	2010-2013
A	Cross-Sectoral Digital Agenda	Broadband	Information Society
B	Information Society	Cross-Sectoral Digital Agenda	Broadband
C	Information Society	Broadband	Cross-Sectoral Digital Agenda
D	Broadband	Cross-Sectoral Digital Agenda	Information Society

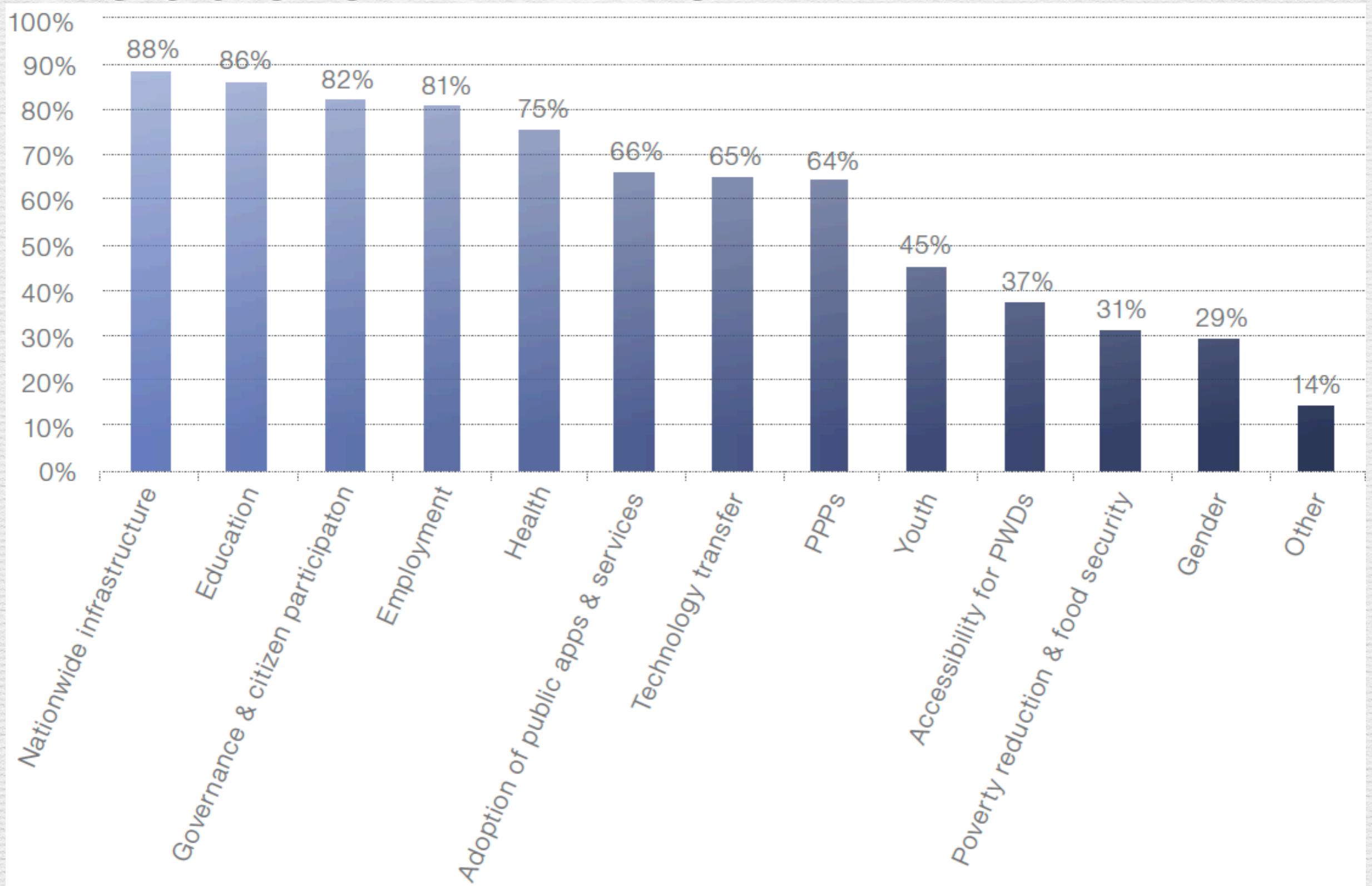
3.Which of the following is NOT a best practice for a NBP?

- A. Develop in consultation and consensus with broad range of stakeholders
- B. Favor technology neutral proposals
- C. Provide detailed, measurable goals to allow evaluation of progress
- D. Strike balance between high-level strategic direction and detailed input on important options
- E. Be forward-looking over a timescale of 20 years

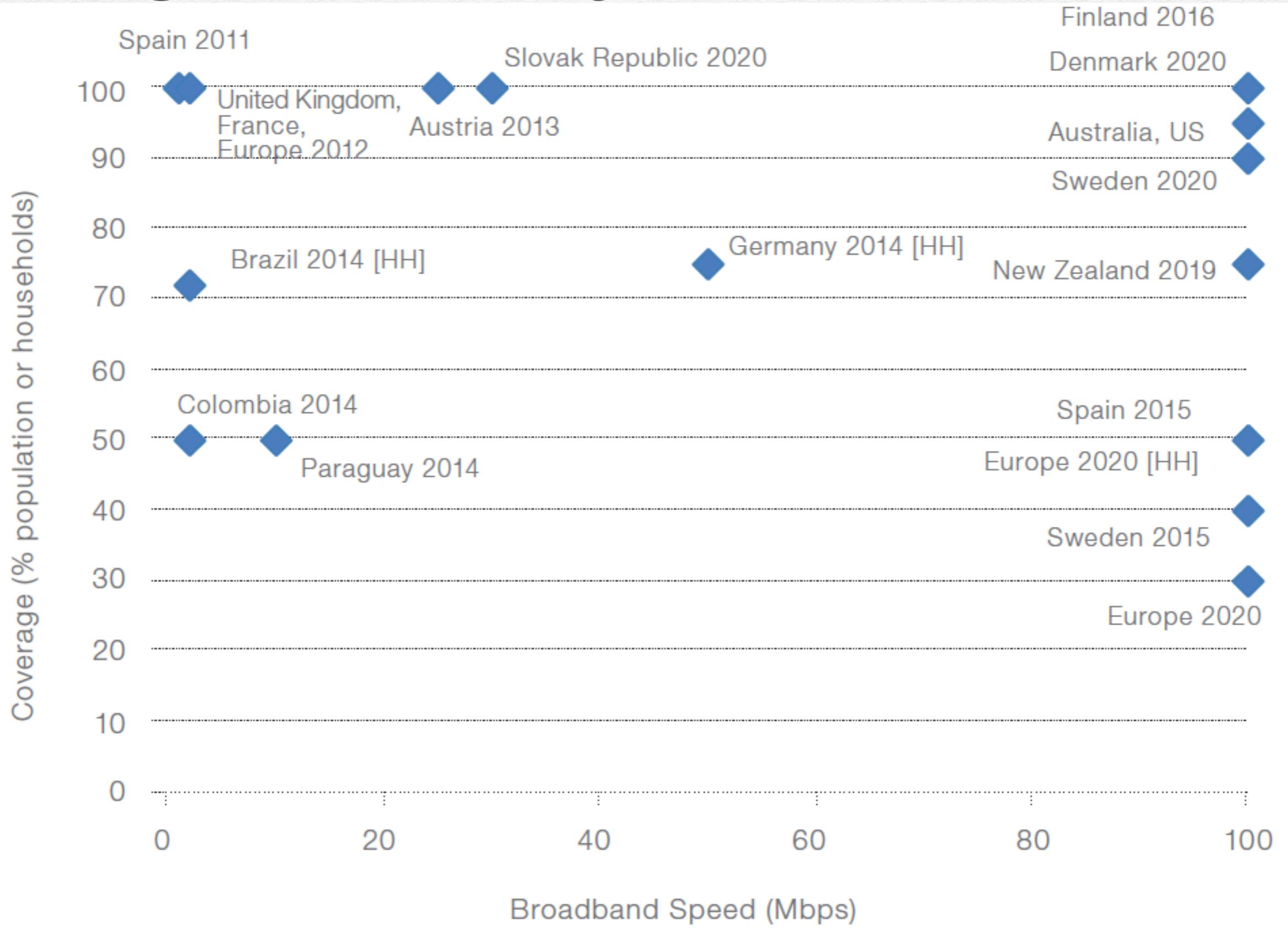
General Discussion

- ✿ Is the progression of NBPs well defined? What are the implications of your answer on the efficacy of broadband plans over time.
- ✿ The U.S. NBP has not been updated since 2010
 - ✿ What are the consequences of not updating the plan?
 - ✿ If you were to update the plan today, what would be the focus?
 - ✿ What would you target in terms of coverage versus speed by 2025?

Focus of NBPs



Targets Set By NBPs



4. Countries with NBPs have roughly what percentage increase in fixed and mobile broadband penetration rates?

	Change in Fixed Broadband Adoption	Change in Mobile Broadband Adoption
A	1%	4%
B	2.5%	7.5%
C	10%	30%
D	No change	No Change

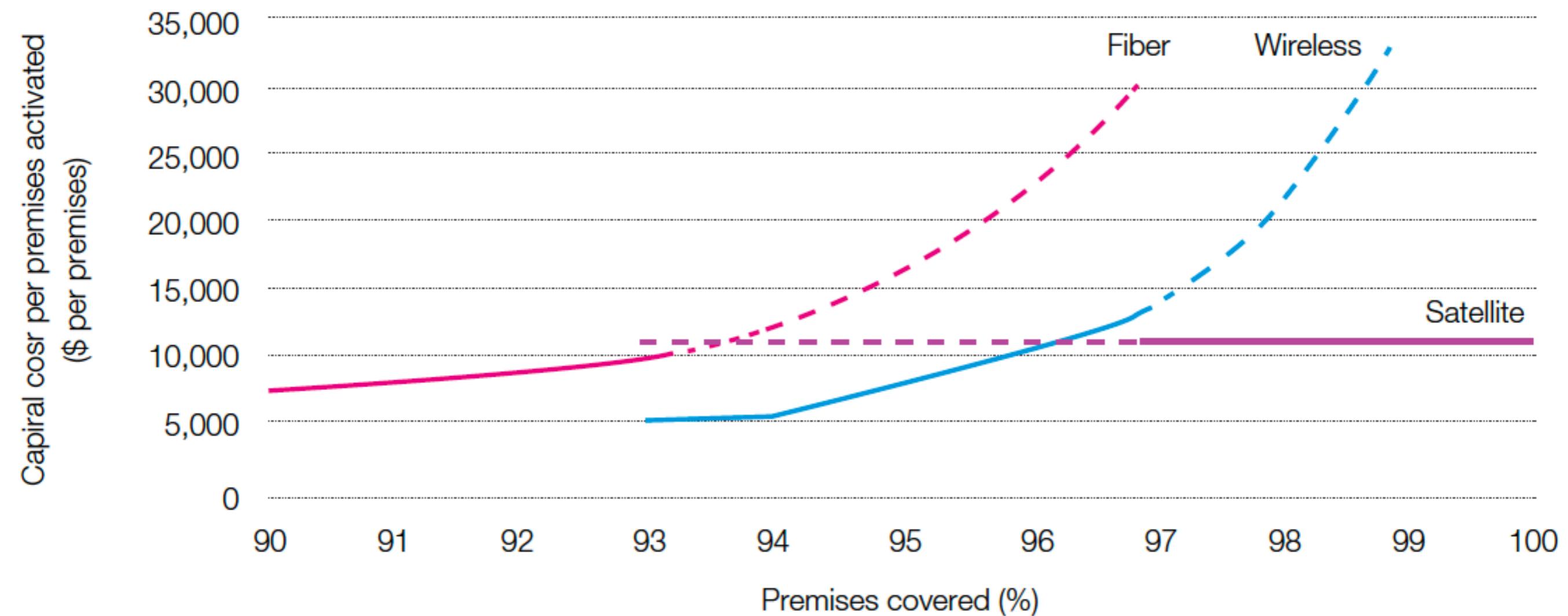
General Discussion

- ✿ Why do NBPs improve broadband penetration for both fixed and mobile?
 - ✿ Focusing attention on key issues?
 - ✿ Establishing a consensual vision about how to improve broadband?
 - ✿ Getting partners onboard with this vision?
 - ✿ Clear statement of national policy priorities?

General Discussion

- ❖ How does the cost of broadband networks enter into the equation for paying for broadband universal service?

Identifying Coverage Gaps



Source: the Broadband Stakeholder Group, quoted in the Digital Britain Plan.

Note: Amounts quoted in UK pounds sterling.

Discussion Wrap-Up

- ❖ Today's discussion provided better understanding of the answers to the following questions:
 - ❖ What has been the efficacy of national broadband plans?
 - ❖ How have NBPs evolved over time?
 - ❖ How do different broadband plans across the globe compare?
 - ❖ What is the common focus of broadband plans?
 - ❖ Role of technology