



# **NATIONAL BROADBAND POLICY AND IMPLEMENTATION STRATEGY**

*BY*

***Task Team Leader***

# Outline of Presentation

- **Introduction**
- **Broadband and the Economy**
- **Broadband for Sustainable Development**
- **Ecosystem Driving Broadband Adoption**
- **Broadband Definition for Ghana**
- **Major Policy Objectives**
- **Specific Policy Goals**
- **Stimulating Broadband Demand Initiatives**
- **Regulatory Considerations in Provision of Broadband**
- **Measures for Rural Expansion**
- **Programmes and Initiatives**
- **Conclusion**

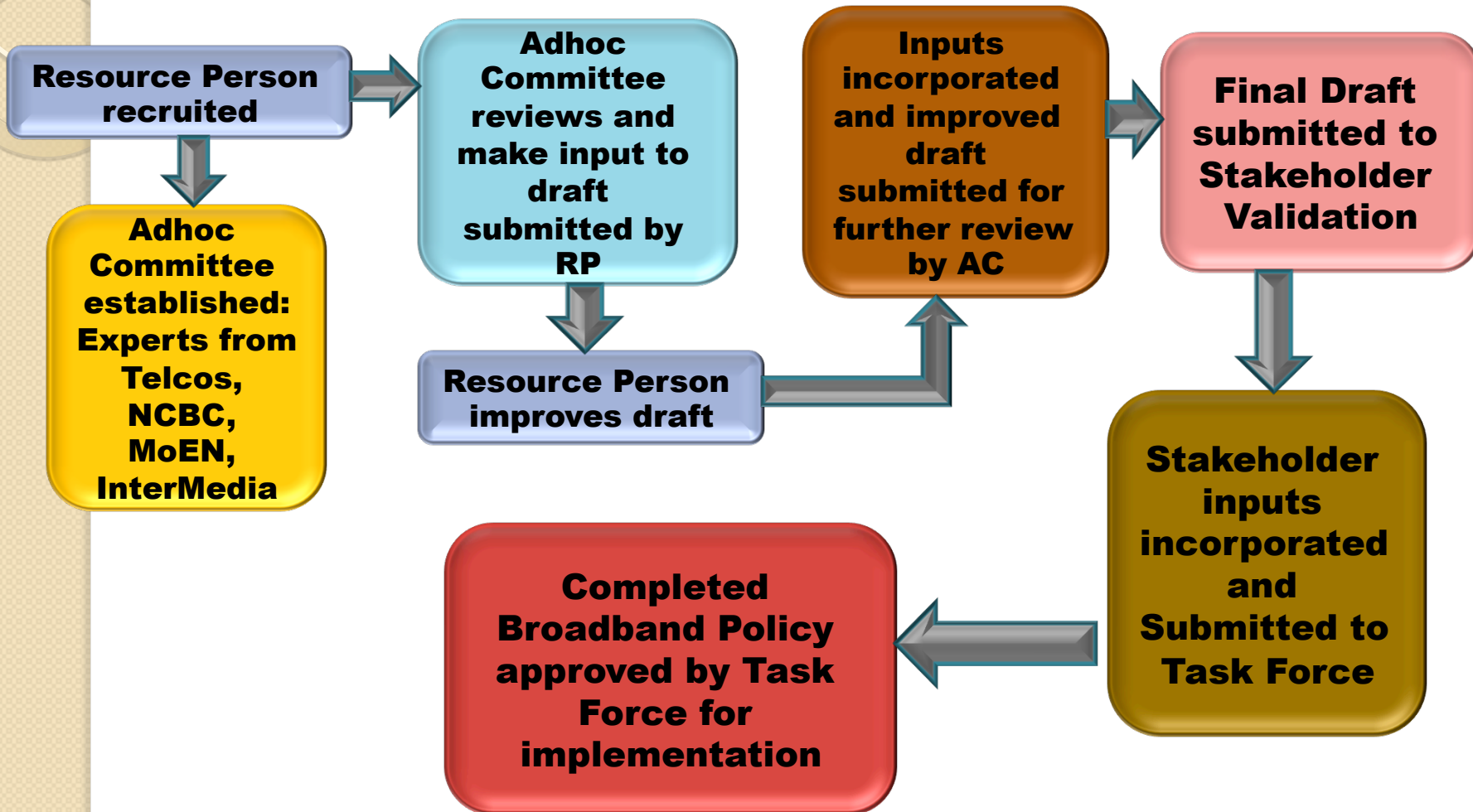
# Introduction

- **Policy Thrust for Broadband**

***‘Broadband is not an end, but rather a tool for furthering the promotion of national e-objectives, to support improvement in education, healthcare, the environment, energy efficiency, oil and gas exploitation, public safety, and the delivery of public services in general’***

**Task Team**

# Broadband Policy Development: Process Flow Chart



# Broadband Policy Pillar

- ***The Ghana ICT4AD Policy – The main Pillar***

To address policy challenges of:

- i) Poor and limited communications and telecommunications infrastructure
  - ii) An economy with low job promotion potential depending on under-performing agrarian sector.
- BB P to develop, expand and improve capacity through modernization of ICT infrastructure to enhance ICT deployment in all sectors.

# Vision & Mission

- **Vision**

The vision of the Ghana Broadband Policy is:- “To foster the development of broadband ecosystem, capable of sustaining broadband infrastructure and networks development that support affordable adoption by all citizens to promote economic development and enhance social equality of access to knowledge and information”

- **Mission**

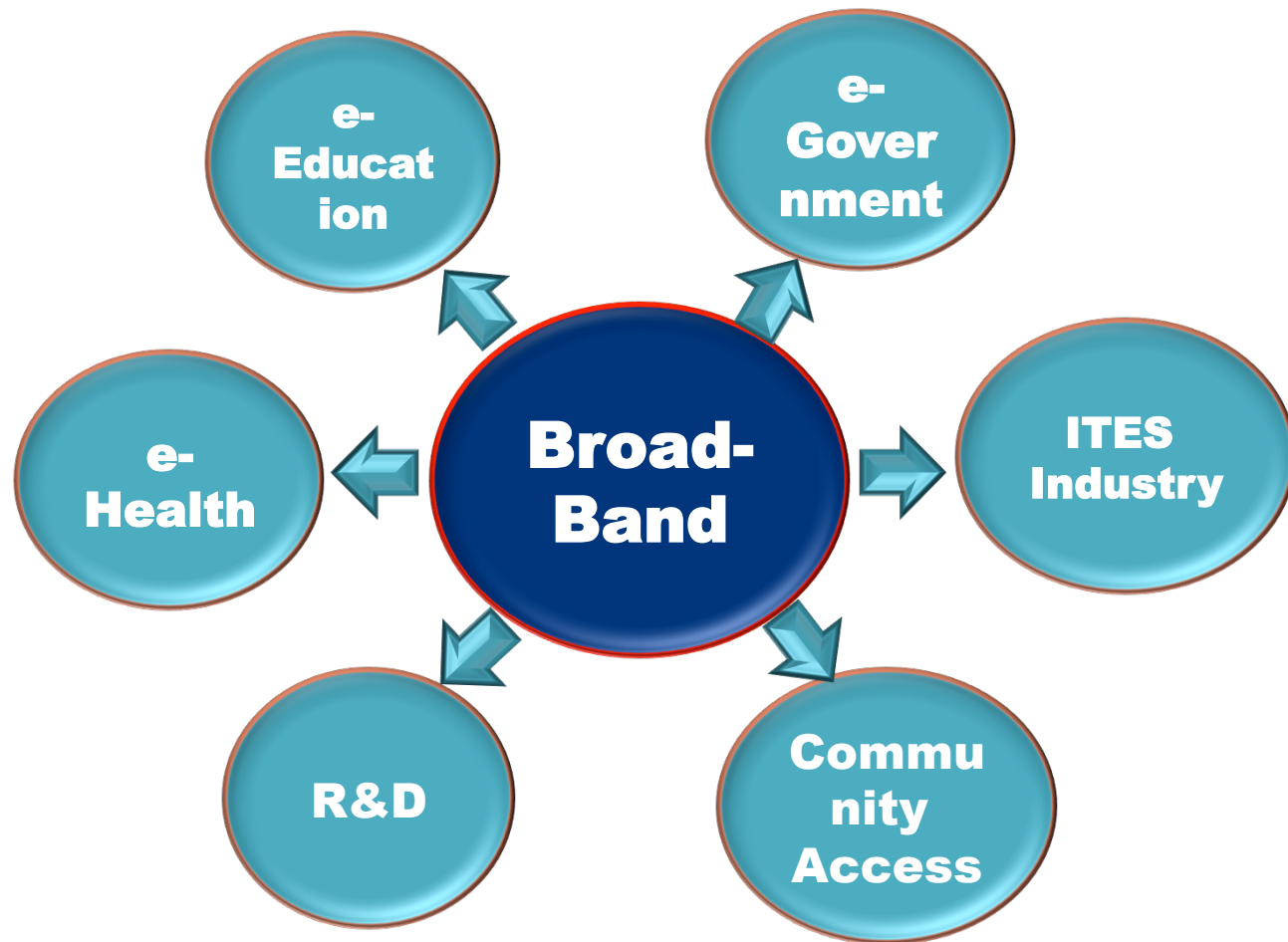
The mission is:- “To facilitate the provision of ubiquitous, reliable, affordable and fast broadband infrastructure and services nationwide to pave the way for technological innovation, job creation, global competitiveness in business and entrepreneurship and inclusiveness in governance in order to ensure social interventions to improve lives today and for generations.”

# Broadband and the Economy

- Broadband provision stimulates growth in the wider economy and creates business opportunities
- 10% growth in BB penetration accelerates economic growth by 1.38 percentage points in low/middle income countries (WB, 2010)
- McKinsey: 10% increase in BB household P = GDP boost of from 0.1% to 1.4%

# Broadband for Sustainable Development

- Cross Sectional Impact of Broadband





# Ecosystem Driving Broadband Adoption



# Broadband Definition for Ghana

## Benchmark:

- **Canada:** Capacity to provide Internet speed for data transmission at or above 128 kbit/s
- **Digital Britain:** Capacity to deliver services at 2 Mbits/s universally by 2012
- **Malaysia; Two Tier:**
  - a) Speed of 1 Mbps for rural services
  - b) Speed of 2 Mbps to support national broadband subscription
- All appear to overlook “**Contention**”= **Simult usage**

# Broadband Definition for Ghana (Cont' d)

- Bandwidth that provides internet speeds greater than **2 Mbps by 2020**.
- Definition is premised on the fact that Ghana is endowed with five (5) high capacity international undersea cables coupled with extensive in-land terrestrial fibre as well as the provision of WIMAX (LTE to replace) connectivity nationwide

## 3-Tier Approach

- a) Tier 1: Speed of 2Mbps dedicated for heavy users;
- b) Tier 2: Speed of over 2Mbps shared for communities, groups, etc;
- c) Tier 3: Speed of 1Mbps for domestic users

# Broadband Definition for Ghana (Cont' d)

## Factors Impacting on Definition

- “ICT” = Investment in high speed Networks = PCs per 100 population/users simultaneous share of bandwidth (Contention)
- “Speed” = download speeds in kbps
- “Content” = Internet hosts per 100 pop. = Local Content Creation
- “Platform” competition = = Easy market entry
- Technology – avenues for deployment of market oriented multiple technologies.

# Major Broadband Policy Objectives

- To promote adequate supply in terms of broadband infrastructure to support economic development and improve social cohesion.
- To promote universalization of broadband
- To stimulate private sector interest in investment in broadband networks, services and application
- To stimulate demand to ensure efficient take-up of broadband services
- To identify gaps in regulations and introduce new ones to facilitate sustainable broadband rollout.

# Specific Broadband Policy Goals

- To establish relationship between Broadband policy and Universal Access/Service policy as to make broadband policy universal by 2015
- To facilitate the provision of affordable access to broadband infrastructure by all by 2020
- To ensure last mile connectivity to homes by 2020
- To promote usage and uptake of broadband via suitable content & applications services
- To plan towards converged infrastructure and services delivery to stimulate supply and demand

# Stimulating Broadband Demand Initiatives

- E-government services to improve citizen's opportunities and communications services for citizens, especially those in poor, marginalized segments of society.
- Supporting local, relevant, Internet content in local languages
- Lowering the cost of end-user terminals through import duty and other tax reductions and possibly subsidizing broadband equipment for social services in schools, hospitals, etc.

# Stimulating Broadband Demand Initiatives (Cont' d)

- Educating citizens about the benefits of broadband while further developing Internet skills
- Providing a legal framework for e-commerce and other applications
- Ensuring that consumers have enough information on providers and pricing options as well as available technology.
- Prepare consumers to embrace digital migration as a channel for 2-way high-speed data transmission services.



# Regulatory Considerations in Provision of Broadband

- Meet challenges of stimulating demand in underserved areas
- Enable regulatory policies to promote the increase in the establishment of the number of SME businesses providing broadband services
- Regulatory approaches to take into consideration the eventuality of a convergence of multiple services (e.g., telephony, data and broadband) over IP networks
- Effective regulatory management mechanisms on
  - a) Interconnection,
  - b) Use of spectrum
  - c) Co-existence of traditional and new services
- Effective spectrum management to promote variety of technologies to be used to provide broadband and related services

# Measures for Rural Expansion

- To harmonise broadband and universal service and access policy to facilitate rural access and demand possibilities for financing broadband infrastructure to reach beyond the market.
- The use of government finance as direct investment through public-private partnerships (PPPs)
- The adoption of open-access independent management of national broadband networks e.g. Eastern Corridor Fiber

## Measures for Rural Expansion (Cont' d)

- The use of the Universality Fund resources as a subsidy under competitive tendering for supply of infrastructure.
- The grant of incentives to service providers typically to reduce costs and prices and stimulate the use of enhanced services.

# Programmes and Initiatives for Broadband implementation

P1

- National Initiative to Develop Mobile Broadband Strategy as a Component of m-Government Policy

P2

- National Initiative to Foster the Development and Sharing of Local Content

P3

- Programme to Undertake Government-led Demand Aggregation with Government Agencies and Civil Society as Early Adopters

# Programmes and Initiatives for Broadband implementation (Cont'd)

P4

- Promoting Demand for Broadband Networks and Services

P5

- Programme to Promote Sync in Broadband Supply Chain

P6

- Improving Legal and Regulatory Environment

# Programmes and Initiatives for Broadband implementation (Cont'd)

P7

- Supporting Private Sector Investment and Market Entry

P8

- Programme to Undertake Government-led Demand Aggregation with Government Agencies and Civil Society as Early Adopters

P9

- Programme to Promote Broadband Adoption By Industry

# Conclusion

**UN Broadband Commission (Open letter, April 2013) to ITU:**

**“We respectfully ask the members of the UN Secretary-General’s High-Level Panel of Eminent Persons on the Post-2015 Development Agenda *to ensure that the power of broadband networks and services can be fully harnessed* in the evolving frameworks for sustainable development ” -**

**As we develop all the e-Initiatives as a country, we must promote the provision of broadband networks and encourage the use of these networks through access to public services made available online to enhance efficiency and timely delivery of services**