

Broadband Impact Assessment – The Big Picture

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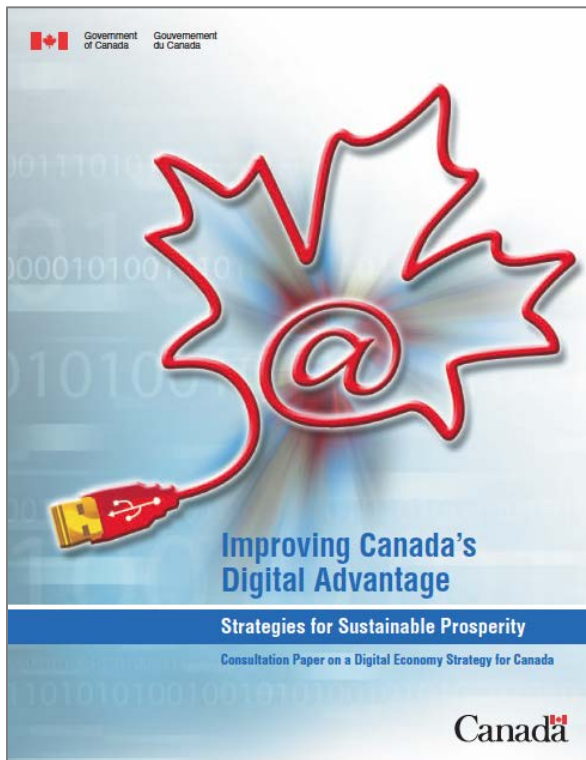
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3 Key Questions

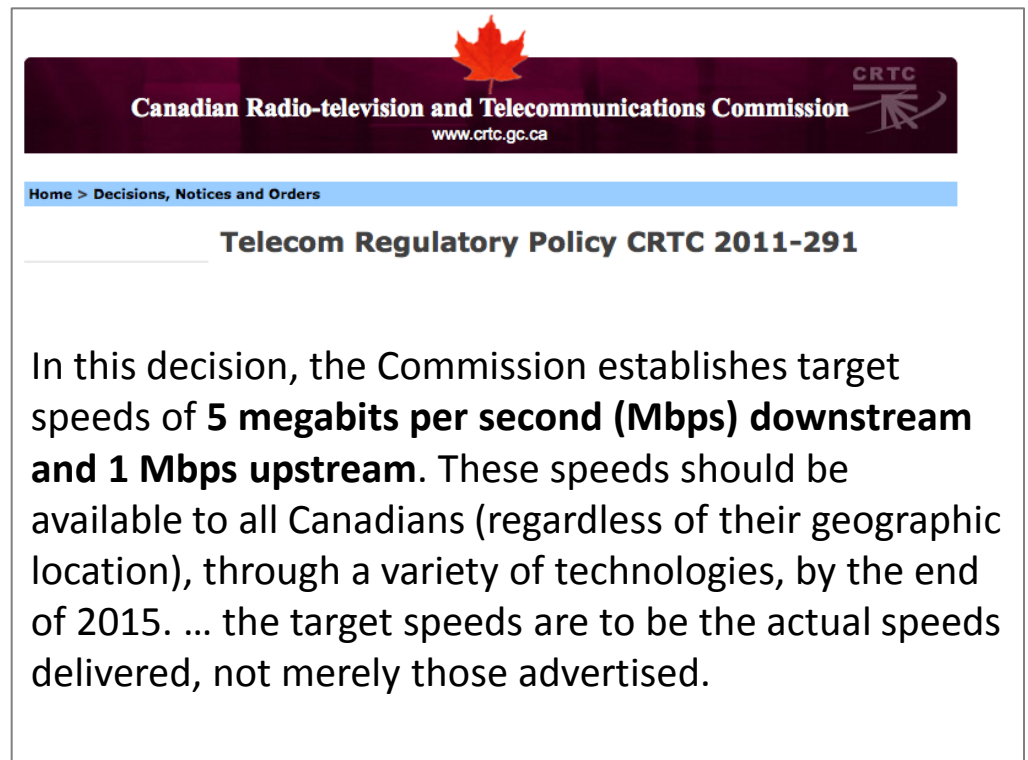
- What is the context?
- What is broadband?
- Where are the data?

Context

- What sort of impact are we looking for...?



2010 consultation



2011 regulatory decision

DIGITAL AGENDA FOR EUROPE

A Europe 2020 Initiative



Pillar IV: Fast and ultra-fast Internet access

New services such as high definition television or videoconferencing need much faster internet access than generally available in Europe. To match world leaders like South Korea and Japan, Europe needs download rates of 30 Mbps for all of its citizens and at least 50% of European households subscribing to internet connections above 100 Mbps by 2020. The Digital Agenda aims to turn this ambition into reality by stimulating investments and proposing a comprehensive radio spectrum plan.

United States



GOAL No. 1: At least 100 million U.S. homes should have affordable access to actual download speeds of at least 100 megabits per second and actual upload speeds of at least 50 megabits per second. As a milestone, by 2015, 100 million U.S. homes should have affordable access to actual download speeds of 50 Mbps and actual upload speeds of 20 Mbps.



Australian Government
Department of Broadband,
Communications and the Digital Economy



NBN Connecting Australia
to a better future



About the NBN ▼

The Vision ▼

NBN Benefits ▼

FAQs

National Digital Economy Strategy

Digital economy goals

Way forward

Government Initiatives

The Vision

The Australian Government's aim is that, by 2020, Australia will be among the world's leading digital economies based on key indicators such as broadband penetration and usage rankings.

ITU Broadband Policies Worldwide: selected countries list

No	The Americas			
	Country	Country has adopted a national policy to promote broadband	If No, are there plans to adopt one?	Website where the policy is made available:
1	Antigua & Barbuda	No		
2	Argentina	Yes		http://www.itu.int/ITU-D/treg/broadband/MinicasesstudyBBArgentina.pdf
3	Bahamas	No	No	
4	Barbados	Yes		http://ncst.gov.bb/index.php?option=com_remository&Itemid=62&func=startdown&id=13
5	Belize	No	Yes	
6	Brazil	Yes		http://www.planalto.gov.br/ccivil_03/_Ato2007-2010/2010/Decreto/D7175.htm
7	Canada	Yes		http://www.ic.gc.ca/eic/site/719.nsf/eng/home

Is this ----->
Canada's vision?

Broadband Canada: Connecting Rural Canadians


Broadband

Program Update

As part of Canada's Economic Action Plan, funding was provided to Industry Canada to develop and implement a strategy to extend broadband coverage. By far the biggest component of this strategy was the Broadband Canada: Connecting Rural Canadians program. Broadband internet access is viewed as essential infrastructure for participating in today's economy, as it enables citizens, businesses and institutions to access information, services and opportunities that could otherwise be out of reach.

The Broadband Canada Program operated from June 2009 until April 2012. Through the Program, the Government of Canada provided broadband access to 218,000 Canadian households that previously did not have it.

What is broadband?

- Speed does matter, and 5 Mbps is s l o w
- It can be more than Internet access 
- There are many different business models for delivering it



Where are the data?

- How well is Canada doing?
- Supply *and* demand

CD-ROM [B]	
Product:	Canadian Internet Use Survey - Public Use Microdata File
Catalogue no.:	56M0003XCB
Frequency:	Biennial
Status:	Ongoing/Available
Latest issue:	2009 Free Order More
Release date:	November 23, 2012
Subscription:	one year (365 days) N/A
System requirements:	Personal computer with Windows 98, 2000, ME, XP or Vista. SAS or SPSS software. Compact disk drive.



“By 2011, virtually all Canadian households had access to broadband Internet services of at least 1.5 megabits per second (Mbps), delivered by landline, mobile (HSPA+ and LTE) and satellite facilities” (CMR 2012, p. i)

Hexagon Num	GSA Number	First Nation	Location Name	Municipality	Latitude	Longitude	Total Populatio	Unserv / Un	Deferral Accou	DSL Available	Cable Availabi	Wireless Availi
40930			Aalders Landir	Annapolis, Sub	44.82	-64.94	154	0	F	F	F	T
41100			Abercrombie, Pictou, Subd.		45.6	-62.71	447	0	F	T	T	T
40049			Abercrombie, Pictou, Subd.		45.65	-62.71	582	0	F	T	T	T
37323			Aberdeen, NB	Aberdeen :P	46.5	-67.23	232	200 - 399	F	T	F	F
40125			Abney, PE @ 4 Lot 64	:LOT	45.99	-62.59	207	0	F	T	T	T
41299			Abrams Village	Abrams Village	46.45	-64.1	436	0	F	T	T	T
37359			Acadieville, NE	Acadieville :P	46.72	-65.24	219	200 - 399	F	T	T	F
38046			Acadieville, NE	Acadieville :P	46.74	-65.3	59	Oct-49	F	T	T	F
42430			Actinolite, ON	Tweed :MU	44.51	-77.3	307	0	F	T	F	T

Data (e.g. US)



US Broadband Data Improvement Act (2008)

... requires the FCC to compile a list of geographical areas not served by any provider of advanced telecommunications capability, and, if Census Bureau data is available, determine the population, population density and average per capita income of each unserved area. Additionally, the FCC must undertake a detailed international comparison of US broadband service capability to broadband service capability in 75 communities in at least 25 countries.

Section 706 Annual Report

The FCC must publish reports annually evaluating whether advanced telecommunications capability is being deployed to all Americans in a reasonable and timely fashion. The FCC plans to release an additional Notice of Inquiry to fulfill this obligation, and to integrate its broader efforts on improved data collection and the National Broadband Plan into this year's report

Release: Internet Access Quarterly Update, 2012 Q3

Released: 14 November 2012 (Latest)

Next edition: 20 February 2013

- At Q3 2012, 7.63 million adults (15%) had never used the Internet. This is 2% lower than at Q2 2012 and 9% lower than at Q3 2011.
- There were 42.79 million adults (85%) who had ever used the Internet at Q3 2012.
- Men (87%) were more likely to be Internet users than women (83%).
- By region, London had the highest rate of Internet users (88%); Northern Ireland the lowest (77%).

In this release

Statistical bulletin: [Internet Access Quarterly Update, Q3 2012](#)

Reference tables (1)

Download options

[XLS](#) Excel (316.9 Kb)

Broadband Impact Assessment

- What are the benchmarks?
- Broadband is better than no broadband, but there are many variants (e.g. speeds, business models)
- Impact assessment requires comprehensive data on availability and use
- There is much to be done in Canada