

# CITI 2009 Conference

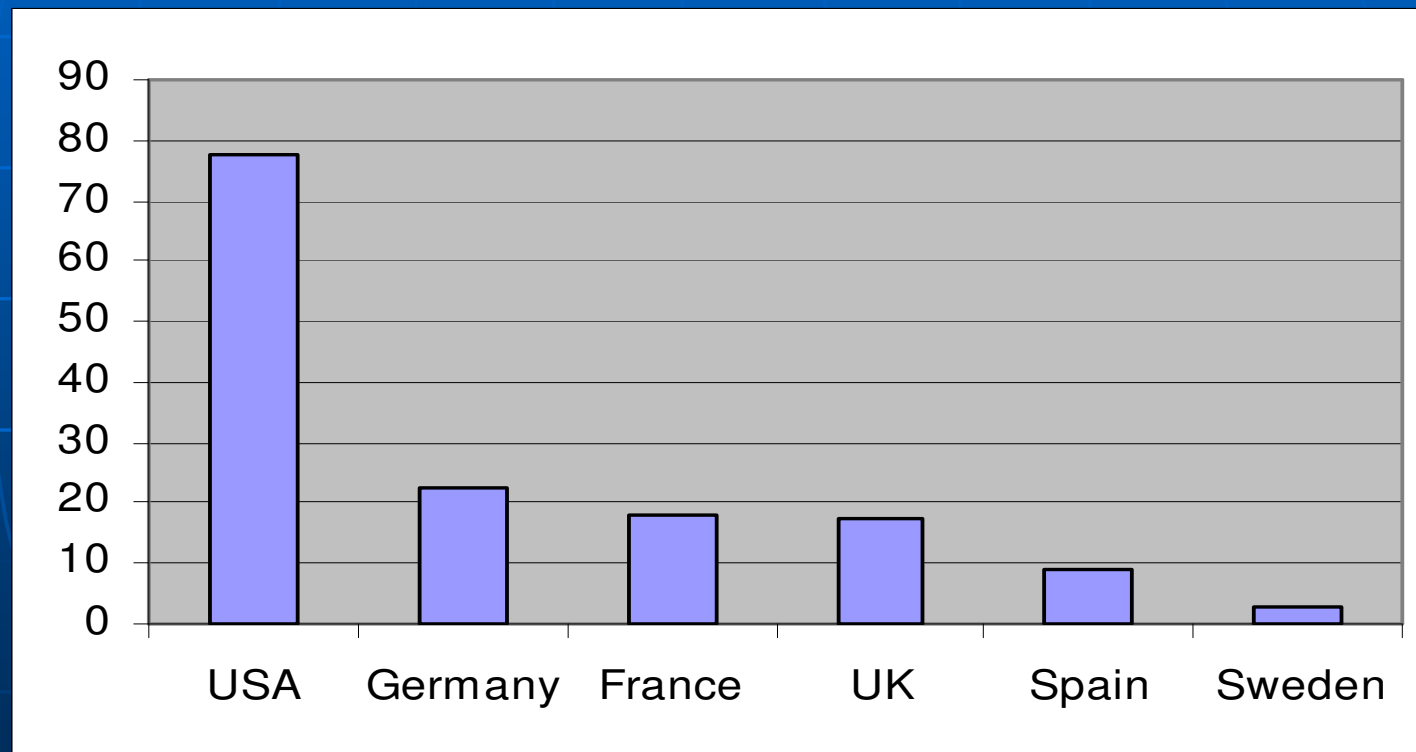
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## Millions of Subscribers



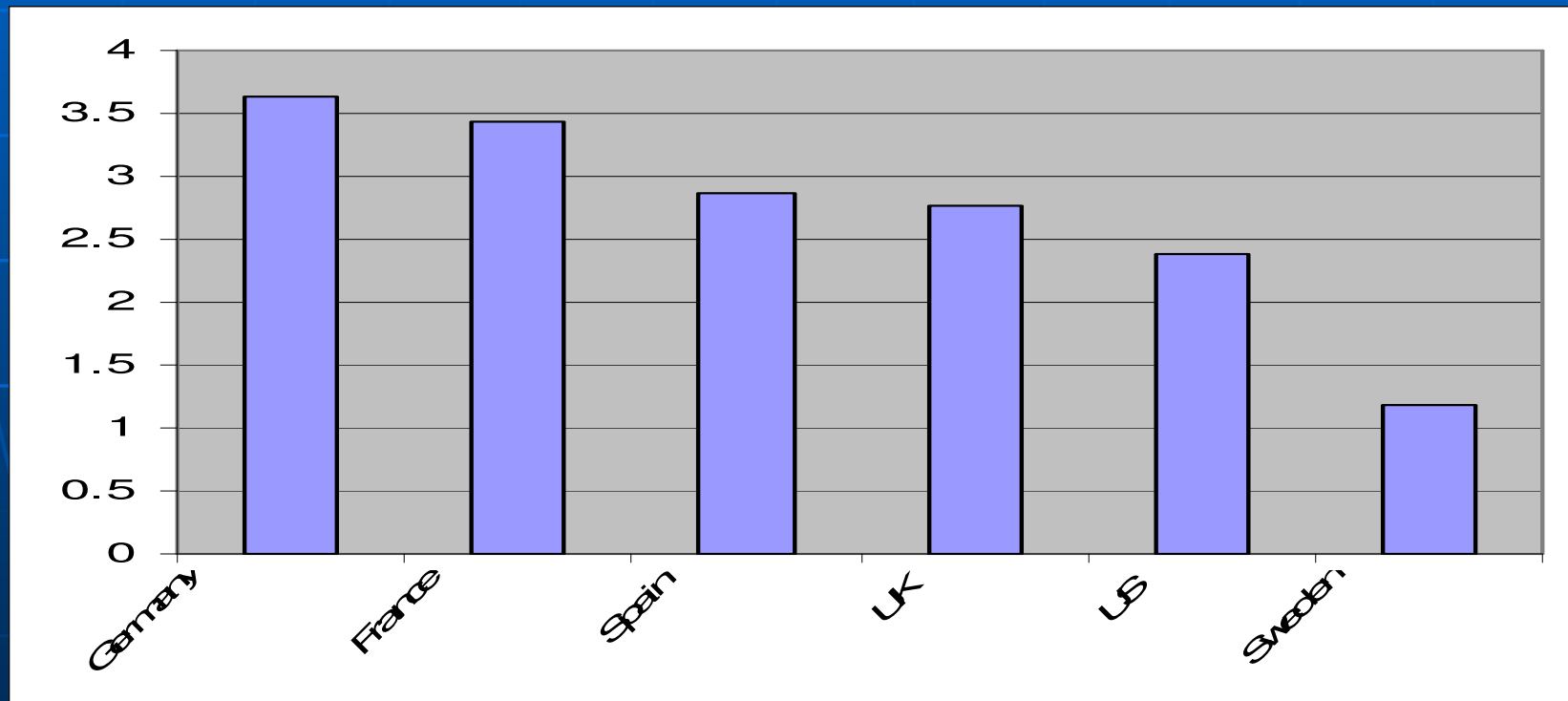
Source: OECD 2008 and 2009

[www.oecd.org](http://www.oecd.org)

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Penetration growth increase in subscribers per 100 inhabitants 2007-08



Source OECD

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Broadband penetration  
per 100 (Dec 2008)

GDP per Capita in dollars

Sweden	32	37.17
UK	28.5	33.9
France	28	32.7
Germany	27.4	33.4
USA	25.8	45.49
Spain	20.8	31.6

Source OECD Broadband Growth & Policies in OECD Countries 2008

OECD Communication Outlook 2009 [www.oecd.org](http://www.oecd.org)

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## UK Broadband

- 2001 Govt target - have most extensive & competitive broadband market by 2005 in G7; £30m (\$45m) Challenge Fund for rural areas
- 2005 Achieved aim: 96% of households could have broadband  
([www.dti.gov.uk/telecoms/pdf/UK\\_Broadband\\_Fund\\_Evaluation.pdf](http://www.dti.gov.uk/telecoms/pdf/UK_Broadband_Fund_Evaluation.pdf))
- 2008 99.99% all households; 99.92 in rural areas service though inconsistent; approx 60% broadband take up and 55-58% had a computer at home
- 2009 Digital Britain June 2009  
([www.culture.gov.uk/what\\_we\\_do/broadcasting6216.aspx](http://www.culture.gov.uk/what_we_do/broadcasting6216.aspx))  
Recommendations including a Universal Service Commitment

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## Broadband Stakeholder Group Sept 2008

- Basic "next gen" £5 billion (\$7.5 billion)
- Fibre 2 Home £2.5 billion (3 billion)
- Who will pay for this?

## Digital Britain June 2009: 26 Action Points

1. Universal Service Broadband Commitment 2 mbs by 2012  
£200m (\$300m CEO to be appointed by Christmas)
2. Home Access £300m (\$450m)
3. Champion for digital Inclusion Martha Lane Fox (ex lastminute.com)
4. New Digital Delivery Agency to be established.

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## NGOs - a footnote

- Citizens Online – Trustee. [www.citizensonline.org.uk](http://www.citizensonline.org.uk)
- UK Online Centres [www.ukonlinecentres.com](http://www.ukonlinecentres.com) (Initiated National Digital Day 2007 and today is our third annual day!)
- Freerunnr.com Locations in UK, NL, SA and Serbia - Free to end-user wifi solution.

- I recently commissioned PricewaterhouseCoopers (PwC) to calculate the potential economic benefits of getting digitally excluded people online. The findings of this report include:
- A benefit to the UK economy of more than £22 billion if we could get everyone online
- 1.6 million children in digitally excluded families could increase their lifetime earnings by £10.8 billion
- Government savings of at least £900 billion a year in customer contact costs if all digitally excluded adults got online and made just one electronic contact per month
- Digitally excluded households are missing out on average savings of £560 per year from shopping and paying bills online
- The most economically disadvantaged families are missing out on savings of over £1billion
- Unemployed people who get online could increase their lifetime earnings by over £12,000
- Internet savvy workers can earn an average increase in lifetime earnings of over £8000.



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