

**MIIT-ITU Seminar
Yinchuan, Republic of China**

**BROADBAND DEVELOPMENT
IN THE APEC REGION**

Presented by

**APEC TEL Chair
Nur Sulyna Abdullah
30 June 2014**



**Asia-Pacific
Economic Cooperation**

OBJECTIVES OF THE APEC TEL

To improve telecommunications and information infrastructure

By developing and implementing appropriate telecommunications and information policies

Including relevant human resources and development corporation strategies

Leaders' Statements



Strengthening
building blocks

Improving
infrastructure
and connectivity

Broadband

Unlocking the potential of the Internet Economy

To quote the President of the People's Republic of China at the Closing of the APEC CEO Summit held in Bali 2013.



“Reform and innovation are new drivers of economic growth”



**Asia-Pacific
Economic Cooperation**

APEC TEL Strategic Action Plan 2010-2015

Develop ICT to promote new growth

Enhance Socio-Economic Activities through the Use of ICT

Promote a Safe and Trusted ICT Environment

Promote Regional Economic Integration

Strengthen Cooperation in the ICT Sector

APEC TEL Strategic Action Plan 2010-2015

Develop ICT to promote new
growth

Universal access by 2015

Expand networks to achieve universal access to broadband in all APEC economies by 2015.

Strategies to assist developing economies

Identify and disseminate strategies to assist developing economies to deploy broadband networks.

TEL Strategic Action Plan for 2014

*in response to Leaders Priorities and Decisions
and recommendations by the People's Republic of China*

Attaining the Bogor Goals

Achieve free and open trade and investment by 2010
for industrialized economies and by 2020 for
developing economies



Promoting Connectivity

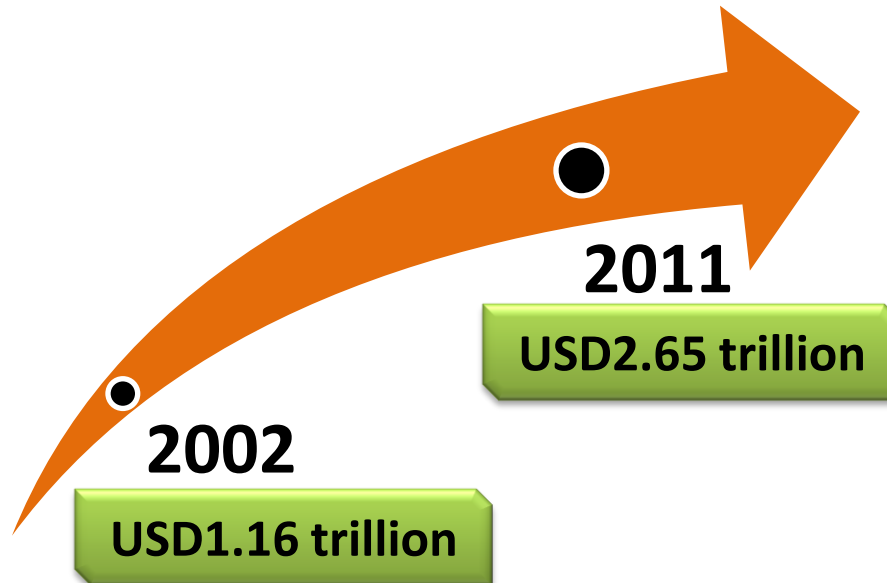
Improve telecommunication infrastructure,
advances regulatory and procedural cooperation
among the economies



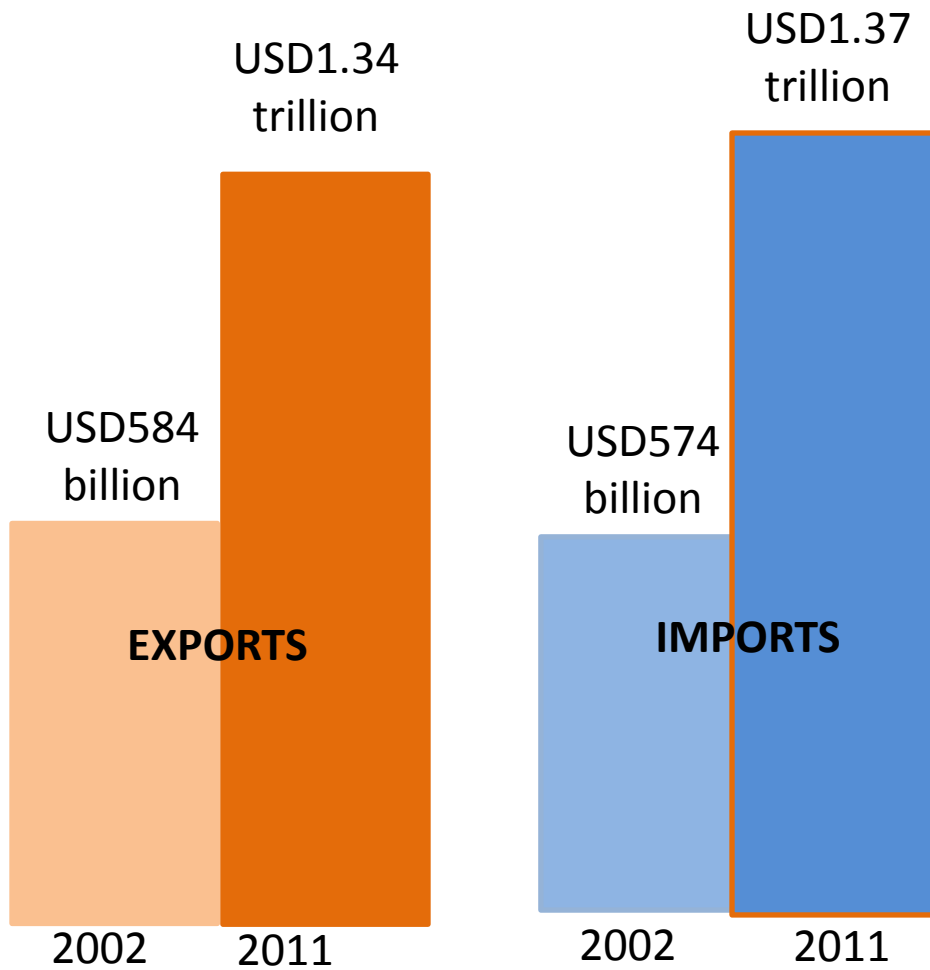
Sustainable Growth with Equity

Engage and open for stakeholders to fully
participate in the APEC economic growth

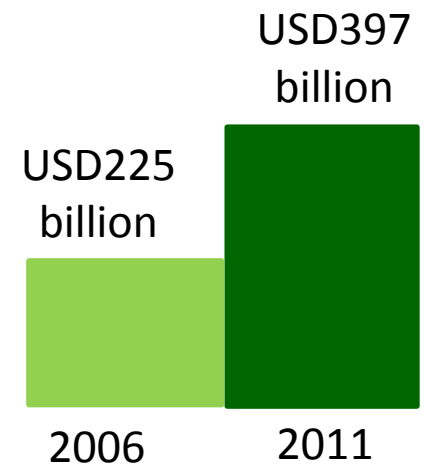
APEC Trade in ICT Goods



Values of APEC trade in ICT goods expanded by approximately over 2 times across the 10-year period



Value of Exports and Imports of APEC ICT Goods



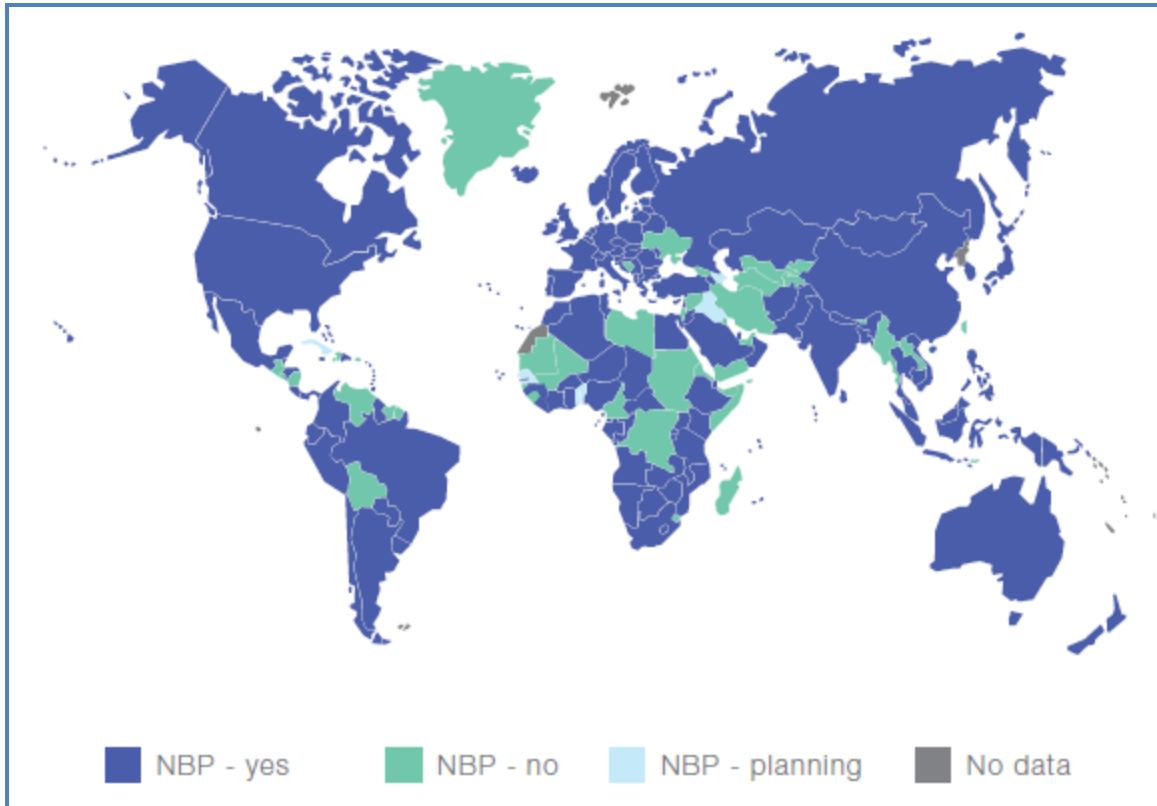
Exports of APEC ICT Services

Drivers of Internet Economy



Drivers of Internet Economy

Establishment of Broadband Plans to support the development of the Internet Economy

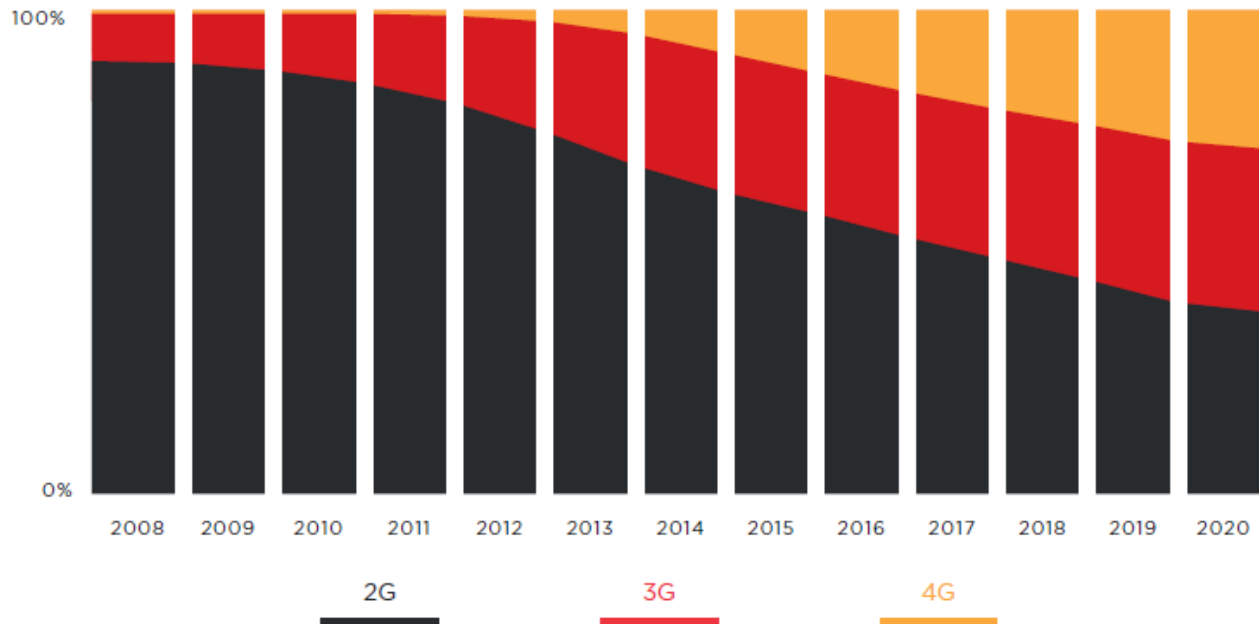


- Based on research conducted by ITU/Broadband Commission/Cisco, countries with Broadband Plans are associated with fixed broadband penetration some 2.5% higher on average than countries without plans
- Based on studies, every 10% increase in broadband penetration will contribute to 1% of GDP
- The establishment of Broadband Plans will indirectly support the development of the Internet economy

Drivers of Internet Economy

Mobile Broadband Supports the Internet Economy

Shift to 4G underway in Asia Pacific



- Asia Pacific region is seeing a rapid migration to higher speed mobile broadband networks, both 3G and 4G
- National broadband plans are an increasing focus across the region as business leaders and policy makers alike recognize the advantages of broadband connectivity in delivering both social and economic benefits. Apart from fixed line infrastructure, mobile broadband will play an important role in delivering national broadband plans

Development of Mobile Content and Applications

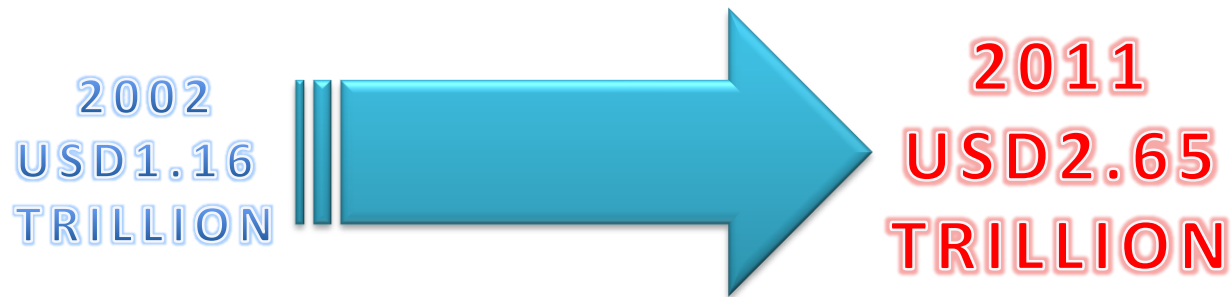
- Research from Strategy Analytics revealed 1 billion units of smartphones are used worldwide.
- Mobile Web use is increasing quickly, especially in developing regions where mobile phones vastly outnumber desktop computers. In Asia, mobile Web traffic increased from 6.1% in 2010 to 17.84% in 2012.
- The rapid growth in smartphone ownership is very important for the development of various mobile applications such as mobile banking, location and context-aware applications.
- The main features that will make a difference for mobile services in the future will be context-enriched services that will accurately deliver services just -in-time, based on user needs
- Mobile advertising and marketing are expected to grow. Based on Gartner Inc, mobile advertising revenue will reach USD20.6 billion in 2015 and Asia Pacific will lead the market compared to North America and Western Europe.

Benefits of Internet Economy

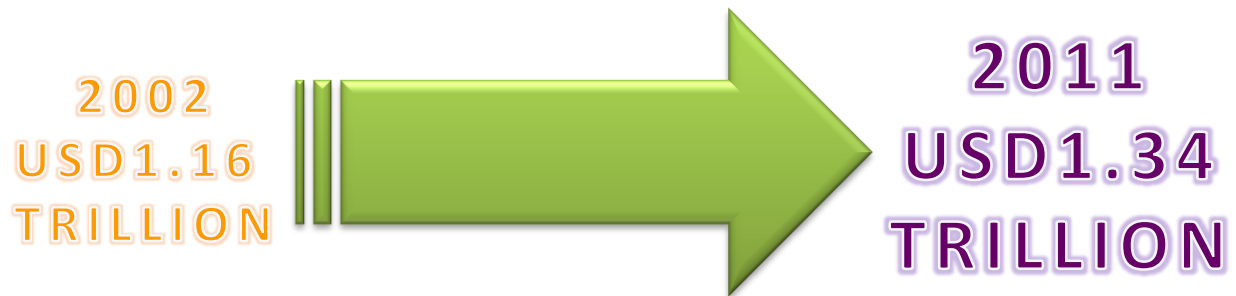
Benefits of Internet Economy

ICT Trade in APEC

Values of APEC trade in ICT:



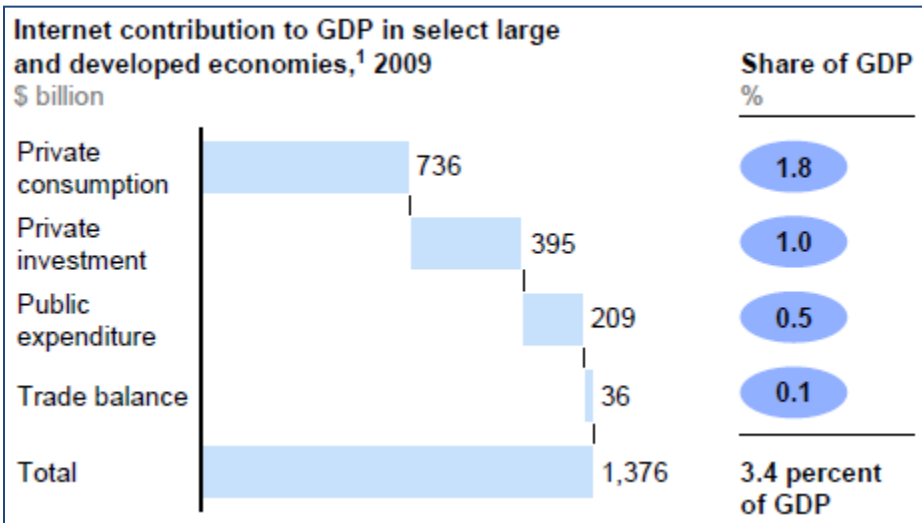
APEC ICT goods export:



Positive impact and contribution in term of ICT trade in APEC

Benefits of Internet Economy

Internet Contributes to GDP Growth



- More than 2 billion people are connected to the Internet
- On average, Internet constitutes 3.4% of GDP across the large economies and developed economies
- Total estimated worldwide contribution of Internet is USD1.7 trillion
- In advanced economies, the Internet accounted for 10% of GDP growth over the past 15 years and keeps on growing.

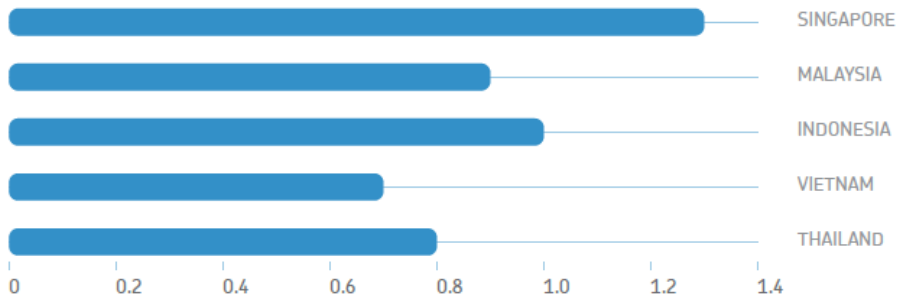
Drivers of Internet Economy

Growth in the E-commerce Sector Contributing to Internet Economy

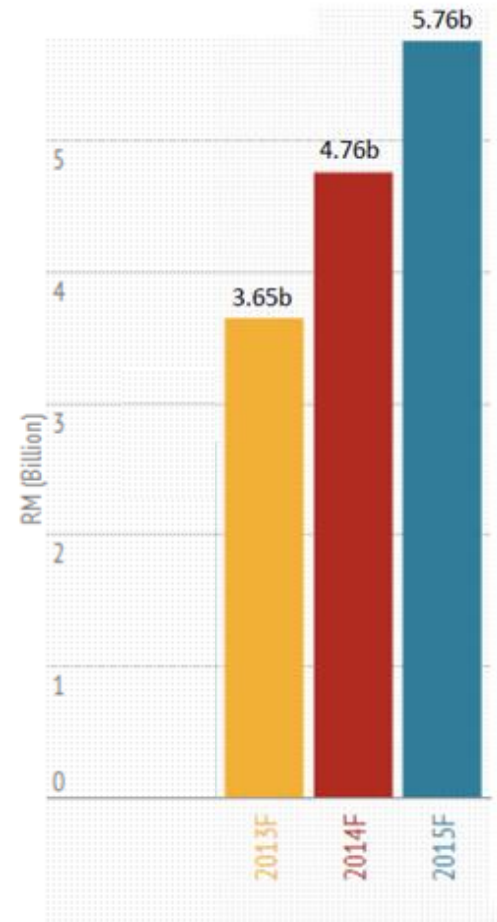
Forecast of Malaysia Online Commerce Market Size

MARKET SIZES B2C E-COMMERCE IN 2012

(EMARKETER AND PAYPAL) IN BILLIONS US DOLLAR



“The size of B2C e-commerce industry in Malaysia was estimated at USD0.9 billion in 2012 and Malaysia’s digital landscape is one of the most developed in in the region”



Source: Nielsen & PayPal Analysis, 2011

Internet Economy Challenges

Internet Economy Challenges

Cost and availability of high speed broadband access

Security, trust and privacy

Internet adoption due to various reasons such as literacy

Proper policies to address new business models that are being created in the digital world

APEC Telecommunications and Information Working Group (APEC TEL)

- Facilitating the realization of APEC's overarching goals -



Facilitate Access

Safeguarding security

Promoting Adoption

Fostering Value Creation Through ICT



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Thank you



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