

NGN and Broadband

market opportunities and challenges

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49. We reaffirm our commitment to turning the digital divide into digital opportunity, and we commit to ensuring harmonious and equitable development for all.

Second Phase of the WSIS (16-18 November 2005, Tunis)
Tunis Agenda for the Information Society

broadband regulation objectives

to reduce the digital divide

access to ICTs, throughout a broadband connection, with accessible prices and high quality of service

investments increase

a stable regulatory environment assures new investments and the development of telecom infrastructure (long term pay back)

technological development

to push the technological development of telecom sector
technology neutral regulation

broadband development alternatives
(backbone + access)

public - private partnership

- to encourage and support private investments in infrastructure
 - new forms of asking for frequencies, offering to the society coverage and capacity instead of payment of fees and high prices

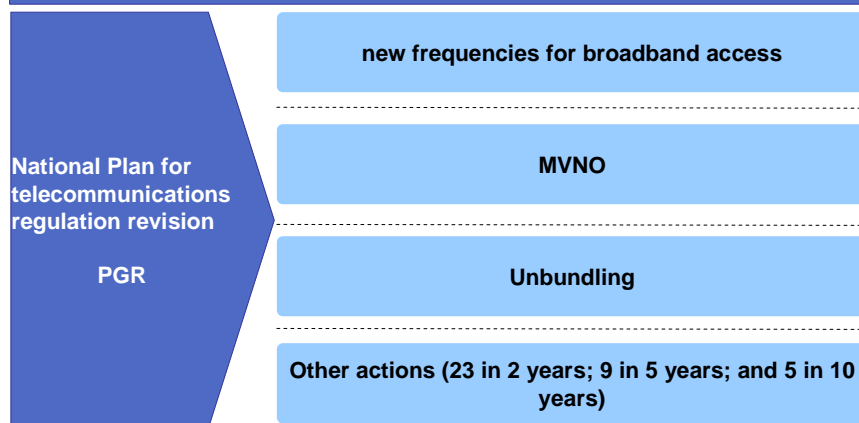
competition increase

competition is one of the basis for broadband expansion, with suitable prices and quality

- lower services costs
- centralized relationship with a single company, in order to reduce costs and procedures related to multiple services
- one interface to carry all communications needs
- better quality
- rationalize the use of terminal equipment
- more companies offering all types of communication, giving the opportunity to verify and compare the proposals

- reduce costs (CAPEX and OPEX)
- unify billing, selling, clients' help desk, operation and maintenance, administrative, finance, legal and regulatory processes
- carry the growth of data traffic with the efficient use of convergent networks
- increase market participation
- increase the number of offers and facilities
- increase ARPU (average revenue per user) and incomings
- act in all areas of the value chain of telecom market

increase broadband coverage and offer, considering actions to support new agents and competition



- spectrum allocation (still in discussion)
 - 2,5 GHz [mobile and/or MMDS (?)]
 - 3,5 GHz [WiMax (when and how (?))]
 - 450 MHz [rural proposes; fixed or mobile (?)]
 - 700 MHz [alternative for new frequencies bands]
- MVNO (mobile virtual network operator)
 - new agents
 - better use of the infrastructure
 - new offers
 - niche markets with different needs

increase broadband coverage and offer, considering new financial alternatives

broadband national plan (Plano Nacional de Banda Larga – PNBL)

**obligation to install
backhaul in all
municipalities**

Plano Geral de Metas de
Universalização – PGMU
(Decreto nº 6.424/2008)

3G RF public offers

the winners should cover
at least 3.100
municipalities of the total
5.564 Brazilian's
municipalities

**broadband in schools
(exchange of
obligations)**

56.865 public schools
with broadband access
[37,1 millions students
(84%)]

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- the growth of broadband coverage and offer brings new social and economical gains to the country
 - high investments → new forms of financing
 - competition is a key factor to the growth of broadband coverage and offer
 - broadband expansion should be reached through both public and private initiatives