

## **Case study on Economic Impact of Broadband Implementation**

### **Abstract**

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- The implementation of Broadband services and technologies in the access network can be investigated for the Economic Impact on the network. For such studies good and realistic models of the access networks are needed, which could be achieved with the appropriate planning tools.
- In this presentation are shown results on Economic Impact of Broadband Implementation, obtained with planning tools of ITU partners.
- Two problems, related to Economic Impact of Broadband services, are presented with several case studies:
  - Problem 1 – Economic Impact of Service bandwidth upgrade: impact on FTTH broadband access network and on xDSL broadband access network
  - Problem 2 – Economic selection of broadband access technology, based on expected revenue from Broadband services : xDSL vs. FTTH for brownfield (existing network), FTTH vs. WiMAX for greenfield (new network) and xDSL vs. WiMAX for rural area