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**“BROADBAND FOR ALL”
BROADBAND AS AN ENABLER FOR NEW SERVICES AND ECONOMIC
GROWTH**

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Broadband enables people to live and work where ever they want. This not only bridges the digital divide, but it also improves our quality of life.

Using video conferencing enables to have meetings with people all over the world no matter if you live in the city or in remote areas. Reducing travels through teleworking and telemeetings is having the positive impact on the environment, reducing the CO2 emissions.

Broadband also increases efficiency and productivity. Broadband is becoming a government priority in many countries worldwide. Broadband is used in everyday life and like with voice communication people are starting to use it everywhere – on the bus, in the park, in an airport. In a study by the Ericsson Consumer lab, 50% of internet users claimed they want their access everywhere.

Broadband connectivity to Internet has quickly become one of the most successful telecom service offerings ever, with some 300 million households connected today. Broadband is today primarily used for Internet access, using a PC or laptop, but this is just the beginning... The subscriber and network growth has led to an explosion in HSPA enabled devices – today we have around 1410 different devices from around 170 suppliers, representing over 121% growth YoY. It is not only phones and PDAs but also laptops and modems as well as wireless routers where you can connect Ethernet cables or ”fixed phones”.

Very soon, people will be accustomed to getting broadband access to all the services they want, wherever they are and whatever device they happen to be using – whether it’s a PC, laptop, mobile phone, TV or any other connected electronic device. People want Multimedia and Group communications, Internet, TV, Games and other services on the screen or device of their choice, everywhere, anytime.

Operators will have to react to more demanding, dynamic users and their demands. They will have to adopt a holistic approach to any service, any device, anywhere broadband. The paper presents a unique combination of products and experience that will enable operators and network providers to meet this emerging demand for anywhere access to broadband services, quickly, cost-effectively and with minimal risk.