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Broadband Policy and Regulation- Case study from Emerging Market

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Agenda

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- **Regulation for Broadband**
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    - Liberalized Licensing and Regulation
    - Enabling Broadband
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Introduction

Broadband- Broad Definition

- Generally, Broadband describes high speed, high capacity data communication making use of DSL, Cable Modem, Ethernet, Fixed Wireless Access, Optical Fiber, W-LAN, V-SAT etc.
- There is no specific international definition for the Broadband though there is a common understanding among developing countries that it should be better than ISDN.
- As per Broadband Policy 2004, Broadband in India is defined as:
  – 'Always-On' data connection that is able to support various interactive services including Internet access having the capacity of a minimum download speed of 256 Kbps to an individual subscriber form the Point of Presence of the service provider.

  (This definition has already started showing up its limitations and is due for upward revision)

OVERALL ICT PENETRATION IN INDIA STILL LAGS BEHIND

Key internet and broadband indicators
End of year 2003

Parameters	Korea	Malaysia	China	India	India Dec. 09
Internet connections per 100 persons	26	12	2.5	0.4	1.5
Broadband connections per 100 persons	25	0.4	1.4	0.02	0.7
Ratio of Broadband to Internet Connections	0.96	0.33	0.56	0.05	0.5
Ratio of Internet connection to PCs	0.3	0.8	0.9	0.5	0.5
Charges per 256 kbps ($ per month)	0.60	20	7.5	40	10
GDP (US$ Per capita) month (US$)	10,000	4,000	965	465	1,000

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Targets for
Internet & Broadband Penetration
(Broadband Policy 2004)

Year Ending	Internet Subscribers (in million)	Broadband Subscribers (in million)
2005	6.0	3.0
2007	18.0	9.0
2010	40.0	20.0
Dec. 2009 (Actual)	15.0	8.0

Roadblocks for Broadband

1. Price
- Price for broadband access @ Rs. 450 (USD 10) per month – still unaffordable to masses

2. Access to the customer
- Lack of access to the incumbent's copper loop for DSL by competitors
- Low quality of cable TV infrastructure and lack of industry organization
- High costs for DTH and VSAT access
- Spectrum related hurdles preventing wireless solutions from spreading
- Cumbersome processes for Right Of Way (ROW)

3. Cost of connectivity
- Lack of effective competition in the "within city"/ last mile access networks
- High costs of international bandwidth (Now reducing)
- Ineffective implementation of National Internet Exchange of India (NIXI)
- Absence of National Broadband Backbone

4. Fiscal policies
- High taxes and duties, and lack of fiscal incentives for faster Broadband growth

5. Content and applications
- Lack of locally relevant content and absence of "change agent" to drive growth

Govt's Role in Promoting Broadband

- Creating the right policy environment by removing entry barriers.
- Creating National Broadband Backbone infrastructure.
- Establishing Internet Exchange in the country.
- Permitting Unlimited Competition for Broadband.
- Encouraging International players to setup Gateways in the country.
- Funding community investment in Broadband in uneconomic remote rural areas.
- Leveraging Govts. own demand and setting example by being on-line leader.
- Extending special tax concessions for equipments & access devices used for Broadband.

Enabling Regulation for Broadband

- Promoting facility-based competition by lowering market entry barriers.
- Permitting infrastructure sharing among different service providers for optimum utilization and cost reduction.
- Allowing captive infrastructure of utility companies to be used for public Broadband service.
- Reducing the bottleneck in last-mile access by facilitating deployment of alternative technologies like Cable TV network, Wireless, Power Line, unbundling of local loop, etc.
- Reducing the cost of bandwidth for domestic and international Internet connectivity.
- Allocation of suitable Radio Spectrum for Broadband services at reasonable price and making more spectrum licence-exempt.
- Permitting broadcast infrastructure like DTH to be used for Broadband access.

Liberalized Licensing and Regulation for Broadband Services

➢The most liberal licensing regime for ISPs.

➢Unlimited competition (140 ISPs operational, 388 Licenses signed).

➢Low entry fee.

➢No license (revenue share) fee except 6% for Internet Telephony.

➢No obligation towards Universal Service Fund (USF).

➢Permitted to have own international gateway through sub-marine

➢optical fiber cable or satellite.

➢FDI limit (74% as is for the telecom sector).

➢Permitted to make use of BSO's Dialup Network, Cable TV's Network,

➢ own Copper, Fiber, Radio for last-mile connectivity.

➢2.4 Ghz and 5.7 Ghz band de-licensed for indoor as well as outdoor

➢ usage for broadband access (5.1 to 5.3 delicensed for indoor & in-campus usage).

➢High speed WLL permitted for BSOs.

➢A liberal V-SAT licensing policy (upto 2Mbps).

➢Permission to use DTH setup for Receive-Only Internet.

➢3G and BWA spectrum under auction.

Broadband Policy- Technology Neutrality

•**Service Providers can choose any technology**

•Over existing infrastructure

✓DSL/ ADSL over Copper loop

✓Cable Modem over Cable TV network

✓Power Line Broadband Access

•Over new Cable Infrastructure

✓Fiber To The Curb (FTTC)

✓Fiber To The Home (FTTH)

✓Hybrid Fiber Coaxial (HFC)

✓Metro Ethernet over Fiber

•Over Wireless Infrastructure

✓Fixed Wireless Broadband Access (FWBA) (WiMax 802.16d)

✓Wireless LAN (Wi-Fi) (802.11a/ b/ g)

✓Satellite (V-SAT, DTH)

✓High speed WLL (GPRS, EDGE, CDMA, CorDect)

✓3G Cellular Mobile System (WCDMA, EVDO, IMT2000)

✓B3G Technologies (Wimax,802.16e)

Broadband Access in India- Technology-Neutrality
(making use of existing infrastructure & wireless)
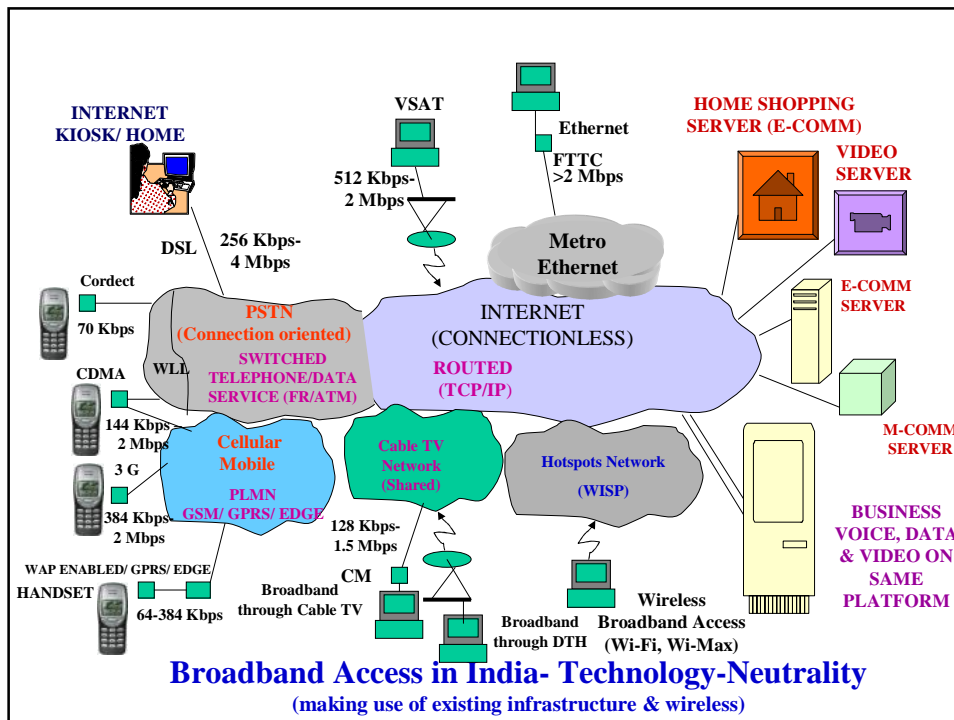
Enabling Faster Growth of Broadband

   1. **Evolution of Alternate Last Mile Technologies**

1. **Mobile technology developments**
2. **Broadband using DTH for Receive-only Access**
3. **V-SAT for Broadband Access**
4. **Facilitating Radio Spectrum for Broadband Access**
5. **Fiscal measures to reduce the cost of access devices, infrastructure and service**
6. **Reduction in the cost of connectivity**
7. **Quality of Service for Broadband**
8. **National Internet Exchange of India (NIXI)**

1. Evolution of Alternate Last Mile Technologies
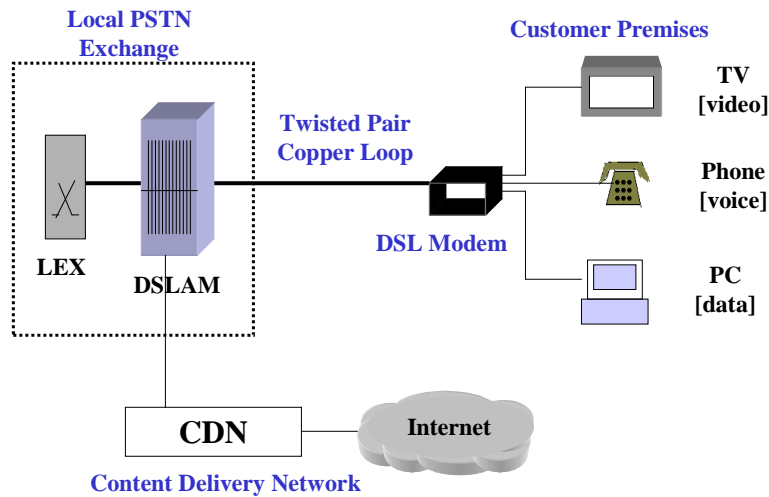
- Use of Coaxial Cable for Telecom Services (Cable TV Network for Broadband and telephony local loop).
- Use of DSL technology on traditional Copper Loops (DIY, Franchising, Shared unbundling, Bit stream access).
- Wireless Access Service for Fixed and Mobile communication.
- VSAT-based Access in remote areas.
- DTH based one-way Broadband Access.
- Emergence of Metro Ethernet Networks

Technology Alternatives for Wireline Broadband

1. Evolution of Wireline Technologies

   i) Use of Digital Subscriber Loop (DSL) technology on traditional Copper Loops (DIY, Franchising, Shared unbundling, Bit stream access)
- Asymmetric DSL (ADSL) – 1 Mbps upstream/ 8 Mbps downstream, 3 Km
- ADSL (G.Lite) – Splitter free, 512 Kbps upstream/ 1.5 Mbps downstream, 5.4 km
- Symmetrical DSL – 1.5 Mbps, 3 Km
- Single pair High-speed DSL (SHDSL) – 2.3 Mbps symmetric, 3 Km
- ADSL 2, ADSL 2 plus – 8/16 Mbps, 1.5 Km
- Very high Data Rate DSL (VDSL) – 52 Mbps, 1.5 Km

Broadband over copper loop (DSL)

Local PSTN Exchange

Customer Premises

Twisted Pair Copper Loop

LEX

DSLAM

DSL Modem

TV [video]

Phone [voice]

PC [data]

CDN

Internet

Content Delivery Network

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ii) Cable TV Networks can play a significant role in providing broadband

– **Broadband over cable TV accounts for 74% of total connections in US, and 55% in Canada**

– **62 million cable homes in India, but infrastructure can not support bi-directional communication and requires upgrade**

– **Regulatory environment, via an ISP license, allows this with some MSO's and operators already doing so**

– **For advances to occur, better organization of the industry needed to be executed**

– **Cable operators will need to adopt innovative business models to compete in converged environment**

  • **Possible to provide upgraded entertainment services such as interactive digital TV, pay-per-view, video on demand and time-shifted TV**

  • **Benefits operators with significantly higher ARPU and better customer retention**

  • **To start with Cable TV network which is uni-directional can be used for downloading, the uplink to be conventional narrow band like dialup/ ISDN/ RADIO**

– **Operators need training to create awareness about utility of their networks and understanding of the investments required, returns possible, and technical aspects**

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iii) Fibre Optic Cable Technologies

- Fiber To The Curb (FTTC) – by existing operators
- Fiber To The Home (FTTH) – Fibre in last mile to deliver converged services
- Hybrid Fiber Coaxial (HFC) – by Cable TV operators
- Metro Ethernet (Fibre based) – extending the range of LAN
- GPON (Gigabit - Passive Optical Network) – triple play over TDM
- No limitation of distance or throughput speeds

iv) Broadband over Powerline (BPL) Technologies

- Use of existing domestic power connections for sending data
- Throughput in the range of 1 MHz (4 – 6 Mbps)
- Ideal for rural areas where telecom / cable TV infrastructure may not be there

v) Metro Ethernet Networks

- Use of Ethernet beyond LAN
- Use of high-speed access using hybrid fiber/ copper based Ethernet technology
- Power over Ethernet (POE)

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2. Mobile Technology Developments

- **GPRS, EDGE, CDMA-2000-1X, CorDect, 802.11 (WLAN, Wi-Fi),802.16d (Fixed WIMAX) PTT, Bluetooth (802.15) - Already Available.**
- **UWB, 3G, B3G, 802.11n, 802.16e (Mobile WiMAX), OFDM, 802.20(WWAN, Mobi-Fi, MBWA)- Emerging out.**
- **Personnel Area Network (PAN), Home Area Network (HAN), Vehicle Area Network (VAN)- becoming a possibility.**
- **Software Defined Radios (SDR) – Multi-Functional, Multiservice, Multiprotocol, Multiband, Multimode (Universal) Radios.**
- **Cognitive Radio – Capable of working in idle spectrum**

Broadband Wireless Access (BWA) Technologies

Technology	Max Throughput	Frequency Bands	Typical Range	Application
WiFi (802.11x)	54 Mbps/ 11 Mbps	2.4 G, 5.1 G	100-400 mtrs	WLAN, HAN
WiMax (802.16x)	70 Mbps	700 MHz, 2.3 G, 2.5 G, 3.5 G, 5 G	Up to 50 Kms	WWAN
Mobi-Fi (802.20)`	40 Mbps	2.4, 3.5, 5.5 G	8-10 Kms	Mobile Broadband
CorDect	70 Kbps	1900 MHz	10-15 Kms	WWAN
WCDMA/ 3G	2.0 Mbps	1900-2100 MHz	Unlimited (Cellular)	Mobile Broadband
EV-DO,HSPDA	2.4 Mbps (shared)	450,,900,1800 MHz	Unlimited (Cellular)	Mobile Broadband
EDGE	230 Kbps	900,1800 MHz	Unlimited (Cellular)	Mobile Internet
GPRS	58 Kbps	900,1800 MHz	Unlimited (Cellular)	Mobile Internet
CDMA (2000-1X)	144 Kbps (shared)	450,,900,1800 MHz	Unlimited (Cellular)	Mobile Internet
FSO	100 Mbps to few Gbps	Light Wave	Few Kms	CAN
Microwave radio (MMDS/ LMDS)	Few Mbps	3.5 G – 31 G	50 Kms +	MAN
VSAT	20 Mbps	4 G – 11 G	Unlimited	GAN (Remote Area)
Wireless USB 2.0	480 Mbps	2.4 G	10 mtrs	PAN, HAN
Bluetooth(802.15.1	3 Mbps	2.4 G	1-10 mtrs	PAN, HAN
Infrared	16 Mbps	Light Wave	1-5 meter	PAN, HAN,
ZigBee/ UWB	200Kbps/400-500Gbps	2.5G-5.8G	1-100 mtrs	PAN, HAN, VAN
RFID	Few Kbps	2.4 G,900Mhz	Few Inches	PAN, HAN, VAN

Technology Comparison – BWA (3G and beyond)

	WCDMA (3G)	HSDPA (3G+)	EVDO (3G)	802.16 a/d	802.16e	IMT Advanced
Bandwidth	5 MHz	5 MHz	1.25 MHz	1.25-20 MHz	1.25-20	1.25-5 MHz
Typical Spectrum	1.9-2.1 GHz	1.9-2.1 GHz	450-1900 MHz	2.3-5.8 GHz	2.3-3.8 GHz	Various
Downlink Peak Rate	0.4 bps/Hz	2.9 bps/Hz	2.5 bps/Hz	3.2 bps/Hz	3.2 bps/Hz	2.4-3.6 bps/Hz
Uplink Peak Rate	0.4 bps/Hz	0.4 bps/Hz	1.4 bps/Hz	2.4 bps/Hz	2.4 bps/Hz	1.2 bps/Hz
Ave DL Thr put	0.1 bps/Hz	0.7 bps/Hz	0.9 bps/Hz	0.53 bps/Hz	0.75 bps/Hz	0.78 bps/Hz
Ave UL Thr put	0.1 bps/Hz	0.1 bps/Hz	0.32 bps/Hz	NA	NA	0.35 bps/Hz
Flat IP Support	No	No	No	Yes	Yes	Yes
Mobility	Full	Full	Full	Fixed	Limited	Full

3. Satellite based DTH Services offer alternate for the Broadband via Receive Only Internet Service (ROIS)

– Deployment of DTH for TV has begun, but internet access through this was not permitted

– While internet data is downloaded from the satellite, the uplink connection to the ISP is through another channel

  • Since DTH (or receive-only VSAT) dish is only receiving, should not require SACFA clearance or NOCC fee for uplink monitoring

– New technology permits DTH to be used for bi-directional internet access, though costs are high because of required hardware

• Broadband Policy 2004

a. DTH provider with ISP license allowed to offer internet services

b. ISP licenses permitted to allow customers for downloading data through DTH

c. DTH providers permitted to provide both way Internet service after obtaining VSAT and ISP license

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VSAT has the potential for significant impact on Broadband Penetration if artificial cost drivers are removed

– Advantages of VSAT for remote geographies, high reliability, multi-casting and disaster recovery applications are well-known

– VSAT operators face increased costs due to special regulations & restrictions because of its CUG category

– Policy makers have some concerns that can be addressed in changing current rules

– To bridge last mile, VSAT license could be permitted to be used as access media for Broadband

• Broadband Policy 2004

a. Open Sky policy for VSAT to be pursued by DOT

b. Minimum dish size of 1 m for KU-band permitted

c. Throughput restricted upto 2 Mbps

d. VSAT service providers permitted to provide Internet services by obtaining ISP license

4. Fixed Wireless Access- Great potential to be a dominant access technology

Unlicensed bands

– 802.11x (Wi-Fi) technologies are widely used international standards. Wi-Max has substantial future potential
  • 5.1 and 5.7 GHz bands (802.11a, Wi-Max) equally important as 2.4 GHz (802.11b/g, Wi-Max)

Alternative spectrum

– IMT 2000 bands have been keenly contested world over for 3G
  • Need to encourage alternative technologies in less congested bands

– Spectrum allocation for fixed use should be unlinked from mobile
  • Certain fixed technologies, e.g., CorDECT, considered WLL and spectrum allocation counted against allocation for mobile services

• Broadband Policy 2004
a. 2.40 – 2.48 GHz spectrum De-licensed for outdoor usage with power restrictions (4W).
b. 5.15–5.35 & 5.7–5.8 GHz spectrum De-licensed for indoor usage for low power (200 mW) systems.
c. 5.25 – 5.35 GHz will be De-licensed for outdoor usage in consultation with DOS.
d. 1880 – 1900 MHz spectrum delinked from access providers allocation and available to ISPs.
e. Alternate spectrum for broadband services to be identified (2.3-2.4, 2.5.-2.7, 3.3-3.8 Ghz)

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5. Facilitating Radio Spectrum for Broadband Access

• ISM Spectrum (2.4 to 2.48 GHz, Wi-Fi) de-licensed for in-campus WLAN using any technology.
• De-licensing of this for outdoor usage has also been notified with 4W EIRP.
• De-licensing of 5.1 to 5.3 and 5.7 to 5.8 GHz spectrum for indoor & in-campus usage has been notified.
• Earmarking of 20 MHz (1880 to 1900 MHz) for wireless TDD access systems by ISPs (delinking from WLL).
• Time-bound frequency allocation, site clearance & frequency licenses through automation of Spectrum Management System and by setting predetermined standards for WPC.(E-application for SACFA clearance).
• For fixed Wi-Max applications, 3.3 to 3.4 GHz has been allocated in 2 X 7 MHz (TDD) and 7 MHz (FDD) mode on first come first served basis. In addition, process is on for auction of 3G spectrum in 2.1 GHz and BWA spectrum in 2.3 to 2.4 Ghz band.

6. Fiscal measures to reduce the cost of access devices, infrastructure and broadband service

Recommendations

a. Allow 100% depreciation of PC's and broadband CPE's in first year
b. Give tax benefit for donated PC's
c. Remove anti-dumping duty on import of recycled PC's
d. Reduce and rationalize import duties
e. Put local manufacturing on equal footing with imported finished goods
f. Exempt web hosting from income tax
g. Exempt ISP's from service tax
h. Personal broadband allowance

Broadband Policy 2004

a. High priority to indigenous manufacture of Broadband related equipments
b. Package to bring down the cost of broadband services at affordable level to be worked out in consultation with Ministry of Finance and other related departments.

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7. Reduction in the cost of connectivity

- Cost of connectivity (international & domestic) forms a significant part of Opex for Broadband services.
- Tariff for international bandwidth was forborne and left to the market forces. It was considered to be on the higher side in comparison to international benchmarks.
- Govt. has reduced the license fees for ILDOs, NLDOs and Infrastructure Provider category II (IP-II) from 15% to 6% of AGR and bank guarantee for IP-IIs from Rs. 100 crore to Rs. 5 crore.
- Revised tariff orders reducing the ceiling price for international bandwidth (IPLC) by 35% for E1 and by 70% for DS3 and STM1 capacity has already become effective from 29.11.2005.
- The revised tariff orders reducing the ceiling tariff for domestic leased circuits (DLC) by an extent of 3% for E1 market price and 70% for DS3/ STM1 market price, has become effective from 1.5.2005.

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8. Quality of Service for Broadband

• As per TRAI Act, 1997, TRAI has to prescribe QoS parameters.

• Government recognises that QoS parameters are extremely important and have an impact on investment and roll-out decisions of operators.

• TRAI is requested to prescribe QoS parameters for provisioning of broadband service using various access technologies at an early date.

• Work has already started in this direction and QOS Regulation for Broadband is under finalization in TRAI.

• Govt. has already directed the service providers, not to market a service as Broadband unless it has a download speed of > 256 Kbps.

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9. National Internet Exchange of India (NIXI)

• National Internet Exchange of India (NIXI) has been set up on recommendation of TRAI by DIT, Government of India to ensure that Internet traffic, originating and destined for India, should be routed within India.

• Four nodes of NIXI have been setup in four metros and about 45 ISPs have already connected to these.

• All the ISPs are not still connected to NIXI and also all routes are not announced on NIXI leading to under utilization of the infrastructure.

• It is understood that NIXI is taking appropriate steps for increasing the utilization of its facilities.

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Broadband Services

- **High speed Internet access (death of World-Wide-Wait) – Still the killer application for Broadband in India**
- **Video-On Demand, Interactive TV, IPTV, PPV, Time Shifted TV, Videoconferencing (Multimedia over Broadband)**
- **Triple Play (data, voice, video) – By UASP**
- **IP-VPN (low cost connectivity) – By UASP/NLDO**
- **VOIP (permitted only for UASPs)**
- **Interactive Gaming (future killer application)**
- **4 e's (e-Governance, e-Learning, e-Health, e-Commerce)**

Roadmap - Current Plans for Broadband

• Govt. has issued Broadband Policy 2004 based on TRAI's recommendations on 'Accelerating Growth of Internet & Broadband Penetration in the country. Also there are Govt. plans through PPP and OSO Funding to create National Broadband Backbone.

• ISPs are teaming up with Cable TV operators to provide Broadband to the homes using HFC technologies and also making use of unlicenced radio links for high speed last mile access.

• New entrants in Basic Service are using advanced technologies like 'Fiber to the Curb', High Speed WLL, DSL etc. to enable Broadband access in the last mile. Some of the service providers have started offering PC alongwith the Broadband connection under rental / installment schemes.

• Incumbent operators BSNL & MTNL which have a subscriber base of around 35 million over copper loop are appointing franchisees to offer broadband services by offering existing copper network and co-location facilities to the third parties on mutually agreed revenue share basis. Aim to provide 5.0 million connections by FY 2010 and a total of 10 million Broadband connections by 2012 They have also launched limited download broadband services @ Rs. 250 per month throughout the country in addition to bundling of PC with Broadband connection at an affordable EMI and also free Broadband upgrade for their internet customers.

• Public places like Airports, Railway stations, modern business centres, star hotels, cyber cafes, Malls have started having deployment of Hot Spots (Wi-Fi) in unlicensed 2.4 GHz band (already 5000 hotspots in the country).

• Wi-Max deployment (802.16d in 3.3 and 3.4 GHz band) are being done by many service providers. Some metropolitans are in the process of becoming "warm zones" by using WIFi.

Conclusions

1. Government has issued Broadband policy 2004 to accelerate the growth of Broadband services in the country on regulator's recommendations including setting up ambitious targets.

2. Alternate access technologies specially wireless access to play significant role for Broadband penetration in India, breaking the natural monopoly of copper local loop.

3. Cable TV network offers great potential for contributing towards Broadband access.

Conclusion (Contd...)

4. Wireless based technologies specially WLL, Wi-Fi, Wi-Max, V-SAT, DTH etc. are enabling cost effective and faster broadband deployment & will pick up after enabling notifications are in place. For large scale Wi-Max deployments more spectrum in appropriate bands (3.4 to 3.6, 2.5 to 2.7, 2.3 to 2.4 GHz) is required to be allotted through auction.

5. Markets to offer innovative applications and leverage cost-effective technologies to make Broadband attractive and affordable.

6. In India one of the main hindrance to Broadband deployment has been the cost to consumer which has been of the order of US$ 10 per month against the telephony ARPU of US$ 5 per month and Internet ARPU of US$ 4 per month. Now with broadband offerings @ below USD 5 per month, it should pick up and real growth is expected when the availability spreads throughout the country.

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