

With the growth of Internet access, the introduction of new multimedia services and the development of business applications for office automation and e-commerce, the need for high speed broadband access has become important to users and necessary for economic development in Egypt.

Believing in the economic and social development that can be achieved through spreading the usage of broadband Internet and the potential it holds, Egypt has adopted a national agenda to promote the broadband market.

In line with that agenda, of which the first stages have proven very successful, we consider some main principles as very essential in promoting broadband:

1	Affordable Prices	<p>Affordable, innovative pricing schemes constitute the most important element to help promote user take-up especially in countries where the domestic average household income is relatively low. The prices could be brought down by reducing the unbundling fees by the telecom operator through the installation of the ISP equipment as close to the user as possible. Also, making volume discounts on the local and international bandwidth.</p> <p>The ratio of broadband prices to the dial-up internet price should be adjusted carefully as an essential factor in stimulating user take-up in a market where dial-up access prevails.</p>
2	Effective Marketing	<p>It is crucial for users to be aware of the benefits that broadband can provide. Both government and the private sector can play an active role in marketing the benefits of broadband. Successful approaches may include government promotion campaigns that can encourage take-up of the broadband as a service. The government role in the marketing process provides another element that reduces the costs incurred on ISP's which will in turn help driving the end user prices down.</p> <p>Providing and maintaining a high quality of service can also guarantee a free advertising through the stimulation from users who have tried the service.</p>

3	Competition	Both inter-modal competition and inter-operator competition help drive high broadband deployment and take-up. Competition in the broadband market, like in other services, helps to bring the prices down, enhance the quality of service and also reduce the installation procedure. All these factors will facilitate the market further growth.
4	Promoting ICT usage	Improving the penetration of PC and Internet is a key factor to the success of introducing the broadband services. As the ICT usage in the society increases more and more, the awareness of the benefits of, and need for, broadband will also grow.
5	Encouraging Applications and Content	<p>One of the most common reasons that make an Internet dial-up customer moves to broadband is the existence of new applications and content services that needs higher access speeds. Encouraging the developing of business applications and also entertainment applications can be responsible for raising the number of broadband customers and bringing new types of customers in. This includes, amongst others, business applications designed for SME's, internet online gaming, music and video streaming and e-learning.</p> <p>The government has a very significant role in this regard by developing and enhancing e-government, e-education and e-health applications and other online services to the public that helps creating the information society.</p>