



 **11th Global
Symposium
for Regulators**

21-23 September 2011

Armenia City
C O L O M B I A

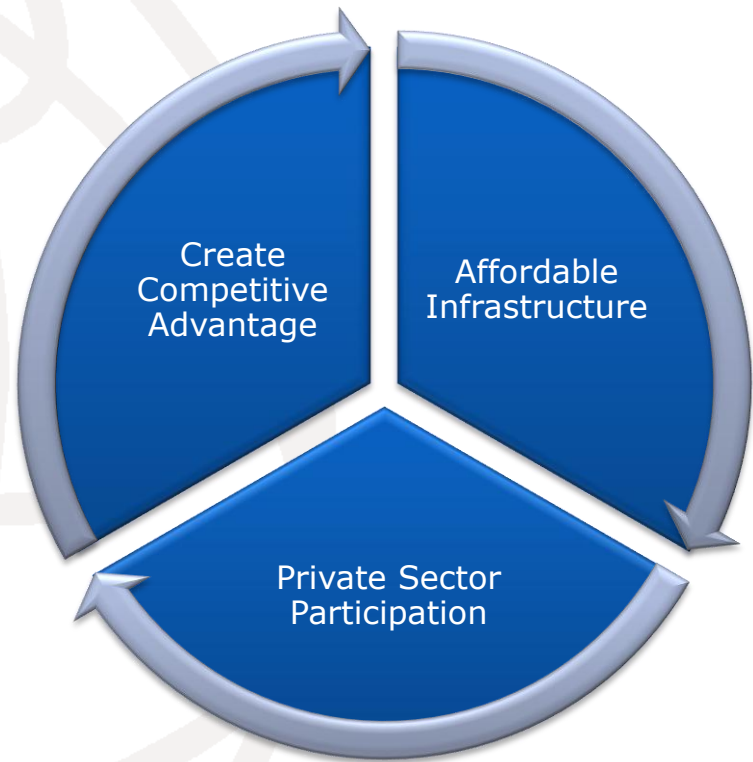
Regional Broadband Success Story

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11th Global Symposium for Regulators
"Smart Regulation for a Broadband World"
Armenia City, Colombia, 21-23 September 2011

Public/Private Partnership

- Lack of affordable broadband and competition
- Driving away jobs and investment
- New Business Model needed to solve the infrastructure and access problem

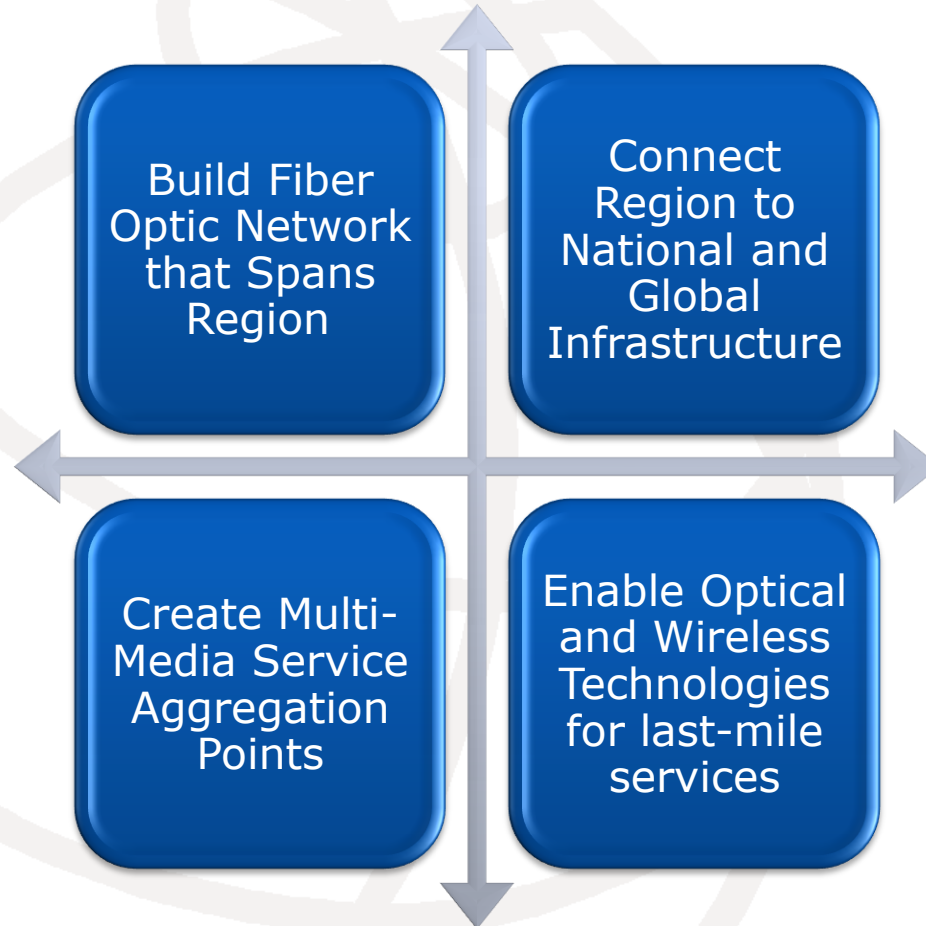


Some Key Challenges

- Incumbent Providers viewed any public investment in fiber infrastructure as a competitive threat
- Political will to test new business model in rural region
- Governance model to keep efficient operations, yet involve local stakeholders



MBC Business Plan



Build Fiber
Optic Network
that Spans
Region

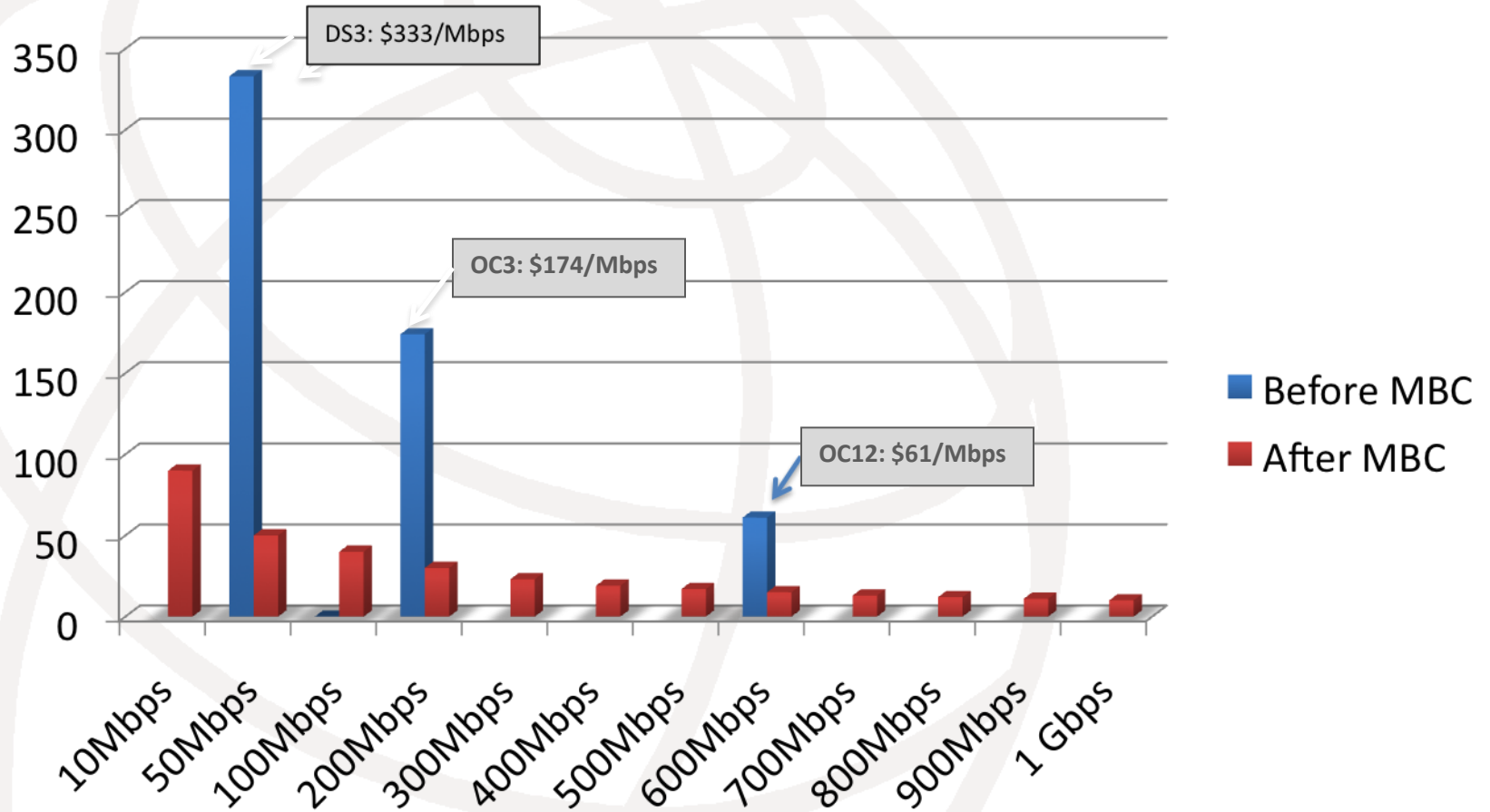
Connect
Region to
National and
Global
Infrastructure

Create Multi-
Media Service
Aggregation
Points

Enable Optical
and Wireless
Technologies
for last-mile
services



Benefits to Region





Business Model Evolution

- Open-Access Policy for entire network
- Not selecting last-mile technology
- Private sector participation
- Flat-rate wholesale pricing
- Regulatory partnerships for rights of way and access
- Focus on what's best for community, not profit motive
- Provide incentives for “public use fiber”

Measuring Success

- Microsoft investing US\$500million in new data center, 50 jobs
- ICF International, 532 jobs operational support center
- New wireless ISP's to serve region
 - 60 carriers
- Broadband availability
 - 2004: 60%
 - 2011: 90%
- Sustainable revenues



Overcoming Challenges

Challenge	Solution
Objections of Incumbent Carrier	Stick with wholesale open-access "carriers carrier" model, and be open with communications
Convincing Carriers to Use the Network	Know needs of the carriers, enable expansion to new markets and lower cost of entry
Gaining Rights-of-way agreements	Provide assets or services in-kind contributions. Fiber, tower access, for rights of way
Building Consensus with regional stakeholders and communities	Leadership and open communication, giving back to communities, partnering on economic development projects