

# **Does a national broadband plan matter? A comparative analysis of broadband plans of Hong Kong and Singapore**

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# Agenda

- Policy issue
- Findings
- Justify methodology
- Policy recommendations

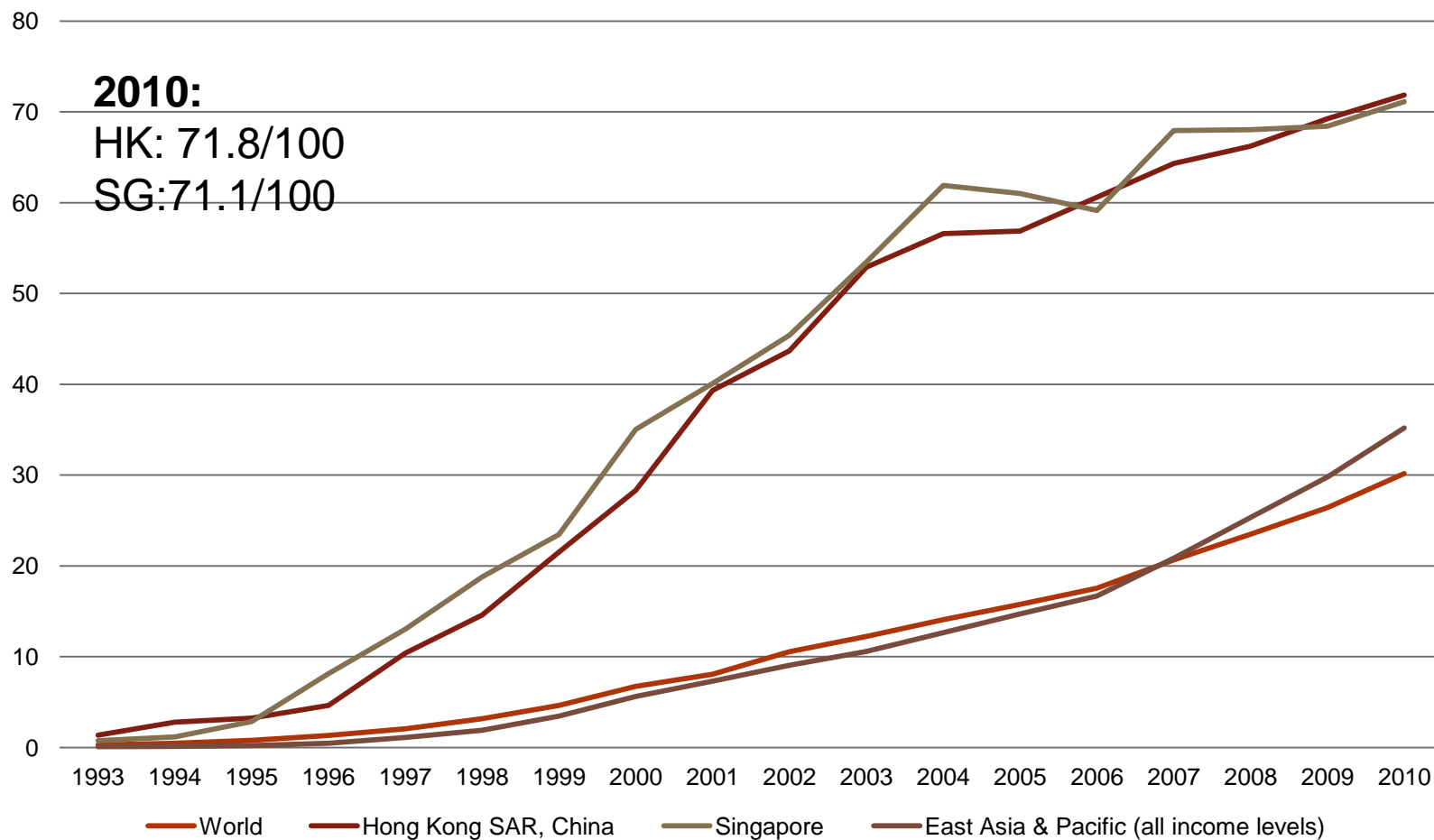
# High interest in broadband stimulus policies

- How do governments address supply-side and demand-side gaps to create a viable broadband ecosystem?
- Is a national broadband plan necessary?

# Case of Hong Kong and Singapore

	Hong Kong	Singapore: Next Generation Nationwide Broadband Network
<b>Policy strategy</b>	-Market-driven approach; Minimum market intervention	SGD750 million funding for full deployment of fiber optics in Singapore by 2012
<b>Policy targets</b>	-Competitive pricing; Services provided in the most economically efficient manner	-High downlink and uplink access speeds; Pervasive nationwide coverage; Competitive pricing; High level of adoption
<b>Key policy measures</b>	-Timely release of radio spectrum; Registration scheme for buildings with optical fiber-based access networks; Coordination of lands development projects and public works; Facilitating landing of submarine cables in Hong Kong; Improving access to broadband for needy families; Allowing use of government/ public facilities by operators for network roll out; Facilitating extension of mobile broadband coverage	-Structural and operation at the infrastructure and network level; Provide support to possible next generation services such as telemedicine, IPTV, grid services and the like.
<b>Supply push</b>	-Private sector led	-Network fiber roll out funded by the government
<b>Demand pull</b>	Government involved in promoting awareness, affordability and attractiveness of broadband use	Government involved in promoting awareness, affordability and attractiveness of broadband use

# Internet users per 100



Source: Worldbank

# Penetration rate

	Hong Kong	Singapore
<b>Fixed broadband Internet subs per 100</b>	29.9	25.0
<b>Active mobile broadband subs per 100</b>	74.5	69.7

# Lessons/ Policy recommendations

- **(i) A state sponsored national broadband plan is not a necessary and sufficient condition to achieve desired high level of broadband penetration.**
- **(ii) It is possible for the market to drive network roll-out with minimal government intervention and subsidy as seen in Hong Kong's case.**