

Barriers to broadband: What can be done?

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Can no longer think in terms of single factors

Multiple interacting factors within the eco system shape Internet use & broadband take up

Applications & services that users want

Digitally literate users
Trust

What is directly perceived
by users

Appropriate & affordable user
interfaces

Network available
Prices affordable
Quality adequate for purpose
Electricity
Retail networks

Not directly touching the user, but affecting network
availability, price and cost

- Spectrum, availability & cost
- Rights of way & location of towers
- Domestic & international backhaul, availability & cost
- Regulatory risk
- Competition

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Indra de Lanerolle

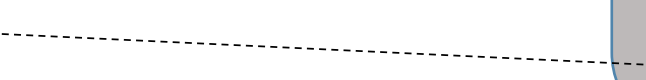
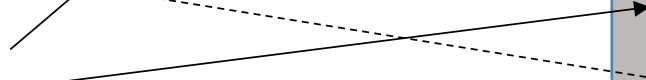
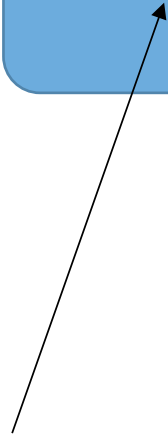
Siope Ofa

Rasheda Sultana

Enrico Calandro

Not directly touching the user, but affecting network
availability, price and quality

- Spectrum, availability & cost
- Rights of way & location of towers
- Domestic & international backhaul, availability & cost/ Data centers, availability & cost
- Regulatory risk
- Competition



What does attention/inattention signify?

- That the problems have been solved (e.g., network availability)?
- That the attended-problems are more important than the others?
- Or that more research is required?

Many of the arrows lead to “behind the scenes” elements; difficult to research/communicate, but obviously important