



BROADBAND ADOPTION AND INNOVATION IN ECTEL MEMBER STATES

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Embert Charles, Managing Director
Eastern Caribbean Telecommunications Authority (ECTEL)

Contextualizing Broadband

- An acceptable definition and entry level – From ITU 256k to ??????
- Measuring adoption and consumption – Households and Mobile subscriptions; Usage; Penetration Rates
- The Market dynamics – strong supplier and weak consumers
- Lagging Regulatory interventions
- Many studies and initiatives in the region

Broadband Availability – ECTEL States

Service	Service Porvider	Technology in use	Coverage
Fixed broadband	LIME	ADSL	Generally available islandwide with some unserved areas
	Cable operators – FLOW, Marpin, Digicel Play, The Cable	Cable Modem	Generally available islandwide with some unserved areas
Mobile broadband	LIME, Digicel	HSPA+	Mainly in population centres

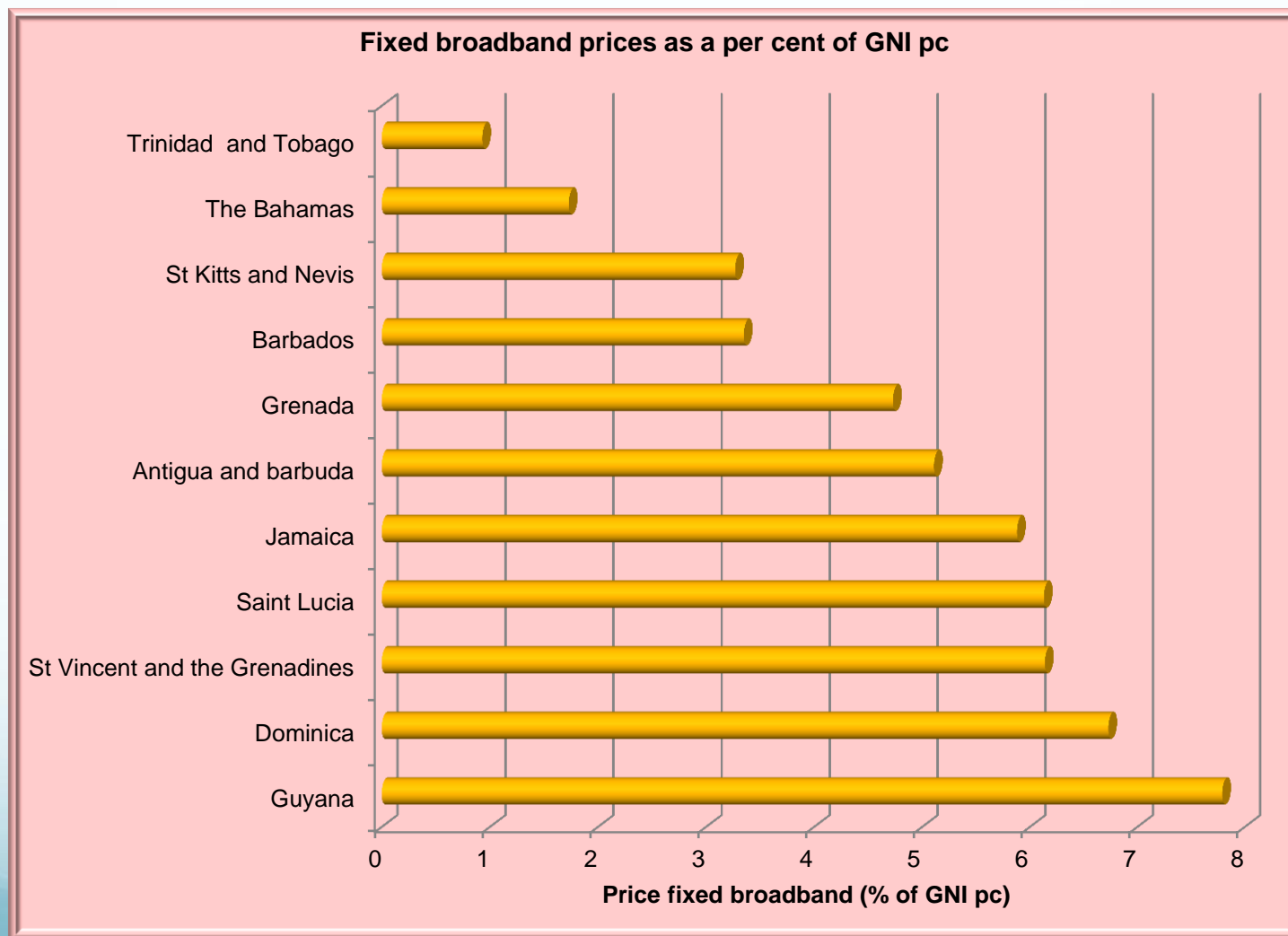
Proportion of respondents who indicated broadband is not available in their area

	Dominica	Grenada	St Kitts and Nevis	Saint Lucia	St Vincent and the Grenadines
Broadband service not available in my area	2.2%	0.7%	1.3%	1.3%	0%

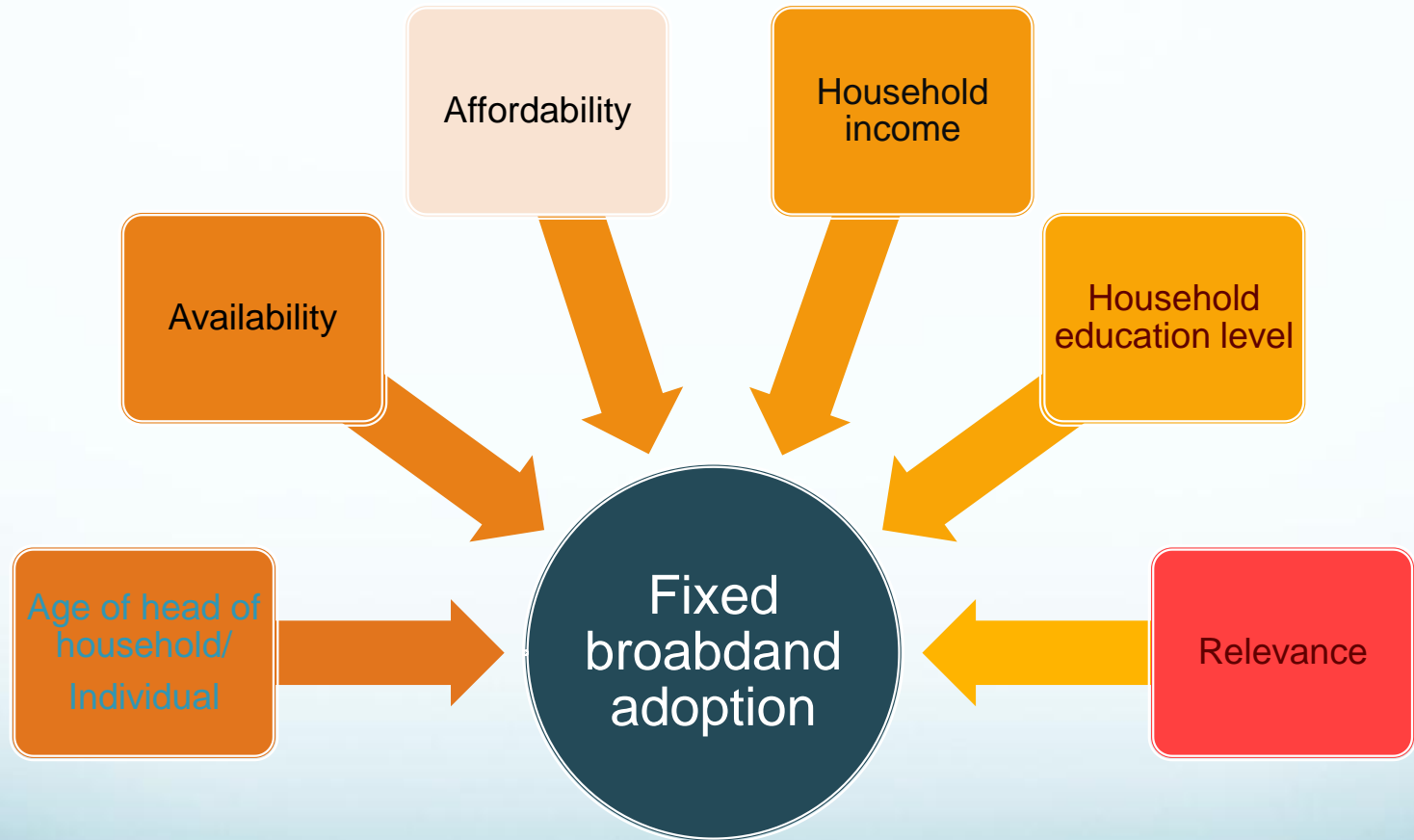
Use and Expansion of Broadband

- E- Government Services – Tax, Customs,
- Social/Commercial Media – Music Industry,
- Public wi-fi spots
- Subsidized services to low income households
- Fledgling initiatives in Education

Fixed broadband price sub-baskets for selected Caribbean States – (2013)

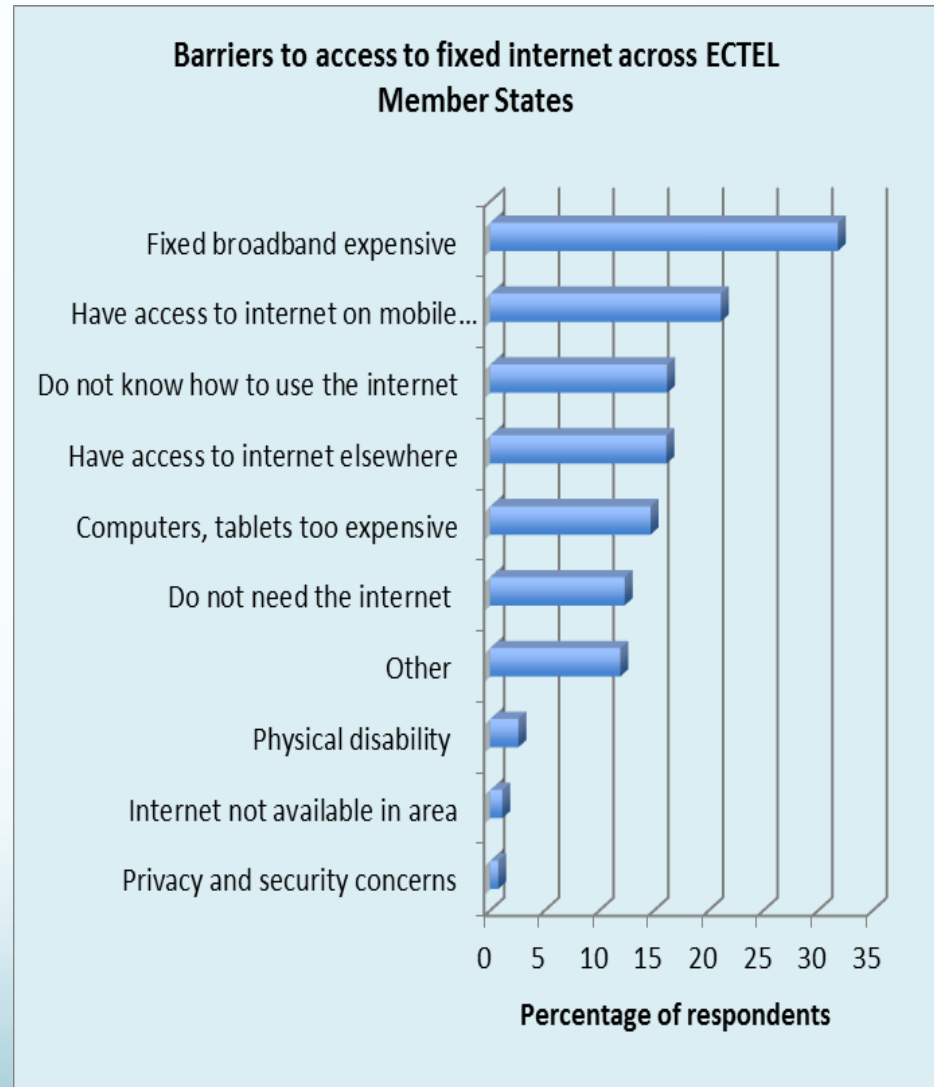


Main Barriers to Adoption



Households fixed broadband access

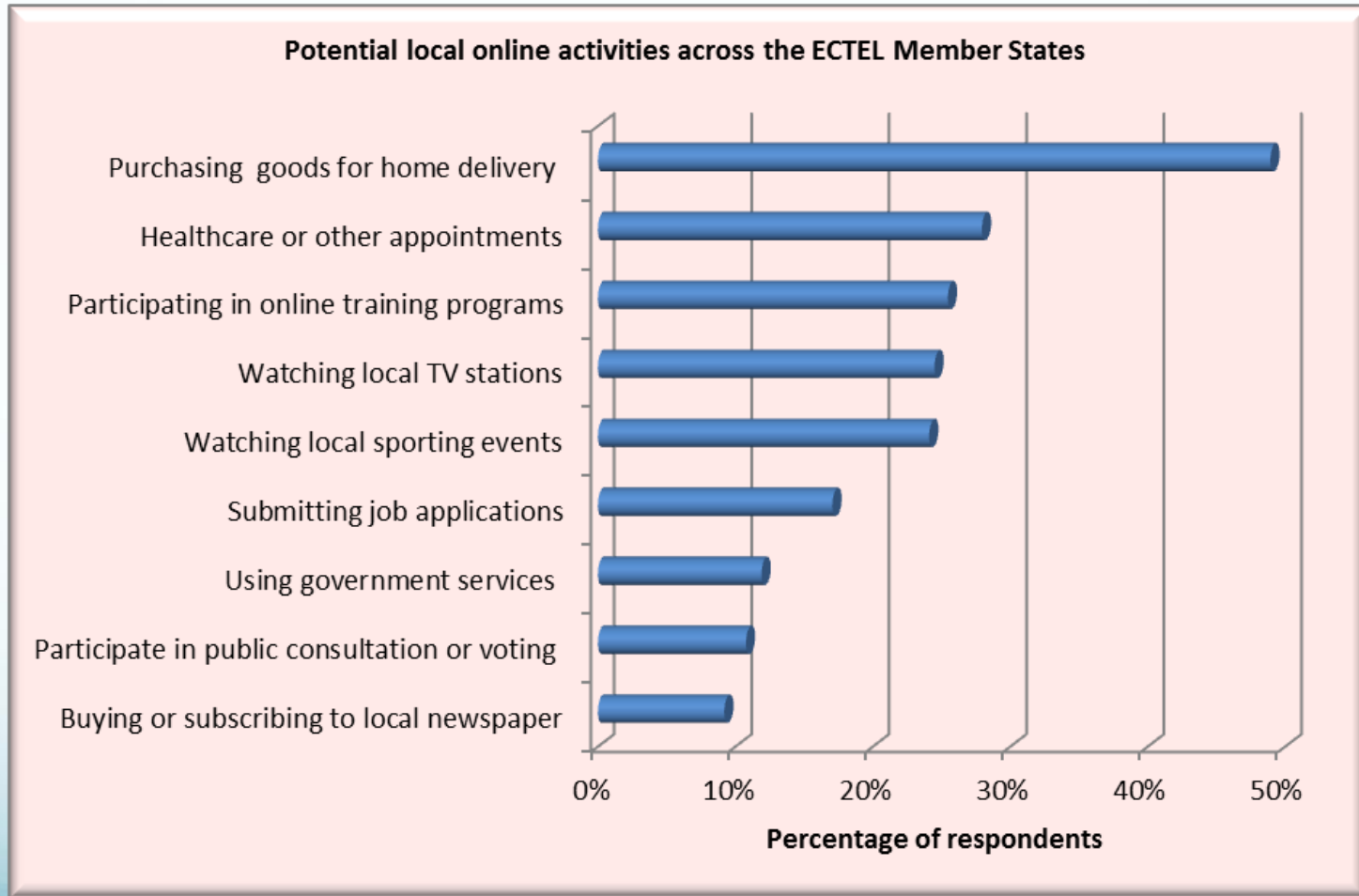
- Cost was consistently main barrier.
- Among respondents who indicated internet was **not needed**:
 - 25% (lowest user penetration)
 - 11% (highest user penetration)
 - Others less than 10%



Challenges to Increasing Uptake

- Agreement on purpose and mission for Broadband expansion
- The dilemma of the salaried immigrant and the free wheeling native – Who is the customer
- Include broadband in USF – redefinition of the USF parameters – ECTEL Consultation What is now universal
- **And Innovation.....**
- Slow uptake on initiatives to establish relevance (responses to incubation and content projects)

Uptake - Potential online activities



Source: ECTEL Household survey

Issues for Urgent Discussion

- Balancing the Market pillars (**C**onsumers; **P**roducers; **R**egulators) - constructive engagement on Rate reduction, QoS and Relevance
- Gradual Mainstreaming of Broadband vis. a vis. cultural norms
- Information Symmetry
- Evidence-based responses – Regulators studies and policy advice, guaranteeing spaces for all.
- Cyber-security, online protection, privacy

Reference

- ECTEL (2015) “*Broadband Access and Use in the ECTEL Member States*” www.ectel.int
- **END**