



# Broadband Incentives

Impact of the Rollout of Broadband in Belize

# From National ICT Strategy



“Belize is poised to make a quantum leap in all areas of national development by exploiting the power of Information and Communication Technologies (ICT). The future development of Belize is clear, and through the implementation of this National Information and Communications Technology Strategy’s (National ICT Strategy) programs we will accelerate the creation of that future for all Belizeans.”

# Internet Affordability in Belize



“On the other hand, computers and internet service, while readily available in most urban center and some rural ones as well in Belize, is just not affordable for the average Belizean.”

# Educational Initiatives



- Free Internet to Schools from BTL
- 187 schools connected to date
- Enables online Education (eLearning)
- Provides flexible learning options
  - Teacher upload remotely assignments
  - Students then executes and upload assignments

# Import TAX Exemptions



- Government Recognized Change In Paradigm For:
  - Notebooks
  - iPADS
  - Computer Equipment
- Result:
  - No Import TAX on Broadband related items

# BTL Incentives



- Speed Increase

- BTL Doubled Speed in 2010 for FREE = Speed Increase x2 ↑
- BTL Doubled Speed in 2012 for FREE = Speed Increase x2 ↑

- Results

- 2010 vs 2011 DSL Customer Base Increase = **19.9%** ↑
- 2012 vs 2013\* DSL Customer Base Increase = **19.1%** ↑

\* *To-Date*

# Government Incentives



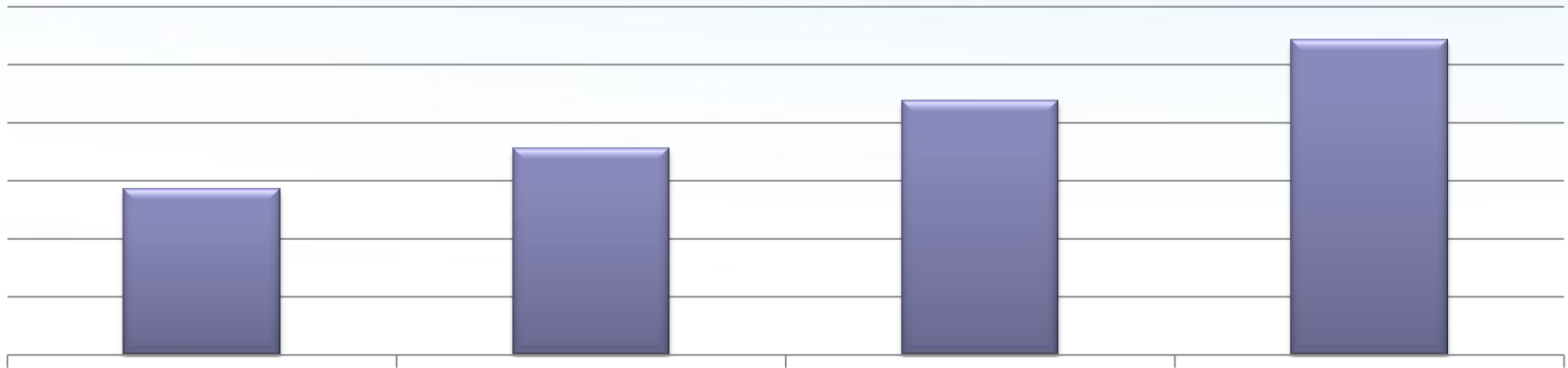
- General Sales Tax (GST) Decrease in April 2011
  - Previous GST = 12.5%
  - New GST = 0.0% ↓
- Business TAX Decrease in April 2011
  - Previous Business TAX = 24.00%
  - New Business TAX = 19.00% ↓
  - New Business TAX on INTERNET = 1.25% ↓
- Results
  - Service Price Decrease = 39.1% ↓
  - 2011 vs 2012 DSL Customer Base Increase = 18.9% ↑

**“Realization of over 70% decrease to lower band consumers”**

# Results of BTL & GoB Incentives



## DSL User Base Growth



2010

2011

2012

2013

BTL Doubled (x2)  
Internet Speed for FREE

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Internet Speed for FREE

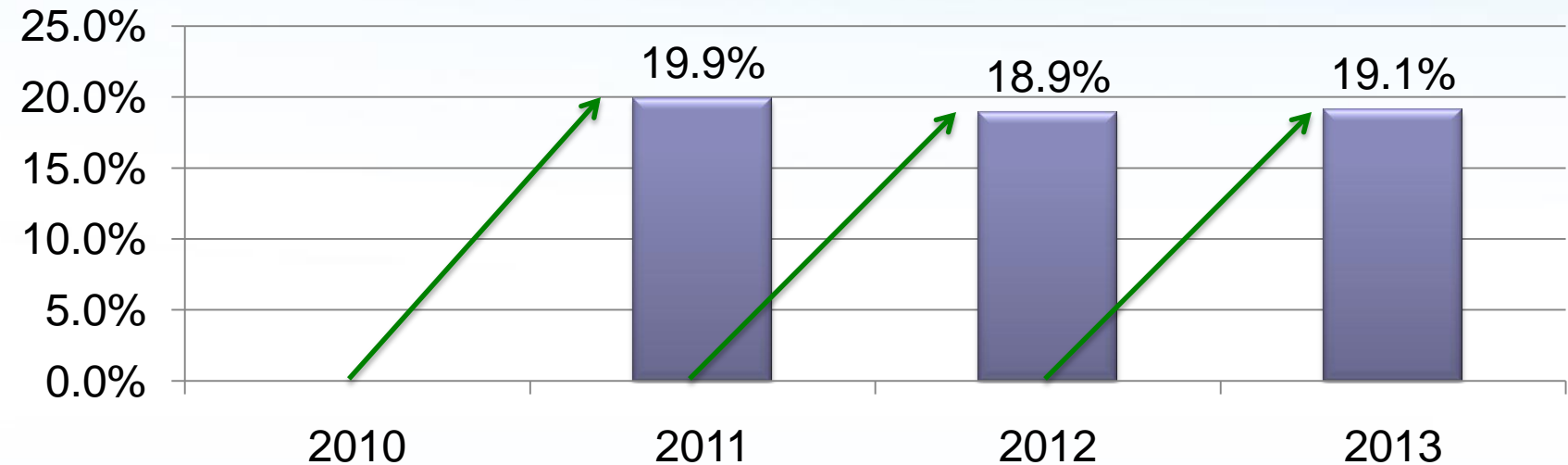
Government lowered Internet TAXes:  
• GST > vanished to 0%  
• Business TAX lowered to 1.25%



# Results of BTL & GoB Incentives



## % Increase in DSL User Base



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# Mobile Broadband Penetration



- 90% of populated areas now has access to Mobile Broadband
- 14k out of 180k mobile subscribers is already utilizing 4G mobile data plans (*4G was lunched early in 2013*)
- 4G data Plans available for as low as 1/day
- Upgrades of handsets to Smart Phones for min cost
- Smart Phones as access points for Devices

# Bundled Internet Plans + Devices



- Purchase Options for Bundled Internet Plans with:
  - Notebooks
  - Tablets
  - Dongles
  - Etc.

*Bundles Payable over time (i.e. 12 months)*

- Focus on Students and Youths

# Summary



**FREE  
Internet for Schools**

**Country-wide  
FREE Internet  
Speed  
Upgrades**

**Bundled  
Internet with  
Computer  
Equipment**

**GoB & BTL  
Supported  
Broadband Incentives**

**Eliminated  
Import TAX on  
Computers, Laptops and  
Other Internet based  
Equipment**

**Eliminated  
Internet Sales TAX &  
Lower Drastically  
Internet Business TAX  
to 1.25%**