

# Australia's project for universal broadband access: from policy to social potential

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**IBES**  
Institute for a  
Broadband-Enabled Society



# INTERNET

AS BASIC CITIZEN RIGHT  
(France, Greece, Spain, Finland...)

VS.  
DIGITAL  
DIVIDE

POLICY

INFRASTRUCTURE

DIGITAL LITERACY

(FUTURE APPLICATIONS)

=

**SOCIAL  
POTENTIAL**

# AUSTRALIA'S NBN

UNIVERSAL HIGH-SPEED  
BROADBAND ACCESS

**93%** FIBRE-OPTIC 100 Mb/s – 1 Gb/s  
**7%** FIXED WIRELESS + SATELLITE

FTTP (FIBRE-TO-THE-PREMISES)

LONG TERM SOLUTION / UPGRADEABLE

SYMMETRICAL DOWNLOAD / UPLOAD SPEEDS

WHOLESALE PRICING

# GOOGLE FIBER

SELECTIVE HIGH-SPEED  
BROADBAND ACCESS

**100%** FIBRE-OPTIC 1 Gb/s

'WE WILL BUILD FIBRE WHERE PEOPLE ARE MOST EXCITED ABOUT IT'

\$70 per month = 1 Gb/s

'FREE' INTERNET (\$300 one-off payment) =  
5 Mbp/s (download) / 1 Mb/s (upload)

U.S. NBP goal: 100 million U.S. Homes with 100 Mb/s (download) /  
50 Mb/s (upload) by 2020 (HOW?)

# SOCIAL BENEFITS

ARE THEY MEASURABLE?



INTRODUCTION OF BROADBAND = NEW APPLICATIONS  
(e.g. youTube, IPTV)

EXTRA 10% BROADBAND PENETRATION = 1.2% INCREASE  
IN GDP PER CAPITA (font: World Bank)

**YET** HOW TO PREDICT SOCIAL BENEFITS  
OF FUTURE INTERNET APPLICATIONS?

# FUTURE POTENTIAL

AND CURRENT NETWORKED PRACTICES

TELE-HEALTH

AGED CARE

EDUCATION

E-GOVERNMENT

TELE-WORKING

ART

- "INFORMATION IS RAW MATERIAL OF NETWORKING SOCIETY" (CASTELLS)

- WHO CONTROLS INFORMATION FLOWS?

- INFORMATION AS BASIC CITIZEN'S RIGHT

- ECONOMIC AND SOCIAL BENEFITS

**POLICY + INFRASTRUCTURE  
+ DIGITAL LITERACY + LONG TERM VISION  
= SOCIAL POTENTIAL**

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