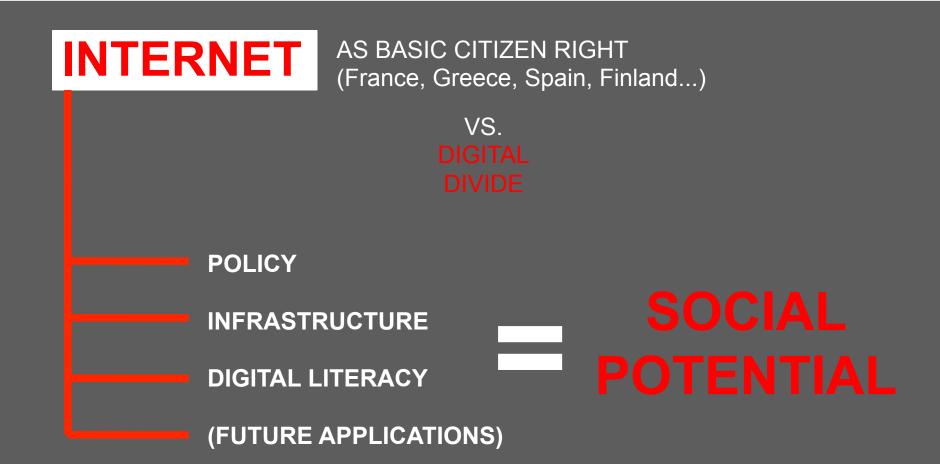
Australia's project for universal broadband access: from policy to social potential

Marcos P. Dias
School of Culture and Communication, University of Melbourne
Twitter: @mpdias

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AUSTRALIA'S NBN

UNIVERSAL HIGH-SPEED BROADBAND ACCESS

93% FIBRE-OPTIC 100 Mb/s – 1 Gb/s7% 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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