

Developing Broadband in Poland - Barriers and Risks

# The EU funded BReATH project for stimulating broadband in Europe's New Member States

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# Introduction

- The BReATH project and what it does
- Status of broadband deployment
- Observations

# BReATH

## Broadband e-Services and Access for the Home

A Specific Support Action project funded by the European Commission 6th Framework Programme Information Society Technologies under the 'Broadband for All' Call.

### **Objective**

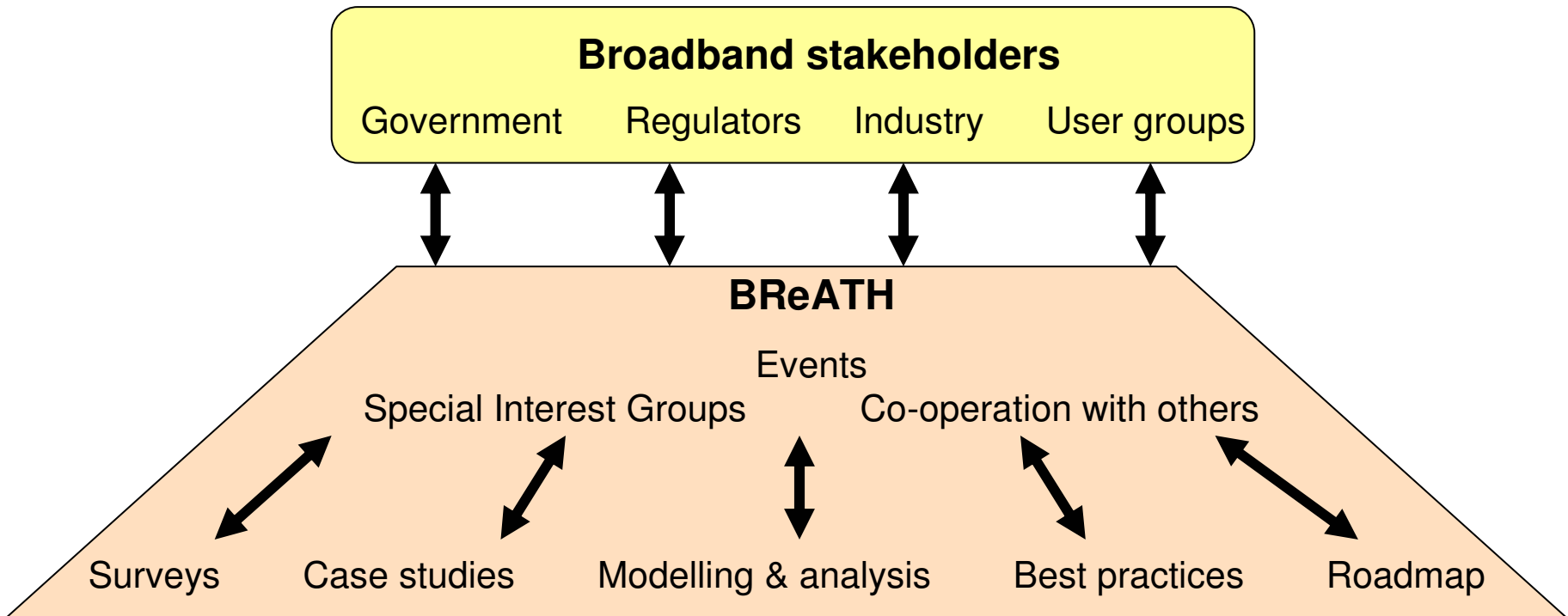
To stimulate and support the transfer of know-how and best practices in delivering broadband services to the EU New Member States, involving diverse stakeholders and fostering cross-border research collaboration

Started June 2005

18 months



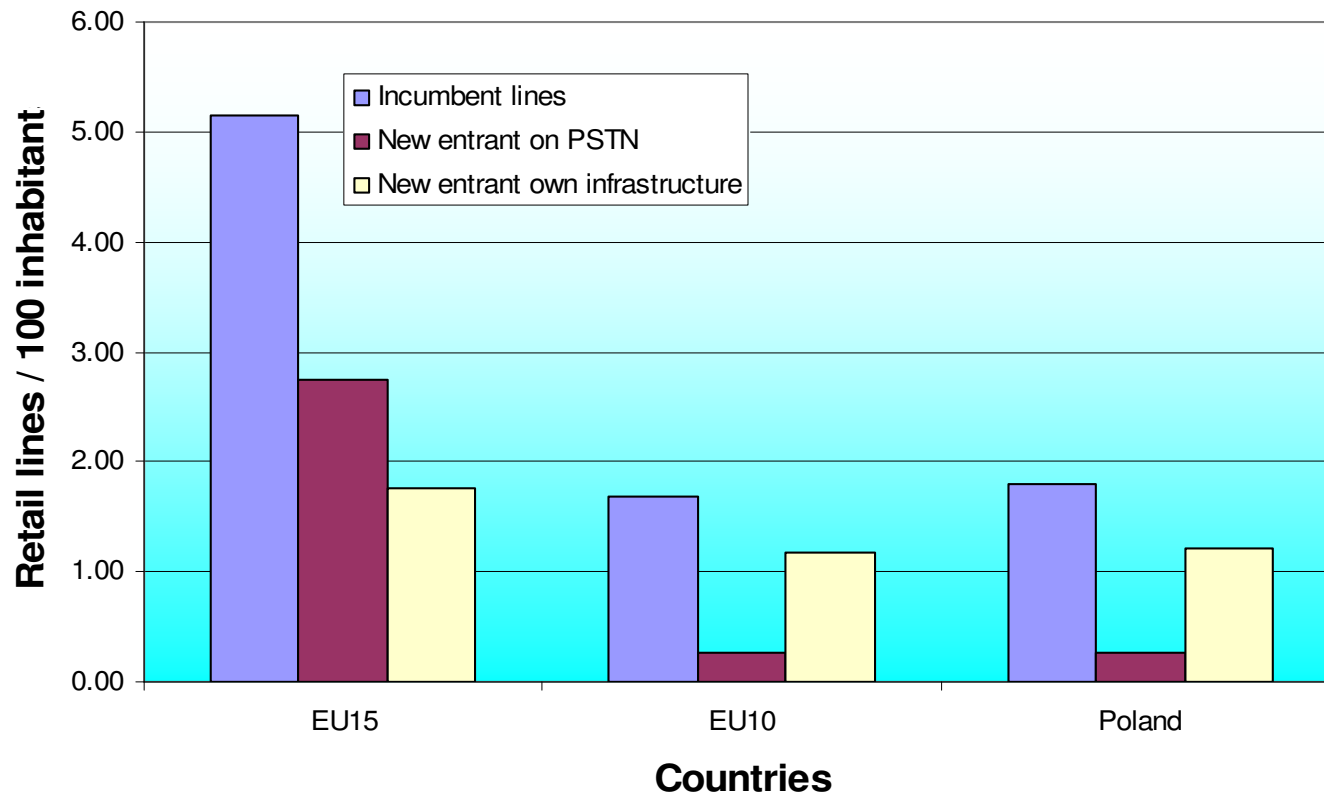
# What BReATH does



# Broadband Competency Across Europe

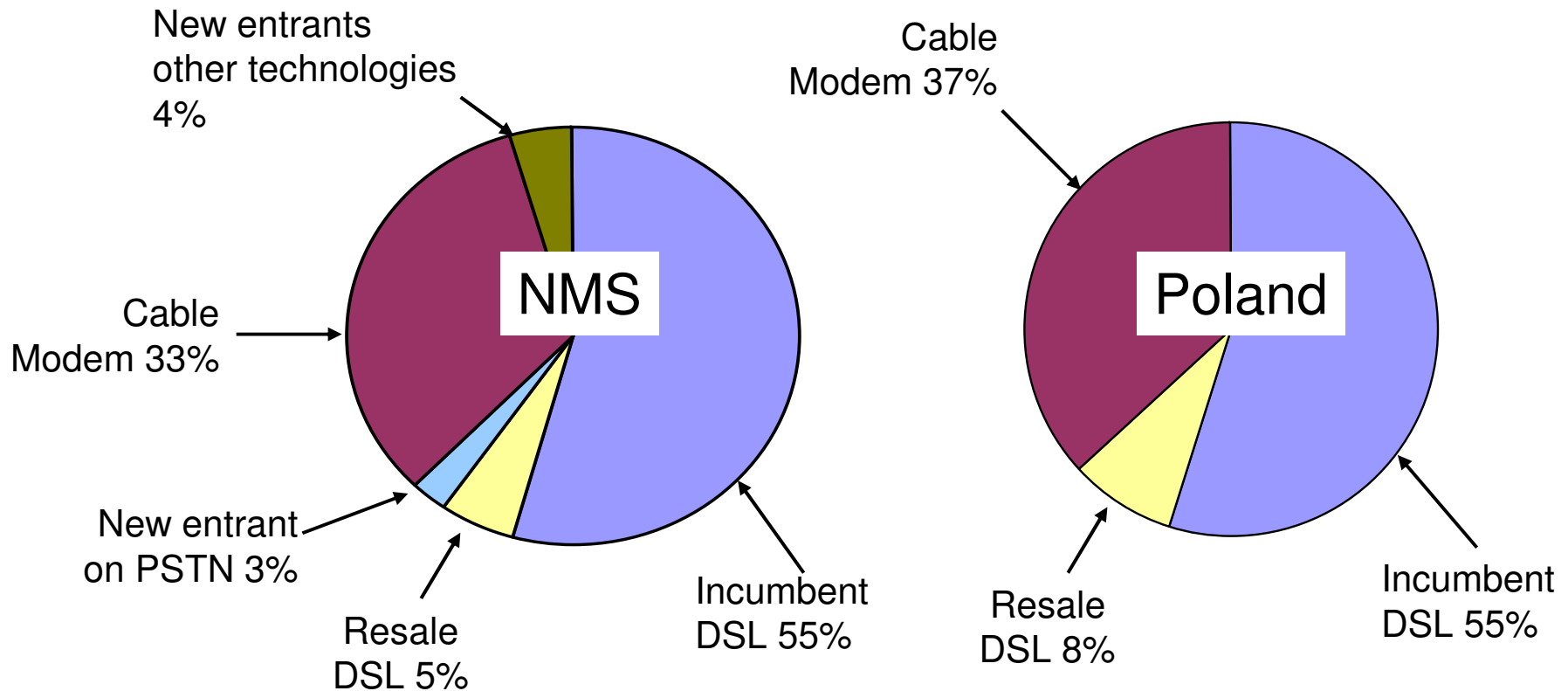
- Economist Intelligence Unit e-Readiness Rankings
  - A broadly based measure of the state of a country's readiness to take advantage of broadband services
  - NMS 26<sup>th</sup> to 40<sup>th</sup> : Poland lies 32<sup>nd</sup>
- BReATH recognises broadband is one element of a much broader picture

# Broadband Retail Lines



Derived from data in:  
EC working document COCOM05-12, June 2005

# Broadband Deployment Across NMS



Derived from data in:  
EC working document COCOM05-12, June 2005

# Why Not Broadband?

- Central Statistical Office research surveyed reasons for not having Internet at home
- High costs of connection: 77%
- High cost of PC's: 75%
- Other reasons
  - Lack of availability
  - Lack of PC literacy
- Structural funds have potential to address these issues
  - E.g. Public private partnerships are used in some countries
  - Municipal Wireless is being considered in others

# Case Studies

- BReATH will carry out case studies where broadband demand was stimulated
- ‘Case study’ examples in UK
  - Cornwall Enterprise Agency ‘ACTNOW’ public/private partnership
  - East of England ‘Demand Broadband’ campaign
- Business case studies
  - Community wireless
  - Rural wireless
  - Others

# Observations

- To meet the BReATH objectives we have to effectively engage the Broadband stakeholders
- Small businesses are also stakeholders and substantial employers who have significant impact on economic well-being
- It is clear that Broadband is taken very seriously in Poland, for example
  - The nationwide PIONEER Network administered by Poznan supercomputer centre is world class
  - The Broadband Communication Network of Kuyavia and Pomerania Region Ltd. at Torun aims to bring benefits to society
  - Netia and Alcatel have just announced a broadband wireless access network for Lublin
- We will hear more today

# Thank you

