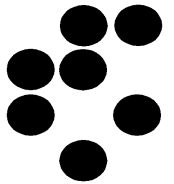


BReATH – Broadband e-Services  
and Access for the Home

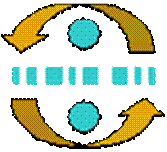


# Development of a general framework model for broadband deployment

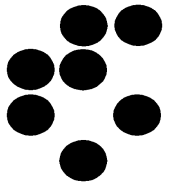
Neda Bogdanovič, Borka Jerman-Blažič,  
Peter Trkman, Tomaž Turk

IJS

University of Ljubljana, Faculty of Economics



BReATH – Broadband e-Services  
and Access for the Home



# Goal

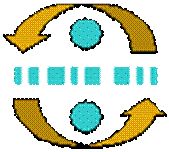
## **Development of a strategic model for evaluating strategies**

*In the form of comprehensive framework model for examining and assessing for strategic decisions*

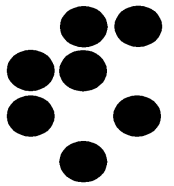
## **Develop a good practice framework for regional and micro level**

*In the form of framework model that can be used to examine a range of scenarios*

## **Key stages in designing or developing delivery of residential broadband services**

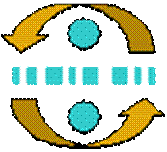


BReATH – Broadband e-Services  
and Access for the Home

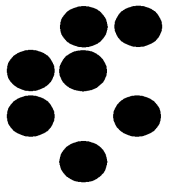


# Model development basic elements

- Application of the scientific approach
- BReATH project definitions and requirements
- Expert knowledge- economical, technological, methodological, experience
- Data and information concerning goals gathered from: BReATH project, research studies, literature and other reliable sources



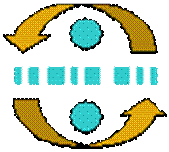
BReATH – Broadband e-Services  
and Access for the Home



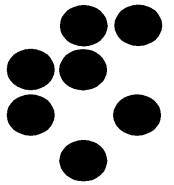
# Analysis, 1st step: complex statistical analysis using quantitative and qualitative methods

Statistical analyses established 3 influence factors:

- enablers and incentives (bases of enabling factors and facilitators)
- usage of services (gaining the added value by information services)
- sector structure (economic and social environment)



BReATH – Broadband e-Services  
and Access for the Home



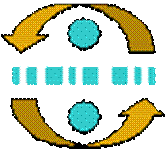
# Analysis, 2nd step: type of influence

## Supply side:

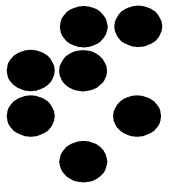
- economic policies (the business model of operators with incentives or other actions)
- societal activities (legislative or regulative acts)

## Demand side:

- economic policies (demand for services from the consumers )
- societal activities (value of the broadband should be increased)



BReATH – Broadband e-Services  
and Access for the Home



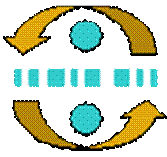
# Strategic Framework Model for the BB deployment

## Three level

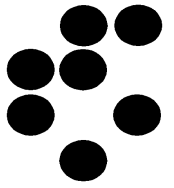
- macro ( country) level
- middle ( regional) level
- micro level ( company, user, citizen..)

## Type of influence

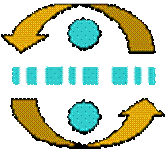
## Influencing factor



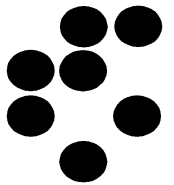
BRReATH – Broadband, Resilience and Access to the Home



		<i>type of influence</i>		<i>I supply-side economic policies</i>	<i>II supply-side societal activities</i>	<i>III demand-side economic policies</i>	<i>IV demand-side societal policies</i>
<i>influencing factor</i>							
<i>influencing factor</i>	<i>1. enablers and incentives</i>			economic development, price caps for BB services	legislation in support of e-business; legislation in support of telework etc. universal service obligations	improved access to PCs tax incentives for investment in PCs, Internet connection	general increase of e-awareness
	<i>1. enablers and incentives</i>			support of service development, public-private partnerships	development of C2G and B2G services	encouraging of C2G	increase of e-services awareness education
	<i>2. usage of services</i>			techno-economic modelling public-private partnerships in technology development	regulation (different sorts)	actions to decrease switching costs	
<i>1. enablers and incentives</i>	<i>2. usage of services</i>						<b>Strategic (national) level</b>
<i>2. usage of services</i>	<i>3. sector structure</i>	partnerships in technology development on the regional level	policies for underdeveloped regions	subsidies to companies / households on regional level	/	<b>Regional level</b>	
<i>3. sector structure</i>	<i>3. sector structure</i>	provider's business model	marketing activities towards competition	price/quality of service ratio	willingness to accept new providers		<b>Micro level</b>

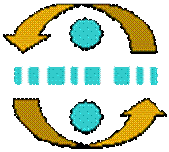


BReATH – Broadband e-Services  
and Access for the Home

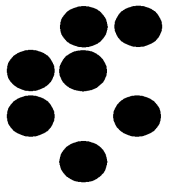


# Model application

- Analyse different development strategies of deploying technology and growing services.
- Use to understand the effect of alternative deployment strategies and to provide one of the inputs to determining ‘best practice’ for the area and in setting benchmarks
- To compare known conditions- case analysis
- Define key stages in designing or developing delivery of residential broadband services

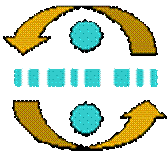


BReATH – Broadband e-Services  
and Access for the Home

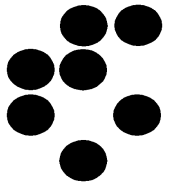


# Example: Support of tele-work

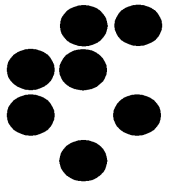
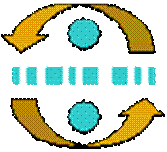
- broadband is an enabler of telework.....,
- ....telework is facilitator of broadband access
- long term influence
- requires changes in society
- government actions can encourage the spread of telework(Ayres, Williams, 2004).



BReATH – Broadband, Resilience and Access to the Home

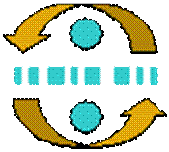


		type of influence		I supply-side economic policies		II supply-side societal activities		III demand-side economic policies		IV demand-side societal policies	
1. enablers and incentives	influencing factor	1. enablers and incentives		economic development, price caps for BB services		legislation in support of e-business; legislation in support of telework etc. universal service obligations		improved access to PCs tax incentives for investment in PCs, Internet connection		general increase of e-awareness	
	influencing factor	1. enablers and incentives		2. usage of services		support of service development, public-private partnerships		development of C2G and B2G services		encouraging of C2G	
	1. enablers and incentives	2. usage of services		3. sector structure		techno-economic modelling public-private partnerships in technology development		regulation (different sorts)		actions to decrease switching costs	
2. usage of services	3. sector structure		partnerships in technology development on the regional level		policies for underdeveloped regions		subsidies to companies / households on regional level		/		<b>Strategic (national) level</b>
2. usage of services	3. sector structure		privoder's business model		marketing activities towards competition		price/quality of service ratio				
3. sector structure	3. sector structure		privoder's business model		marketing activities towards competition		price/quality of service ratio		flexibility to accept new providers		<b>Regional level</b>
3. sector structure	3. sector structure		privoder's business model		marketing activities towards competition		price/quality of service ratio		flexibility to accept new providers		<b>Micro level</b>

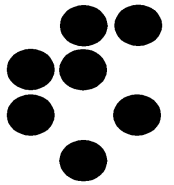


# Further work

- IJS (September, October):
  - refinements of the model
  - application of the model to macro level
- other partners (September, October):
  - provide suggestions for refinement of the model
  - apply the model to their own case studies



BReATH – Broadband e-Services  
and Access for the Home



# Further work

- Further development of the model
- Case analysis
- Using in Decision Support Systems for the qualitative analysis