Policies for Mobile Broadband
Broadband Expansion and Economic Impact
Broadband has a Positive Impact on GDP Growth

Impact on GDP of 10% increase on penetration

- Fixed Broadband
  - Low impact: 0.60%
  - High Impact: 1.50%

- Mobile Broadband
  - Low impact: 1.00%
  - High Impact: 1.80%

Source: Multiple sources – see references
Mobile Allows for Faster Expansion of Broadband

Mobile and Fixed Broadband Subscriber Growth

Source: Telegeography (mobile broadband)
Some Countries are Growing Faster…

Mobile and Fixed Broadband Subscriber Penetration

Source: Telegeography
Policies to Facilitate Broadband Diffusion
Economic Impact: Supply- and Demand-Side

- Supply Pushes Demand
- Demand Pulls Supply

Absorptive Capacity
Supply-Side Policies
Availability of Spectrum and Removal of Restrictions

- Brazil
- Ecuador
- Venezuela
- Chile
- Uruguay
- Paraguay
- 2005
- 2006
- 2007
- 2010
- Costa Rica
- Saudi Arabia
- Egypt
- Tunisia
- Jordan
- Costa Rica
- 2010
Expansion of Mobile Broadband Coverage with Reverse Auctions in Chile

Source: Subsecretaria de Telecomunicaciones (SUBTEL), Chile
Backbone Networks and Infrastructure Sharing

Burundi national backbone cooperative development
Demand-Side Policies
Affordability of Devices and Services

Mobile Devices Used to Access Internet (Past 12 months)

- Smartphone: 61%
- Netbook: 37%
- Tablet: 22%

Source: Accenture, Mobile Web Watch 2012

Mobile Devices Offered by LTE Operators

- Smartphones: 37%
- Featurephones: 14%
- Tablets: 7%
- Dongles: 4%

Source: Wireless Intelligence
Foster Development of Broadband Applications

Mobile apps as a driver of demand

Source: Telegeography (mobile broadband) and Apple and Google (Apps downloads) through statista.com / * (Jan 2013)
Co-Creation of Services and Applications
Thank you

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References:

• Thompson, H. & Garbacz, C. (2011) Economic impacts of mobile vs. fixed broadband

• Deloitte, GSMA & Cisco (2012) What is the impact of mobile telephony on economic growth?