

Broadband Strategy & Broadband Network Trends of China

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提纲

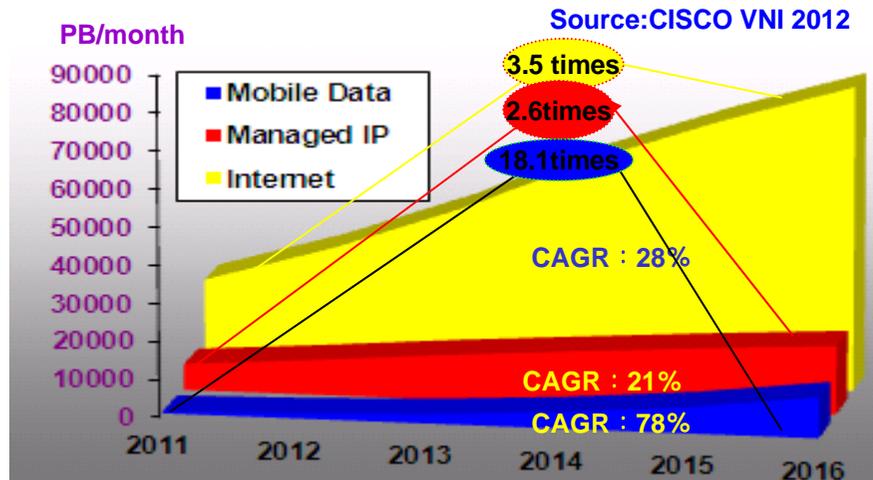


Trends of Broadband Service

Broadband Strategy of China

Broadband Network Status & Trends

Huge Requirements of global broadband services

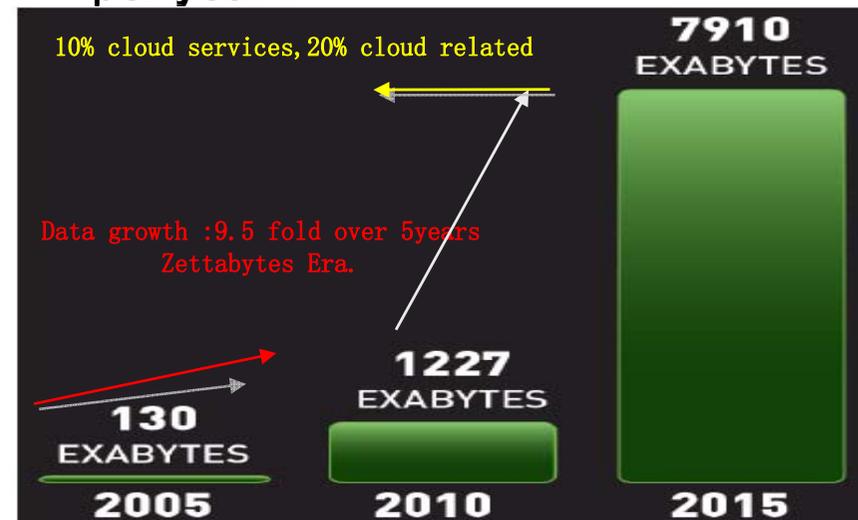


Rapid growth of global traffic



Key applications of Network Traffic

- ◆ 2011~2016 global IP traffic will increase 4 times, with CAGR of 29% , video traffic account for 54% ;
- ◆ 2011~2016 mobile traffic growth is 18 folds, with CAGR of 78%.
- ◆ By 2016, global IP traffic will reach an annual run rate of 1.3 zettabytes per year .



Cloud Computing call for big data

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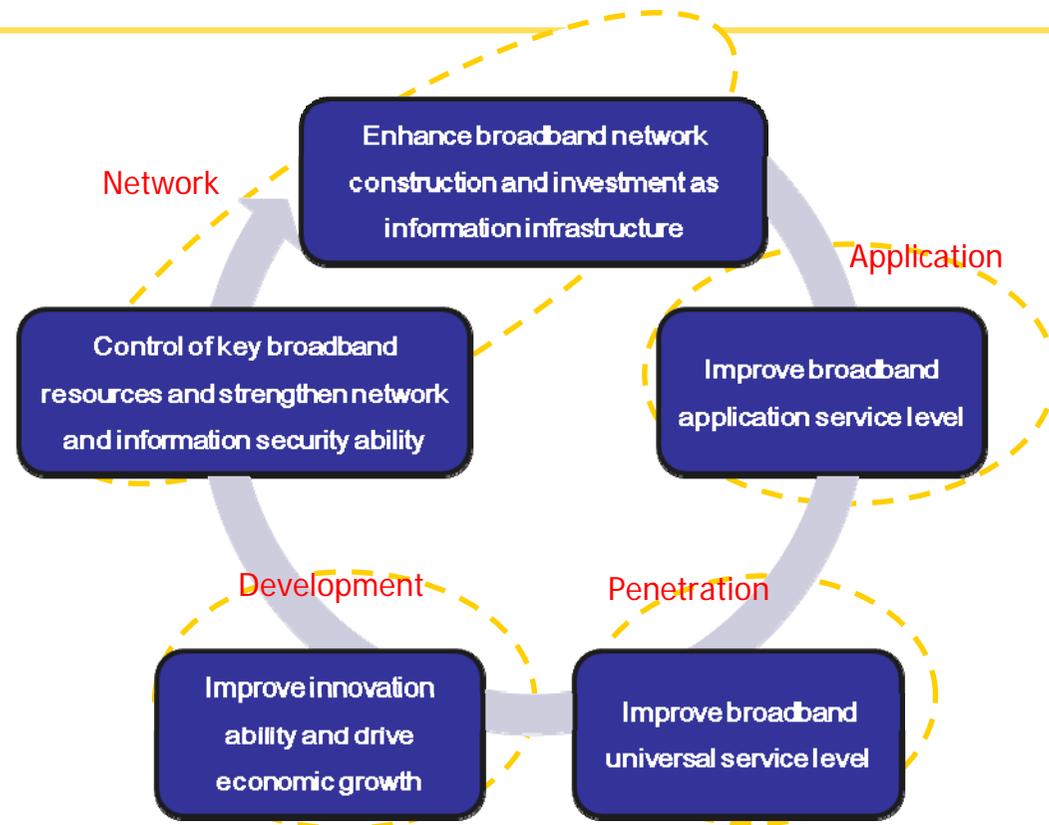
Broadband Network Status & Trends

Broadband Plan of Various Countries Globally

Broadband strategic status is improving. Broadband is regarded as key infrastructure for national development.

Broadband deployment is the key driver for global economic growth. According to the World Bank, 10% growth of broadband penetration rate will drive 1.4% growth of GDP.

- Untill now, more than 110 countries have announced their broadband plan.
- Most of the developed counties have set 100Mbps as their broadband speed target for 2020.

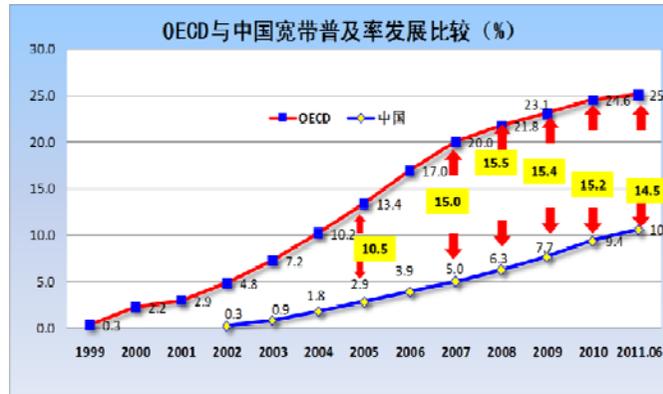


Broadband Status in China

During the 11th 5-year Plan of China, 40% of the telecom investments were related to the broadband. For the 12th 5-Year Plan of China, 80% of that will be on broadband.

Low penetration level

The broadband user 0.16 billion, penetration rate 11.7% (global average rate 8%). But far behind OECD countries.



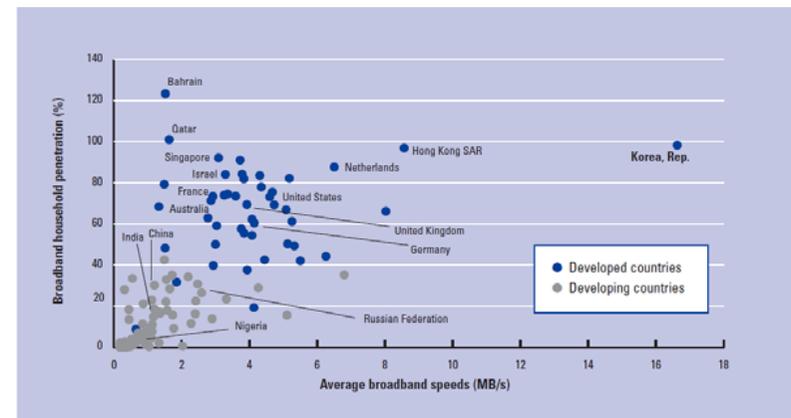
Unbalanced development

Penetration rate differences of East & west region, urban & rural area are still large.

High Price The broadband relative price is still high compared with the economic development level.

	宽带价格绝对值排名 (从低到高)	宽带价格占月人均GNI排名 (从低到高)
165个经济体	36	91
人均GNI在3000-5000美元的25个经济体 (中国: 3650美元)	7	10

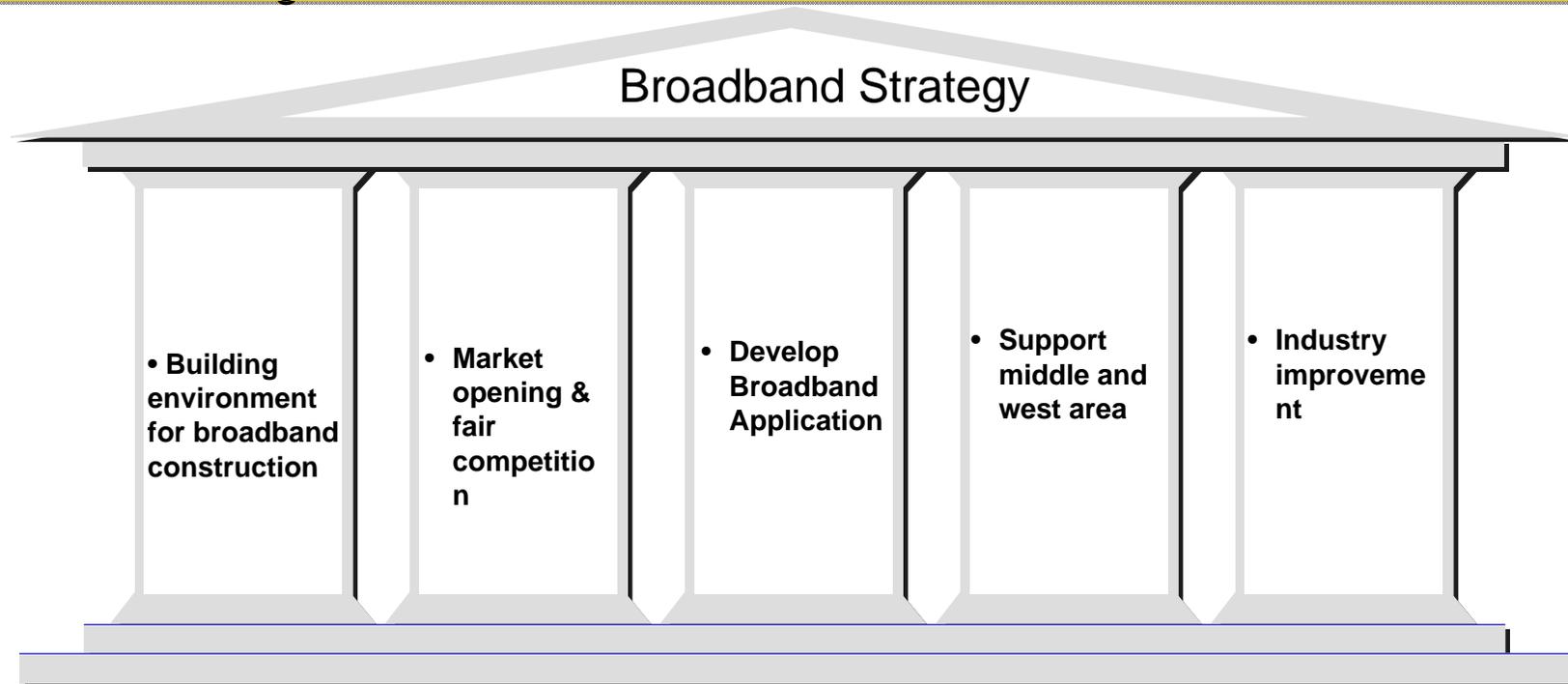
Low network speed 2Mbps average access speed far behind 20Mbps of OECD countries.



China Broadband Strategy under Design

From February 2012, Chinese government has started to design broadband strategy of China (target 2013~2020).

Strengthen broadband development from various perspectives, including market environment, network construction, financial and taxes, industry, etc., under the guidance of the government.



Broadband Strategy will greatly accelerate network deployment and broadband application in China.

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预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_7454

