

**Expert Group Meeting on Emerging ICT Development and
Opportunities for Enhancing Cooperation for Regional Connectivity
UNESCAP**

22-24 November 2010

Bangkok, Thailand



The Optimal Deployment of Broadband in Asia: Thailand's “meaningful broadband” model

**Dr. Craig Warren Smith,
Founder of Digital Divide Institute
Chulalongkorn University**

In Thailand, a new model for bridging the digital divide could have far-reaching Implications throughout Asia and the rest of the developing World.

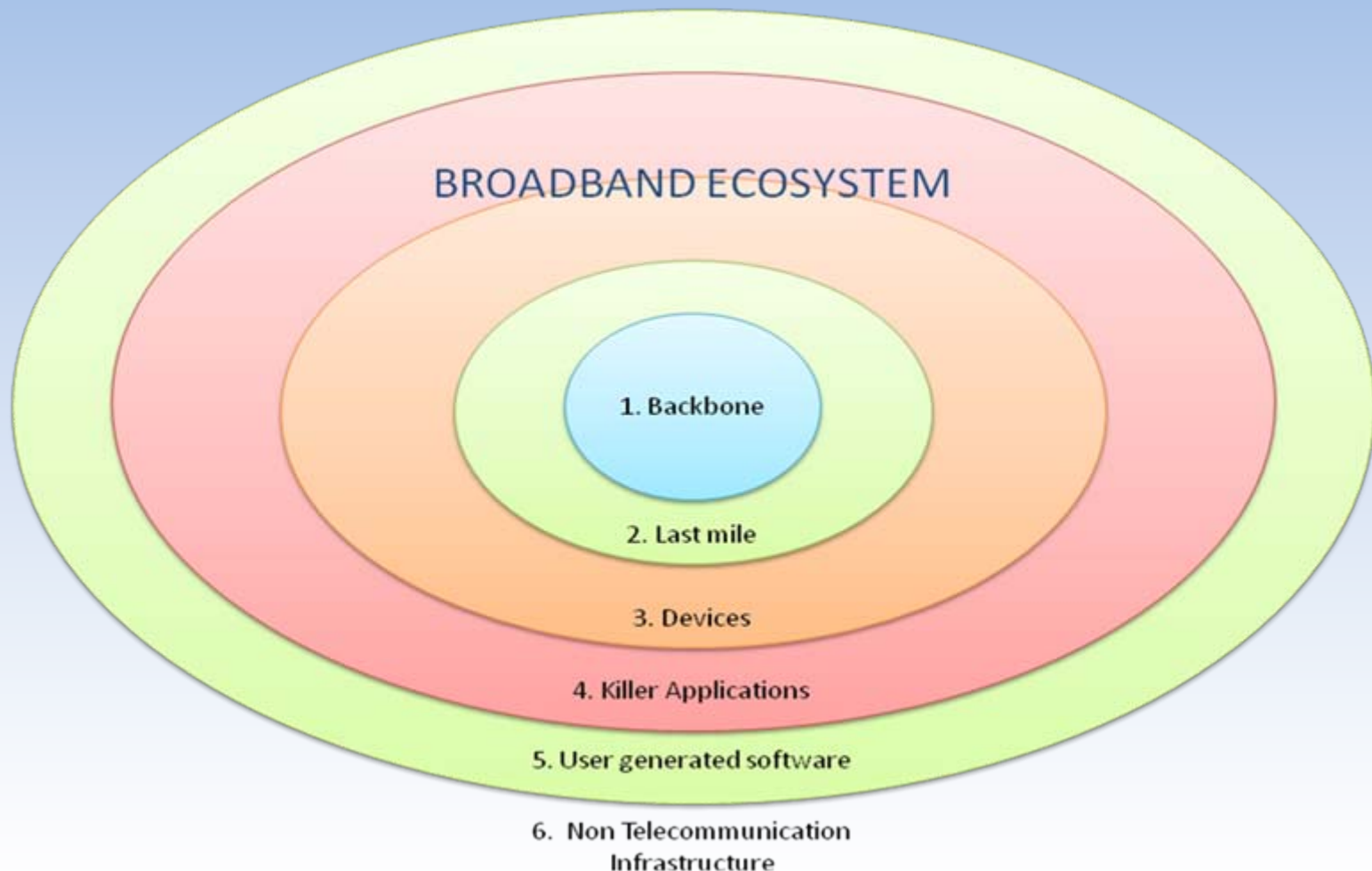
--- Andrew Harris,
Telecommunications Analyst,
Economist Intelligence Unit, Nov. 4, 2010

Purpose of my talk

- What is Meaningful Broadband?
- Optimal benefits of broadband in Thailand
- Our four-part MBR process
- Five domains of innovation
- Proposal to UNESCAP: A Model for Optimal Deployment of Broadband in Asia

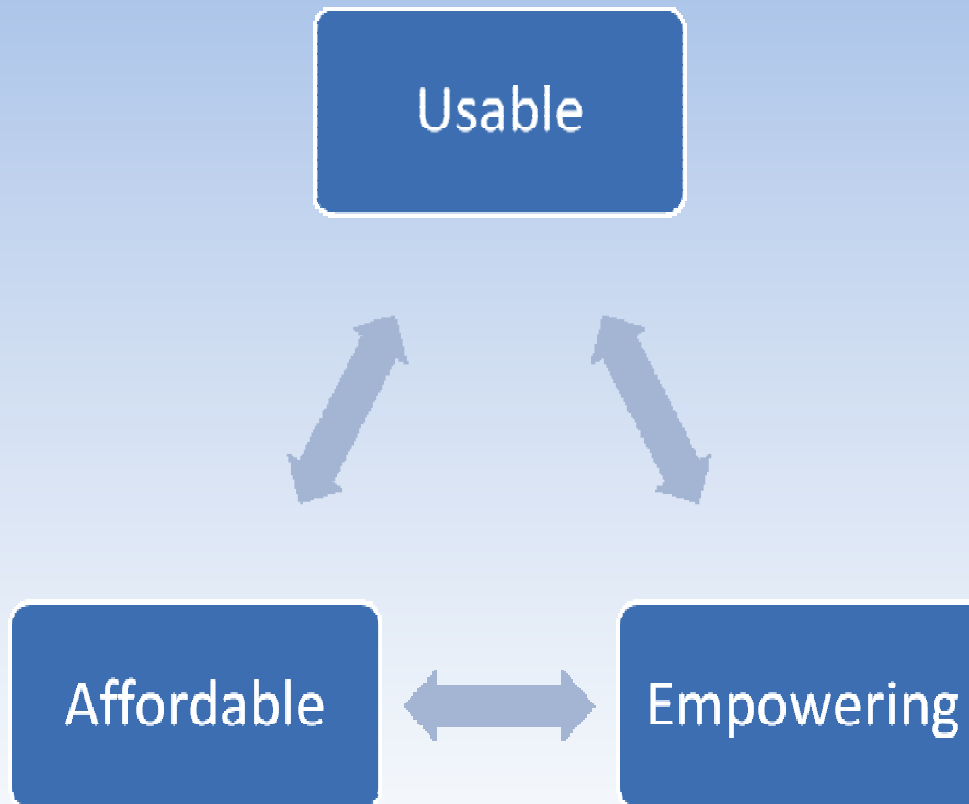
What is Meaningful Broadband (MBB) ?

- MBB is a “broadband ecosystem” in which high-speed bandwidth travels from backbone, to “Last Mile,” to devices, to apps to produce desirable impacts on citizens, enterprises, communities and governments.



What is Meaningful Broadband (MBB) ?

- MBB closes the Digital Divide by being *usable*, *affordable* and *empowering* to mass markets.



Optimal benefits of broadband for Thailand

Which way for Thailand?

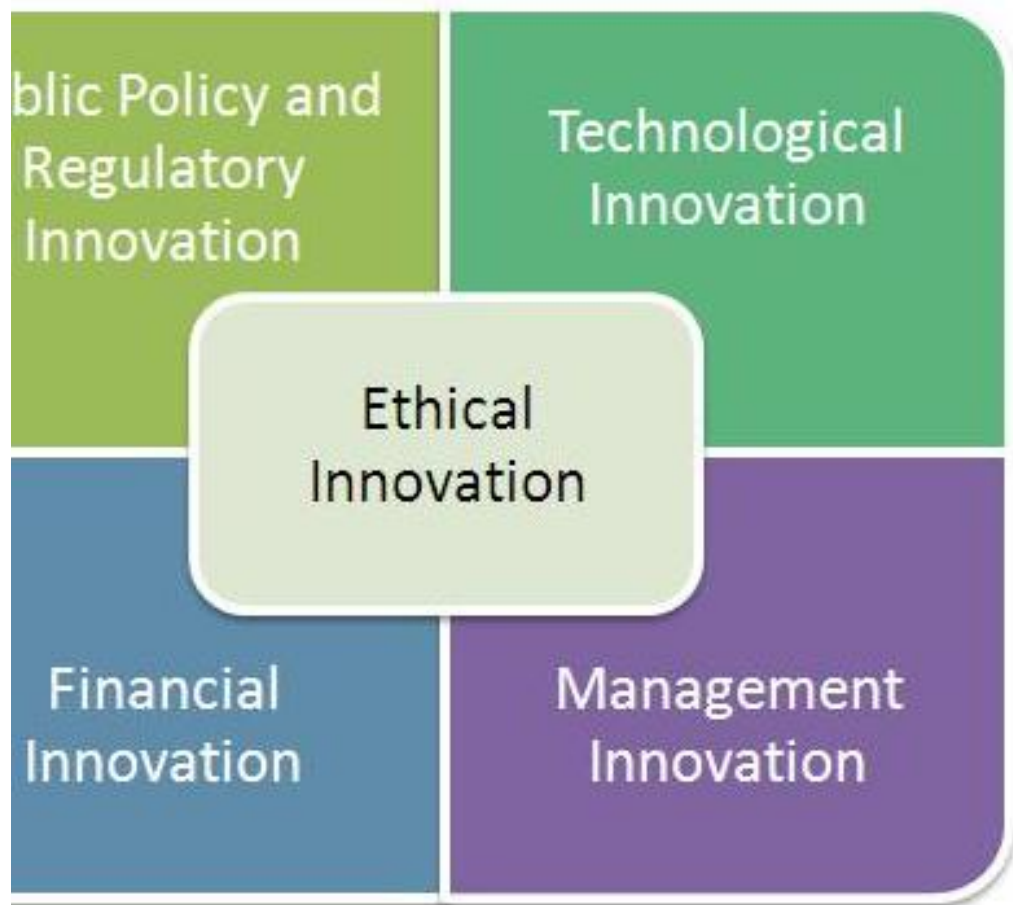
FACTOR (2015)	BAU (Business As Usual)	MB (Meaningful Broadband)
Penetration Rate (age 13+)	+37% population +17% households	+84% population +74% households
GDP Boost	+0.90%	up to 3.5%
Inequality*	Gini 0.48 High/low 1:65	Gini 0.35 High/low 1:47
Workforce Development	-17% of KEI**	+14% of KEI **
Microfinance Growth	+12%	+320%
Productivity Growth	+7 (in rankings)	+18 (in rankings)
Investments Impacts	+\$3 billion	+\$9 billion
R&D Impacts	0.26% of GDP	1.5% of GDP
Impact of Stimulus II	+0.80% of GDP	+2.3% of GDP

Our four-part MBR process

- **MBR 1.0:** Vision of the Optimal Role of Broadband for the Nation
- **MBR 2.0:** Costs and Benefits of Broadband for the Nation
- **MBR 3.0:** Roadmap for Meaningful Broadband
- **MBR 4.0:** Working Groups (government, business and academia)

The Domains of Innovations

5 Innovations



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_8027

