Developing Broadband Strategies:
The Commonwealth Approach

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Broadband & Socio-Economic Growth

- GDP increases up to 1.38% with 10% increase in Broadband penetration levels
  - Considering Fixed, Mobile, Internet and Broadband

Ghana’s mobile Internet penetration stands at 54.09% (Source: NCA 2014)

In 2016 April Ghana had 67.29 % Mobile Data Subscribers (Source: NCA 2016)

Broadband Strategies [1/2]

• Countries with National Broadband Plans, Strategies or Policies
  – Based on 196 countries (includes plan, strategy or policy specific to broadband)

Source: ITU (2014)
Broadband Strategies [2/2]

- Number of countries with National Broadband Plans
  - Based on 196 countries (from 2005 – 2014)

Source: ITU (2014)
Broadband & ICT Status in Ghana Today

• **Mobile Penetration 131.63%**
  - Operators Market Share (V): MTN 47.2%, Vodafone-Ghana 21.9%, Tigo 14.2%, Airtel 13.5%, Glo 2.6%, Expresso 0.3%

• **Fixed Line**
  - Operators (Subscriber Numbers): Vodafone-Ghana (248,819) & Airtel (8,105)
  - Penetration: less than 1.5%

• **Broadband Wireless Access (BWA) Data Providers:**
  - Main providers: Surfline, Blu Ghana, Broadband Hone
  - Subscription for BWA: 93,351 Subscribers
  - Cellular Mobile Data Subscription: 18,605,236 with a penetration of 67.29%

*Source: NCA, April 2016*
Some Broadband challenges in Ghana

- **Enhance existing policies, legislation and regulation**
  - e.g. robust spectrum and licencing management

- **Review the National Broadband Strategy**
  - Increase availability of relevant applications and content to drive demand

- **Access and affordability**
  - Increase affordability and access (tax incentives)

- **Infrastructure capacity and QoS/QoE improvement**
  - Broadband speeds need to be improved to enhance online experience

- **Cybersecurity & Cybercrime**
  - Enhance the current Cybersecurity strategy e.g. have sectorial CERTs
Rethinking Broadband as an Ecosystem

• Traditionally Broadband
  – Defined as a high-speed network that connects users
    o Speeds above 256 Kb/s (1 – 2 Mb/s)

• Broadband ecosystem is more than speed
  – Interconnected, multi-layered ecosystem
    o Consists of high-capacity communications networks, services, applications and users
Broadband Ecosystem

• The Commonwealth Approach

1. Policy, Legal & Regulatory
2. Infrastructure, Connectivity and Devices
3. Capacity building & Awareness
4. Content, Applications and Innovation
5. Financing and Investment
Development of a Nation Broadband Strategy

- Need support from highest levels of government
- Through multi-stakeholder partnerships (private sector, public sector & civil society)
- Draw on the expertise of the International Community
- Appoint a lead organisation or institution
- Be realistic and consider to the commercial interests of the private sector
- Add mechanisms to monitor & validate implementation
The Commonwealth Approach [1/2]

1. Define principles and objectives via stakeholder consultations to guide the process
2. Establish a steering committee to provide high-level guidance and to facilitate collaboration
3. Develop a High Level Strategy Document detailing the responsibilities, priorities, funding etc
4. Develop implementation Logical Frameworks to supplement the strategy
5. Identify the financial sources and obligations required to implement the Broadband Strategy

Monitoring and evaluation
The Commonwealth Approach [2/2]

• Ghana Broadband Strategy considered five strategic focus areas

1. Policy, Legal & Regulatory
2. Infrastructure, Connectivity and Devices
3. Capacity building & Awareness
4. Content, Applications and Innovation
5. Financing and Investment

For each focus area, develop:
- Objectives
- Expected Outcomes
- Specific strategic initiatives

Design implementation Log Frames:
- Targets
- Key Performance Indicators
- Implementing agency
- Assumptions
- Flagship projects
Policy, Legal & Regulation

- Increase competition in the ICT sector
- Address issues related to privacy, data protection, cybercrime, critical national infrastructure
- Promote innovative use of spectrum
- Promote Open Access & Infrastructure sharing
- Promote good QoS and enhance user experience and trust with broadband
- Develop policies that are inclusive and progressive
Infrastructure, Connectivity and Devices (1/3)

- Enable transparent, affordable and open access to shared infrastructure
- Extension of broadband connectivity to all unserved areas
- Increase affordability of ICT devices for target user groups
- Increase broadband access to homes and businesses
- Develop wireless broadband infrastructure across the nation
Capacity Building & Awareness (1/3)

- Create awareness of benefits of broadband
- Encourage demand for broadband
- Enhance digital literacy skills
- Develop local technical expertise
- Create awareness of existing planned broadband technologies, services & capacity building initiatives
Content, Applications & Innovation (1/3)

- Develop, and provide broadband e-Government applications and services
- Create and encourage innovation and creativity of new applications and services
- Engage with R&D activities across the nation
- Promote the availability of, and access of local, culturally relevant content in digital format
Finance & Investments (1/2)

- Promote private investments and partnerships in the ICT sector
- Promote the development, and usage of ICT financial services and applications
- Consider setting up & operationalizing a Universal Services Fund
- Promote the use of ICTs by government for financial transactions
Q & A Session

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