SCREENING CHAPTER 10
INFORMATION SOCIETY and MEDIA

AGENDA ITEM 10A : BROADBAND STRATEGY

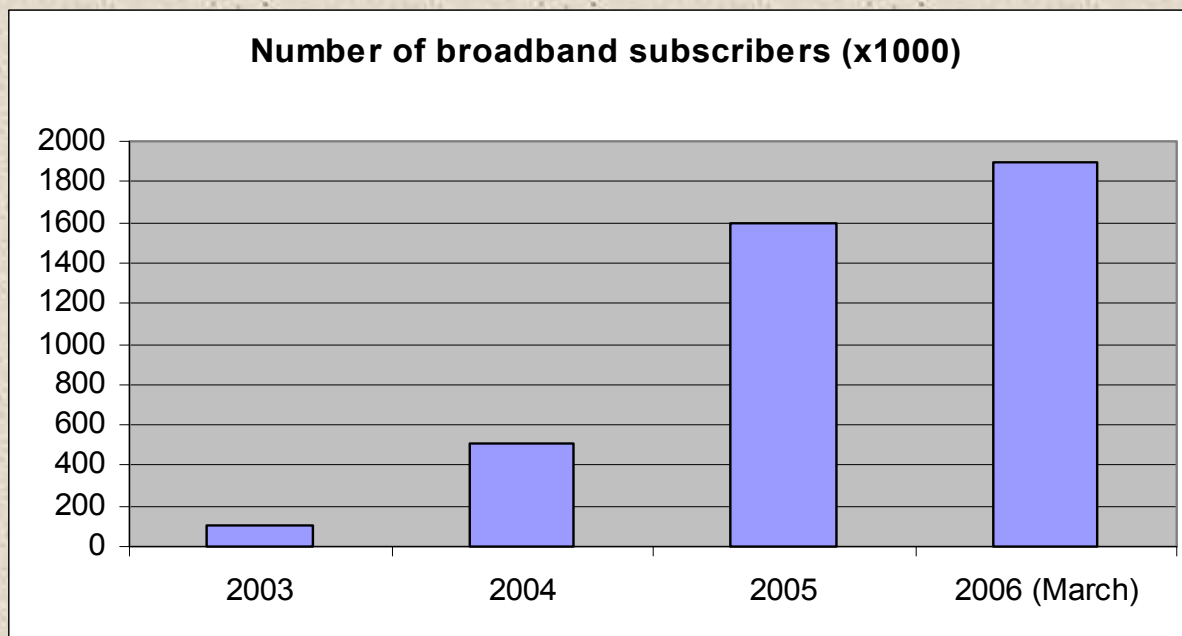**Country Session: The Republic of TURKEY**
13-14 July 2006

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  ✓ Liberalization

  ✓ Initiatives regarding broadband use and PC ownership

➢ Broadband development initiatives

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Overview of Current Situation (1)

Broadband Infrastructure (March, 2006)

Technology	Number of subscribers	Penetration (%)
ADSL	1,841,354	2.5
Cable modem	30,273	0.04

Number of broadband subscribers (x1000)

Source: Telecommunications Authority
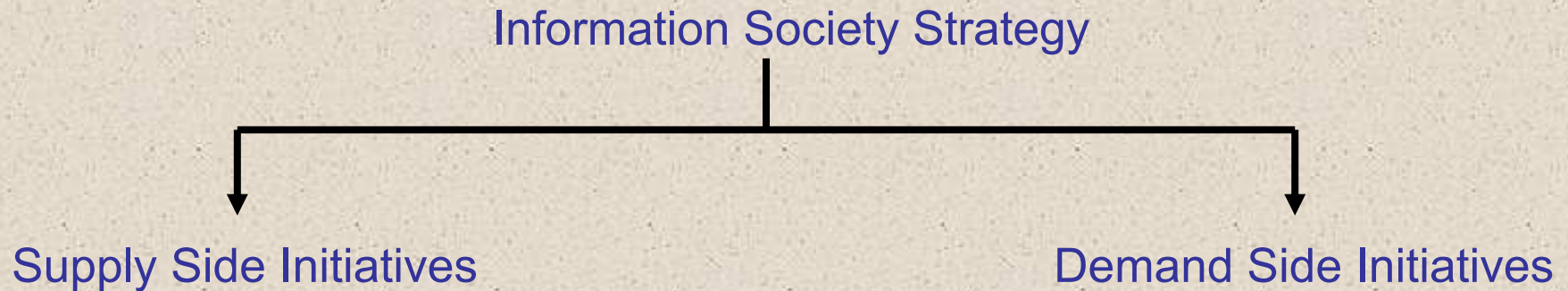
Overview of Current Situation (2)

Liberalization:

➢ Electronic communications sector liberalized in 2004

➢ National regulations mostly consistent with new regulatory framework

Initiatives regarding broadband use and PC ownership:

➢ Broadband connections to schools

➢ IT classes in schools

✓ Basic Education Project Phase II

✓ 100% Support to Education Campaign

Broadband Development Initiatives

Information Society Strategy

Supply Side Initiatives   Demand Side Initiatives

Main Principle: Minimum intervention to functioning of the market

2010 Targets

	Current	2010
Broadband subscriber penetration (%)	2	12.5
Enterprises with broadband access (%)	20	70
Cost of broadband to end user/income per capita (%)	5.4	2
Broadband coverage (%)	75	95

Envisaged Activities (1)

<u>Supply Side Initiatives:</u>

Authorizations regarding new broadband infrastructure and services

- ➢ 3G Mobile Services
- ➢ Wireless Broadband Services (LMDS, Wi-Max, etc.)
- ➢ Power Line Communications

<u>Demand Side Initiatives:</u>

<u>Financial Incentives</u>

- ➢ Reducing "Special Communication Tax" for internet services

  Current rates:
  - ✓ 15% for fixed services
  - ✓ 25% for mobile services

Envisaged Activities (2)

Demand Side Initiatives:

Promoting computer and internet use

- ➢ Campaign for computer and broadband connection ownership
    - ✓ Decreasing tax burden (VAT, Special Consumption Tax)
    - ✓ PPP with financial institutions and suppliers
- ➢ Establishing "Public Internet Access Points"
    - ✓ 4500 PIAP's all around the country
    - ✓ Provision of basic IT education in PIAP's by qualified personnel

Envisaged Activities (3)

Demand Side Initiatives:

Promoting computer and internet use

- ➢ Opening IT classes in schools to citizens
  - ✓ At least one IT class in every high school
  - ✓ Opening IT classes to citizens at predetermined time intervals
- ➢ IT education for students and adults
  - ✓ Updating curriculum to cover basic IT skills
  - ✓ Skill development courses for adults in IT classes
  - ✓ Provision of IT courses for conscripts
  - ✓ IT skill development for civil servants

Envisaged Activities (4)

Demand Side Initiatives:

Promoting computer and internet use

- ➢ Pilot project for ICT awareness and usage in rural areas
  - ✓ Providing hardware and internet access to entrepreneurs
  - ✓ Access to agricultural information via ICT's
- ➢ Actions regarding internet security
  - ✓ Regulations for responsibilities of service providers and internet cafes regarding on-line content
  - ✓ Security certification for e-Commerce sites
  - ✓ Regulations regarding the protection of personal data

Envisaged Activities (5)

Demand Side Initiatives:

Public sector activities

- ➢ e-Government applications
    - ✓ e-Government gateway
        - ▪ Integrated service provision via a single portal
        - ▪ Common services (ID management, e-Payment)
        - ▪ Accessible through mobile platforms
    - ✓ Secure government network
    - ✓ e-Health projects
        - ▪ Access to health information for doctors
        - ▪ Information exchange among health institutions
        - ▪ Telemedicine applications

Envisaged Activities (6)

Demand Side Initiatives:

Public sector activities

➢ e-Procurement

➢ Transportation portal

✓ On-line provision of transport information (routes, time, costs, traffic density, accidents, etc.)

✓ On-line reservation and purchase

Envisaged Activities (7)

<u>Demand Side Initiatives:</u>

<u>Developing on-line content</u>

➤ Digitalisation and on-line provision of printed and audio-visual content

- ✓ Tourism portal
  - ▪ Information on touristic and historical places
  - ▪ Information on tourism facilities and on-line reservation
  - ▪ Information exchange among tourism agencies
- ✓ Education portal
  - ▪ Electronic provision of curriculum content
  - ▪ Access to administrative information for students

Envisaged Activities (8)

Demand Side Initiatives:

Developing on-line content

- ➢ Cultural Portal

    - ✓ Enhancements with audio-visual content of TRT

- ➢ Portal for academic theses

- ➢ Integrated library system

    - ✓ Searching and reservation of printed-electronic material

    - ✓ Electronic provision of mostly demanded material

- ➢ Legal regulations regarding DRM

Envisaged Activities (9)

Demand Side Initiatives:

Initiatives for SME's

➢ Broadband access for SME's

✓ Provision of computers and broadband connections, 50% subsidised by the government

✓ Web hosting

✓ Covering 150,000 SME's

Connecting Public Administrations

➢ Demand aggregation

✓ Developing infrastructure in remote areas

Thank you...

The Republic of TURKEY