



# GLOBAL FORUM

Shaping the Future  
2008



## COLLABORATIVE CONVERGENCE

*Users Empowerment in the Global Digital Economy*

**TUESDAY 21 & WEDNESDAY 22, OCTOBER, 2008**

**ZAPPEION PALACE, ATHENS, GREECE**



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Ministry of Industry, Tourism and Trade, Spain



# ICT overview

- ❑ ICTs drive convergence of **infrastructures**, **platforms**, **operators** and **services**.
  - Convergence ⇒ **new paradigm**
    - social and geographic barriers vanish
    - users' opinions and ideas count
    - they act as market experts ⇒ **new services**
    - social networks
- ❑ **New practices**, **new business models**
  - **companies** must adapt business models
    - place **focus on new demands** of customers
  - **Governments** ⇒ provide **guidelines** and devise **policies**
    - Favour environment to conform a collaborative techno-ecosystem
      - ⇒ foster **investment** and promote effective **competition**

# Developing ICT and Information Society in Spain: “Plan Avanza”

## ❑ Development of the Knowledge Society by:

- ➔ Fostering the development of **broadband** and **mobile infrastructures**, especially in rural areas
- ➔ Improving **IT technological awareness** and **usage** for all citizens and SMEs
- ➔ Fostering **R&D&i** activity in the corporate environment
- ➔ Expanding **e-Government practices** and **services**
- ➔ Selecting key areas to **promote IT Spanish industry** into **leadership** positions

❑ Budget 2005–2008: over **6.5 billion €**

❑ Cooperation and co-financing with **private & public** (Regional and Local Administrations) **sectors**

❑ Non-central Government funds mobilised in 2006–2007: over **3.8 billion €**

# Outstanding achievements

## Leading position

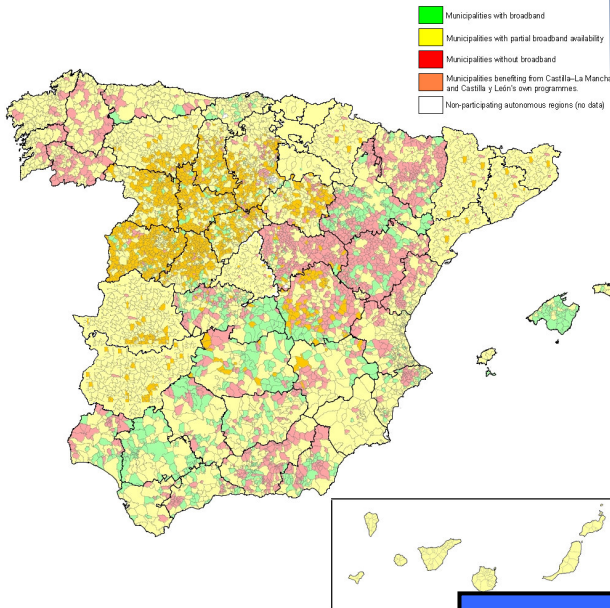
1. Broadband coverage to nearly 100% of the population (special emphasis on rural areas).
2. Networked Education (e-Education) in public High-Schools.
3. e-Government actions to modernise public services (plus extensive use of the National e-Identity Card).
4. e-Health Programme, to generalise use of the e-Health Card and to interconnect all Spanish hospitals and health centres.
5. Country-wide deployment of Digital Terrestrial Television (DTT)

# 1. Broadband coverage (BB Programme)

- ❑ In Spain: 8,110 municipalities: **5,820 < 2,000 inhab.;** **996 < 100 inhab.;** also, **difficult orography.**
- ❑ **Rural areas target** ⇒ Population: **8,356,552 people** ⇒ **5,706 municipalities** ⇒ **58,444 population centres.**

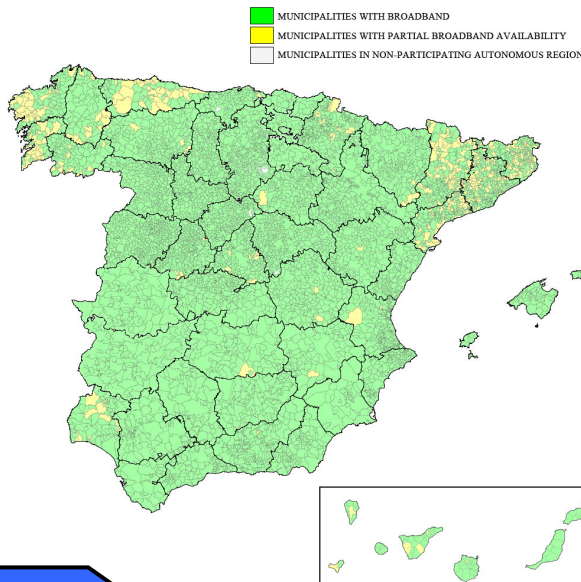
**2004:** Broadband coverage of the population in Spain ⇒ **80%**

- BBP: provide Broadband coverage to 100% of the residents in **population centres** without coverage, or with insufficient coverage.



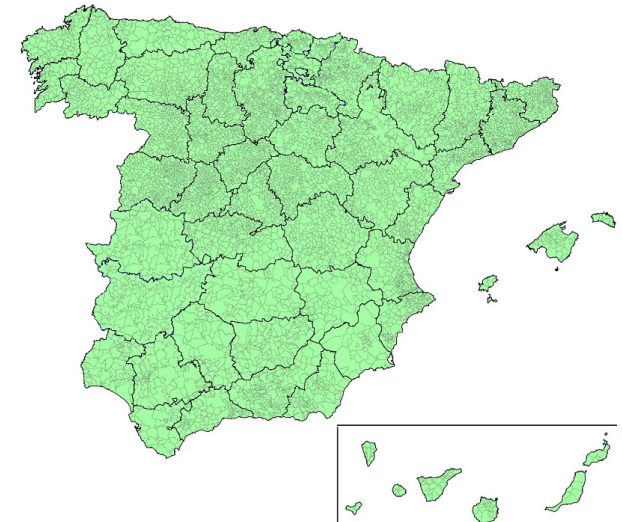
**May 2008:** Broadband coverage of the population in Spain ⇒ **98%**

- 8,314,625 citizens benefited.
- in 5,680 municipalities.
- 58,204 population centres.



**December 2008:** Broadband coverage of the population in Spain **98-99%**

(100% of inhabitants in BB Programme target population centres)

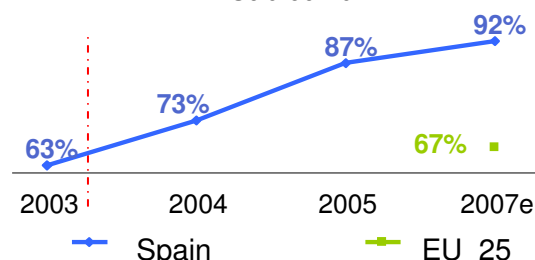


**2005:**  
**BB Programme**  
**begins**

## 2. Networked Education (*Internet in the Classroom*)

- ❑ **98.5% of educational centres are connected to the Internet. 92% of these already have Broadband**, compared to **67%** in the EU-25.
- ❑ **Digital infrastructures** and **content** implemented in 18,000 schools
- ❑ **5 million students** and **400,000 teachers** reached.

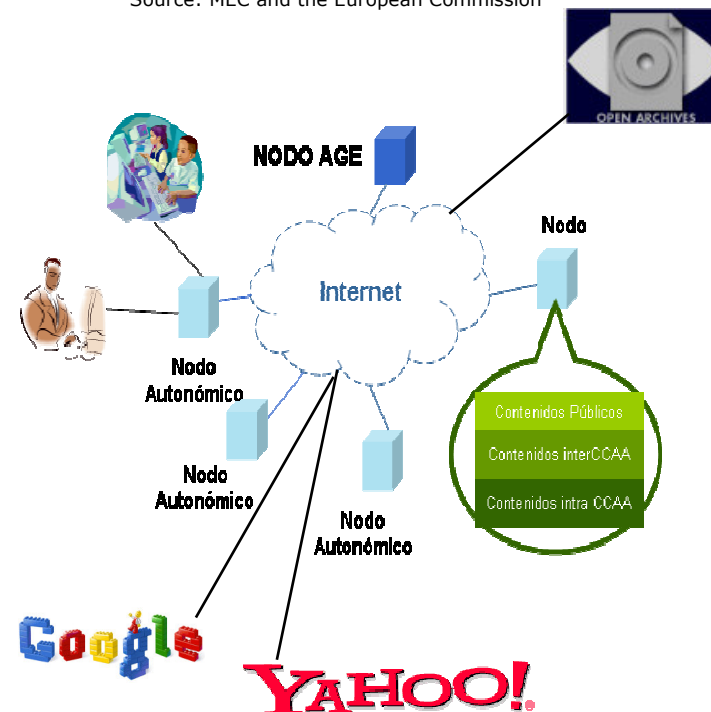
% of educational centres with Broadband



Source: MEC and the European Commission

### Project AGREGA

- ❑ **Federated Repository Platform of Educational Digital Objects** to share contents among teachers
- ❑ **Cutting edge technology** based on **Open Source** standards and **Best Practices**
- ❑ Being used as *reference in other countries*



# 3. e-Government

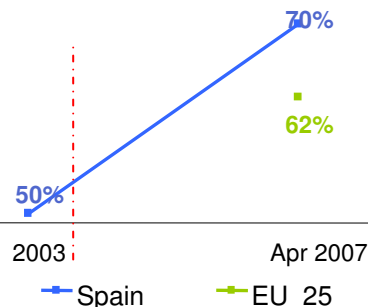
## Digital public services

### □ Two recent Laws approved:

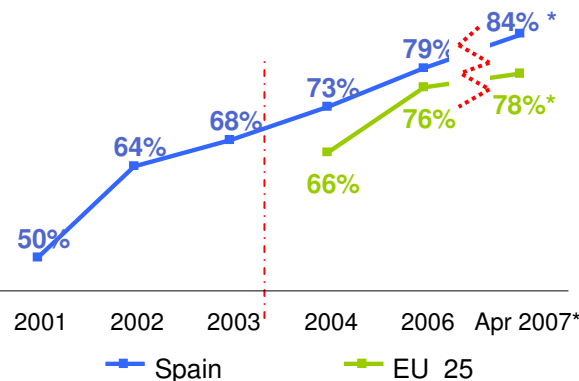
- to **foster IS** (i.e., e-Billing in public procurement, compulsory online channel to customers for services companies, etc.)
- **online access to Government** (central, local) **services** is a citizen right and has to be in place by 2010.

### □ Prominent position in e-Government benchmarks

Degree of availability of the 20 basic public services online



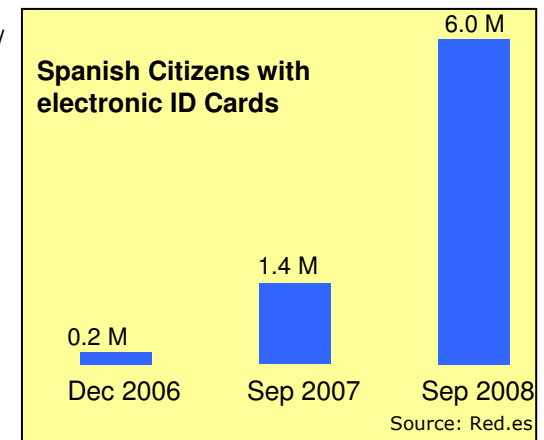
Degree of sophistication of the 20 basic public services online



Source: Prepared internally based on data from the EC  
(Report: e-Government benchmark survey 2007)

## Electronic ID card

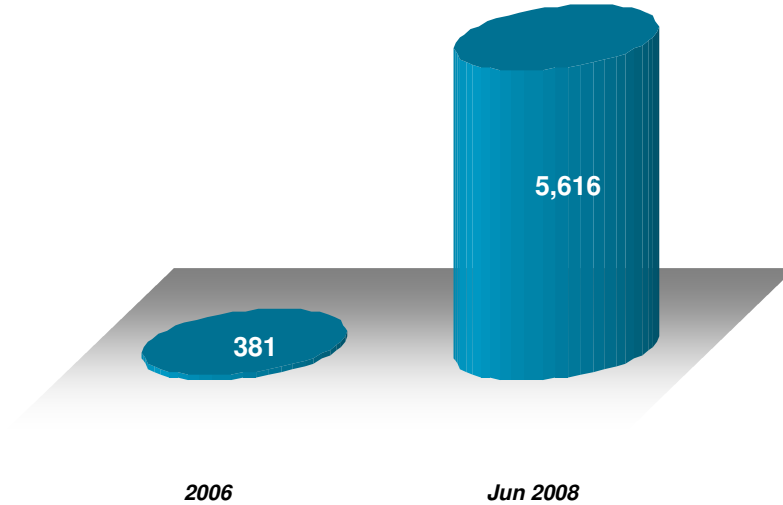
- Over **6 million Spaniards** already using **e-ID Card** (13 % of the Spanish population)
- **Nearly 100%** National ID Offices issue e-ID Card



## 4. e-Health Programme

- ❑ Aimed at interconnecting all Spanish hospitals and health centres (central and regional)
- ❑ ICT infrastructure will enable services:
  - Healthcare e-Card
  - e-Prescription
  - Online Appointments
  - Digital Medical History
  - Tele-assistance & tele-diagnosis
- ❑ At the end of 2008, the **healthcare e-Cards** will be fully **interoperable** in all regions.

Health centres with ICT infrastructure



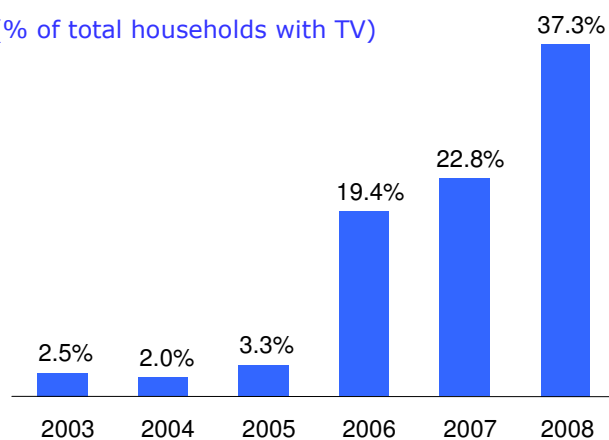


# 5. Digital Terrestrial Television (DTT)

- ❑ Presently **more than 30 free channels**: national, regional and local broadcast stations.
- ❑ Digital switchover **brought forward two years** (April 2010).
- ❑ Pilot projects to promote DTT **interactive services** as an **additional mean to access the Info Society**
- ❑ Some figures (data as of July 2008):
  - More than **90% of TV sets sold** are DTT-ready.
  - **National coverage: 89.15%** ⇒ among the top in Europe
  - **Households connected to DTT: 37%**
  - **Households with access to digital channels (all platforms DTT, cable, satellite, IPTV): 65%**
  - More than **12.4 million DTT receivers** have been sold.

## Households with Digital Terrestrial TV (DTT)

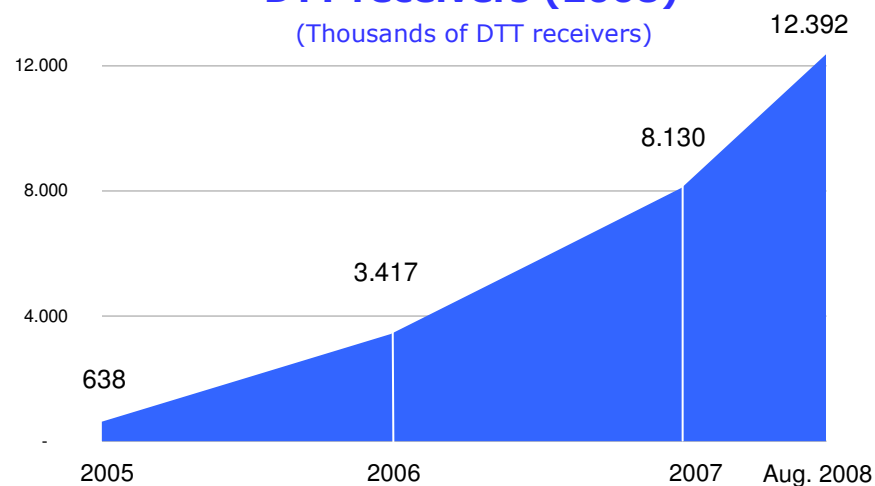
(% of total households with TV)



Source: (INE) Instituto Nacional de Estadística

## DTT receivers (2008)

(Thousands of DTT receivers)



Source: Impulsa TDT based on data from Gfk.

