



National IT and Telecom Agency
Ministry of Science
Technology and Innovation

“Supply-Push / Demand-Pull” *The Danish Approach*

Global Forum, 4 November 2004

Director General
Jørgen Abild Andersen



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Main Challenges for the Regulator

Policy goal in Denmark (1994)

“Best and cheapest services in the world”



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Main Challenges for the Regulator

Means to reach the goal:

- Establishment of free and real competition
- Establishment of appropriate consumer protection



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Main Challenges for the Regulator

Agreement in Principle on Telecommunications
Policy Aims - 1999

- Access to the Network Society
- Best and Cheapest
- Competition leading to innovation and growth
- Market should supply a broad variety of products meeting the increasing demand for high-speed networks and large bandwidth



Main Challenges for the Regulator

- Main telecom policy goal:
 - Promoting access to the Network Society

- Main telecom regulatory tool:
 - Promoting competition in the access network



“Several pipes to the home”

- ULL - “raw copper”
- FWA
- 2G
- 3G
- Cable modems
- Fibre to the Home
- WLAN
- Satellite
- Power Line Access

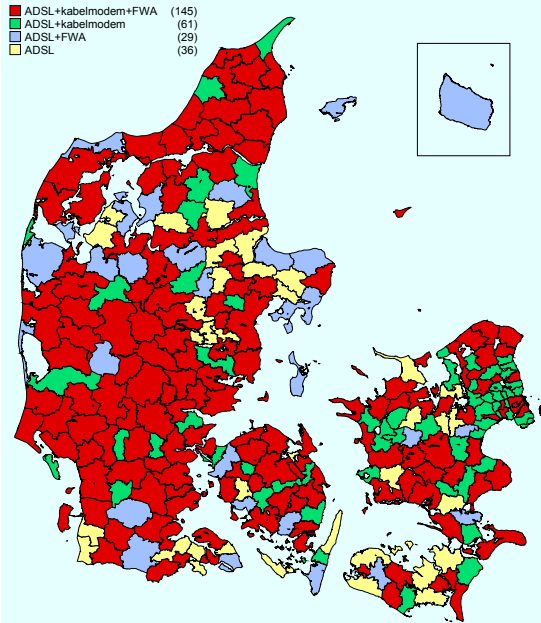


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Availability of high-speed services mid-2004

- ADSL, Cable Modem, and FWA

Source: National IT and Telecom Agency, October 2004.

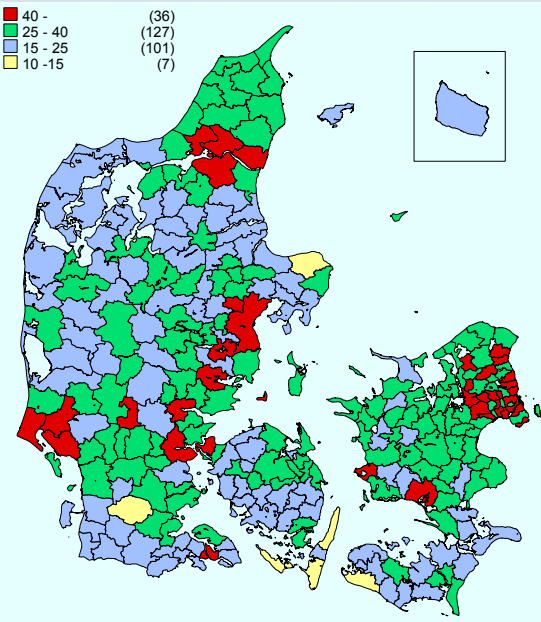


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The penetration of ADSL, cable modem and LAN

Percent of the number of households and SME mid-2004

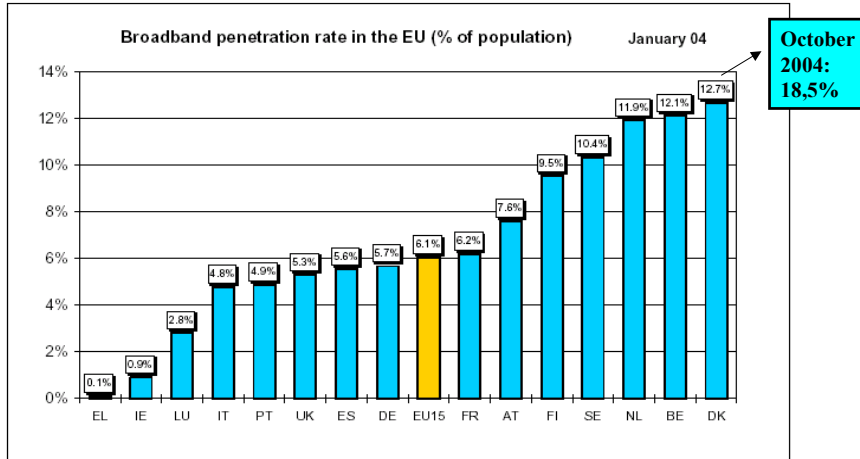
Source: National IT and Telecom Agency, October 2004.





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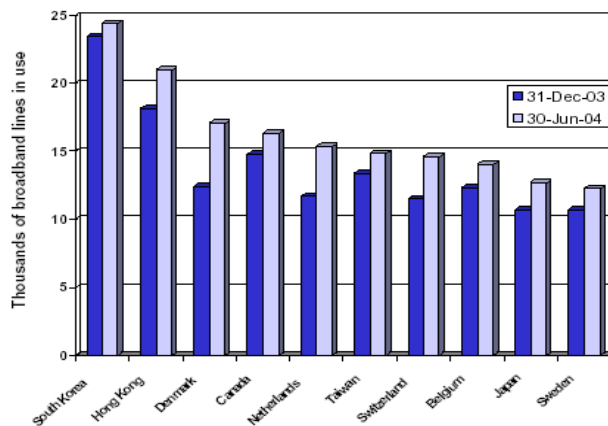
Broadband Penetration Rate – EU and US (% of population)



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Broadband Penetration - "top ten" countries

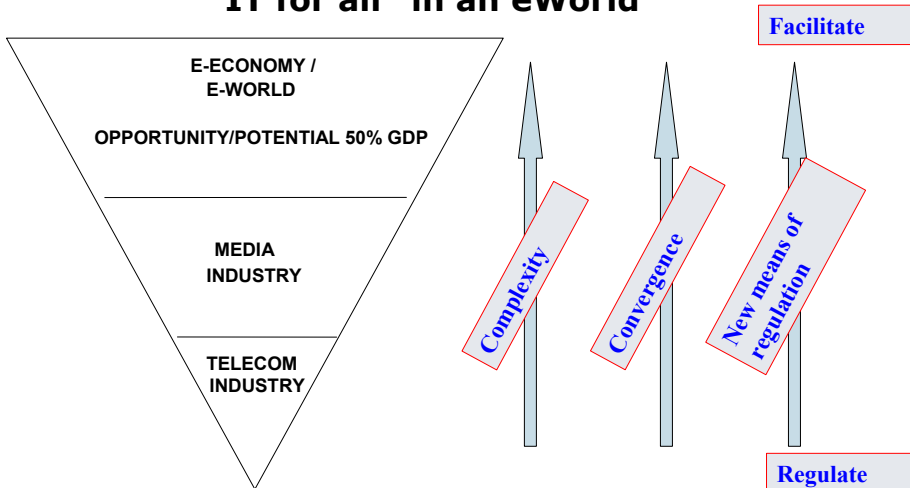
Figure 9 'Top ten' broadband countries by penetration: 31 Dec 2003 - 30 Jun 2004





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"IT for all" in an eWorld

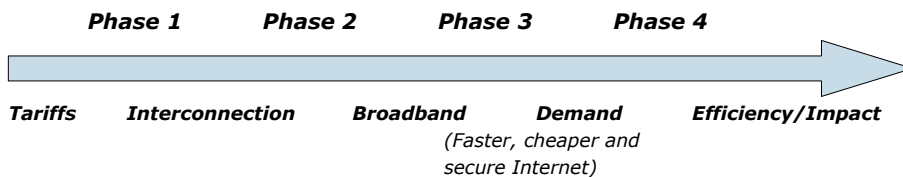


Source: Based on a figure by Lucent Tech.



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The Danish Telecom Reform Process - from supply-based objective to demand-led growth



Key Partnerships:

Ministry of information,
Technology and Research

+ Competition
Authorities

+ Private Sector, other
government agencies
international co-operation
(critically important)