# Broad Convergence - the Polish Case
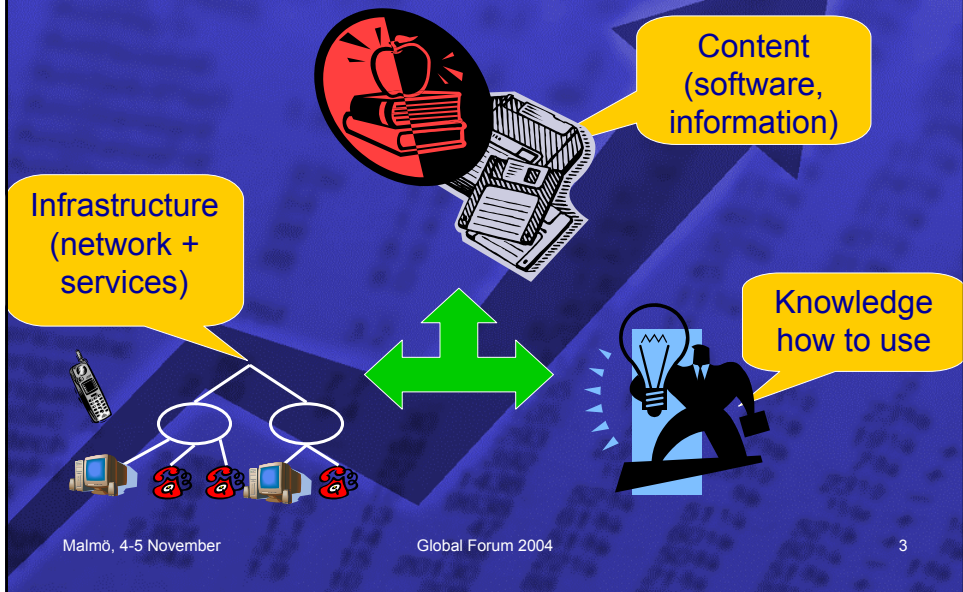
Role of Infrastructure and Governance

Dr Krzysztof Heller
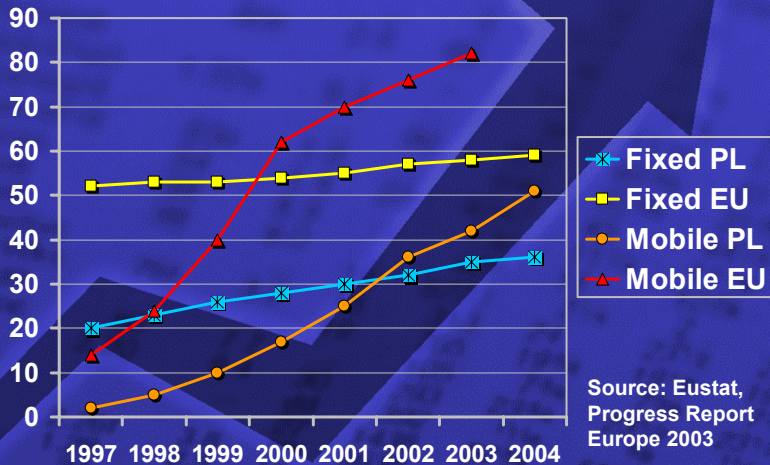
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# EU Enlargement

- Ten new countries joined EU on 1 May 2004
- All adopt the aims and goals of the Lisbon Agenda
- Knowledge-Based Economy is a foundation of future growth
- Information Society is the goal
- Concrete actions need to be taken…

# Balanced Development

Content (software, information)
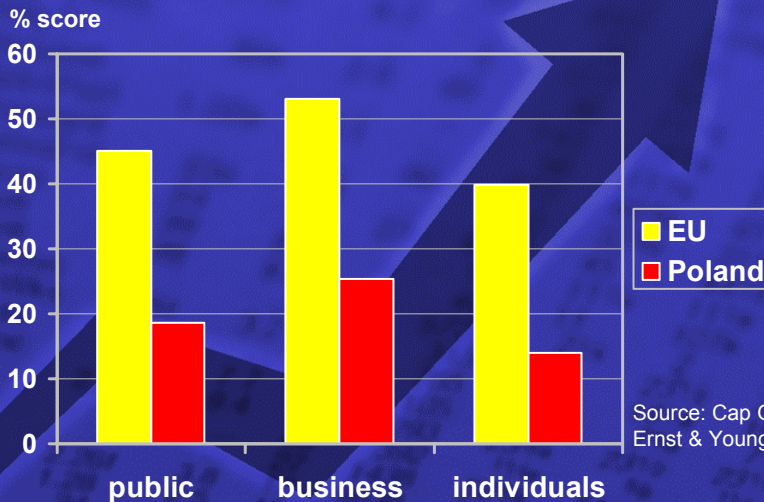
Infrastructure (network + services)

Knowledge how to use

# Communication Services

**Lines/100 inhabitants**

Fixed PL
Fixed EU
Mobile PL
Mobile EU

**Source: Eustat, Progress Report Europe 2003**

1997 1998 1999 2000 2001 2002 2003 2004

# eServices



% score

Legend: ■ EU  ■ Poland

Categories: public, business, individuals

Source: Cap Gemini,
Ernst & Young, 2004

# Penetration of eSociety

- Penetration of Internet users growing from 28% 1Q2003 to 32% 2Q2004
- 53% of home computers connected to Internet
- 42% of which is dial-up, 36% DSL, 8% CATV
- Availability of e-government services in Poland rose from 19% in 2002 to 34% in 2004
- % of full-functionality services is 2% as compared to 42% EU average

# Challenge

- Inadequate availability of broadband infrastructure
- Low percentage of appropriate content and services
- Difference between various regions – black spots
- Majority of population not convinced of the value of Information Society
- Vicious circle – no economic growth factors leading to increased digital divide

# Opportunities - global (1)

- New generation of low-cost broadband radio access technologies (eg. WiFi, WiMax)
- 3G broadband mobile telephony network
- Technological convergence of content transmission – common digital form
- Digital content distribution – new business model, opportunity for new entrants
  - Digital TV – new medium
  - Digital music (mobiles, carry-on devices)
  - New forms of communication

# Opportunities (2)

- Availability of EU structural funds
- Public infrastructure – new concept, lowering entry barrier in commercially non-viable areas
- Public sector involved in content creation – breaking chicken and egg paradox
- Public access points for everybody
- Focus on young generation – the quickest to catch up

# Summary

- New technologies – short life cycle
- Using experience of other locations and adapting it to our particular situation
- Leapfrog – no need to follow the same path
- Many initiatives both on the country and regional level:
  - creation of local broadband infrastructure
  - provisioning of e-content
  - training the population in the required skills
- Building new business and social paradigm