

Digital Strategy

paving the Greek digital landscape...

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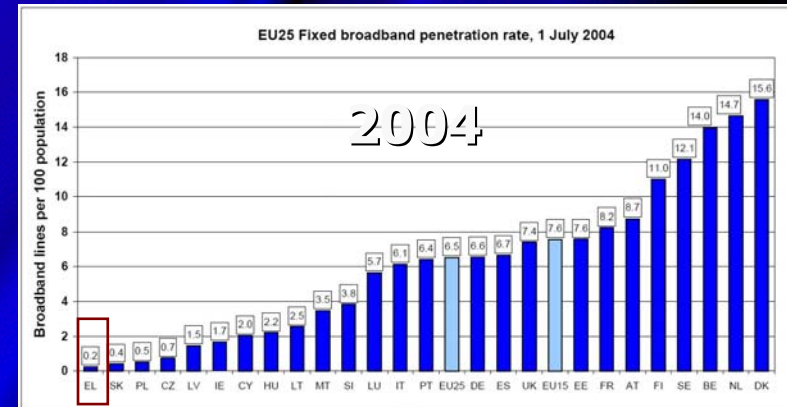
Years 2005-2006 in retrospect

What we aimed at...

Greece was lagging behind in Broadband – We needed a “Digital Leap”

✓ We wanted to move from these facts...

In 2004, broadband penetration in Greece was at 0,1%-0,2% of population, admittedly lagging behind the EU-25 average



Source: 10th Report on the Implementation of the Telecommunications Regulatory Package - 2004

✓ To this new reality...

"...with CAGR (Compound Annual Growth Rate) of 215%, **Greece comes first as the country with the highest broadband annual growth rate in 2006 globally**"

(Point Topic, World Broadband Statistics, March 2007)

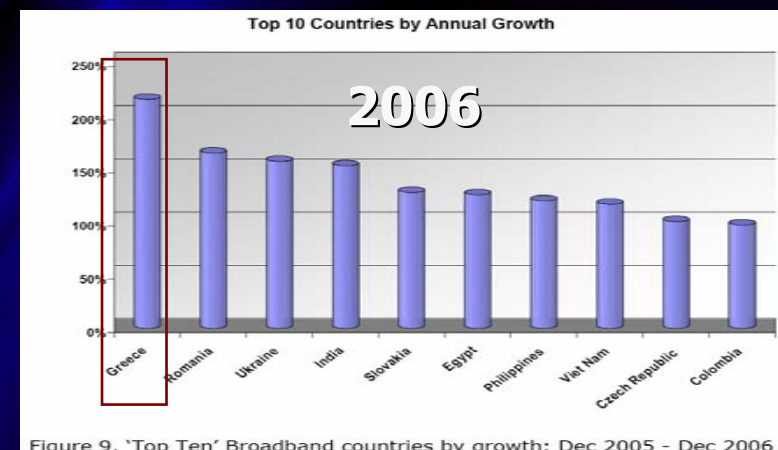
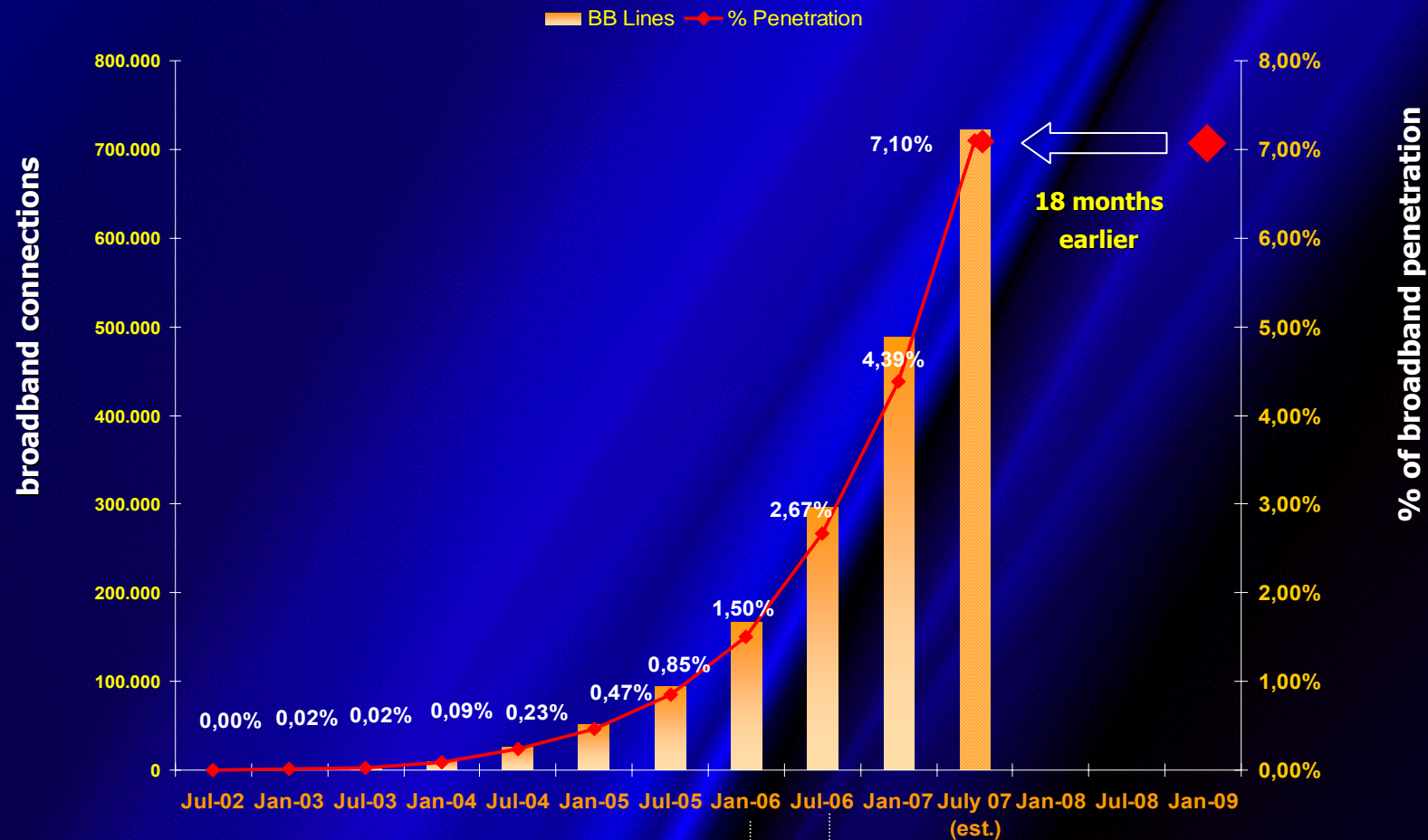


Figure 9. 'Top Ten' Broadband countries by growth: Dec 2005 - Dec 2006

Source: Point Topic, World Broadband Statistics

What was achieved...

The Digital Strategy and the "touch of competition" brought us to the target 18 mo. earlier



➤ EC Telecoms Directives transposed

- Bundles bring 2Mbps access to less than €25/mo. (-80% since 2004)
- The **Digital Strategy 2006-2013** is put into effect by the Government
- The "**Broadband Action Plan to 2008**" is fully unveiled

What was achieved...

Facts of "digital growth" at the business and citizens' level

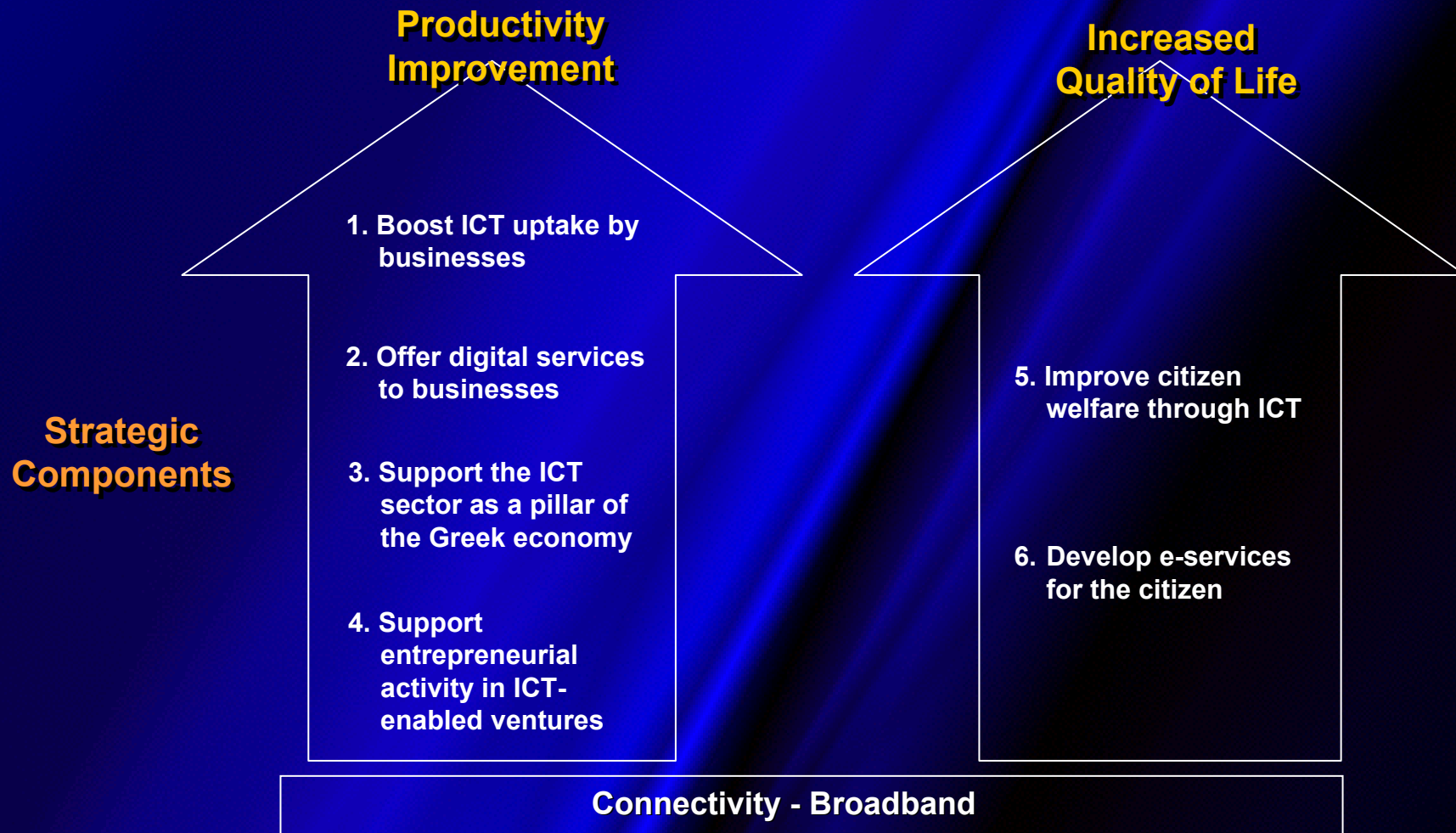
- ✓ **More than 40** digital services have been funded in 2005-2006, to be fully operational by 2007 and 2008
- ✓ Basic digital services: **+3** in year 2006 and reached 8 (40%)
- ✓ **Tangible productivity improvements:** tax-related digital services estimated to have **saved citizens approx. 7 mil. productive hours** and **public sector employees 288.000 productive hours**
- ✓ **More than 70%** (10+) of businesses used the Internet for transacting with the public sector
- ✓ The **92,5% of businesses** (10+) and **38% of smaller enterprises** (<10), have access to the Internet
- ✓ **39% of citizens** (aged 15-65) are using a computer (**+25%** versus 2004)



New initiatives, next steps ...

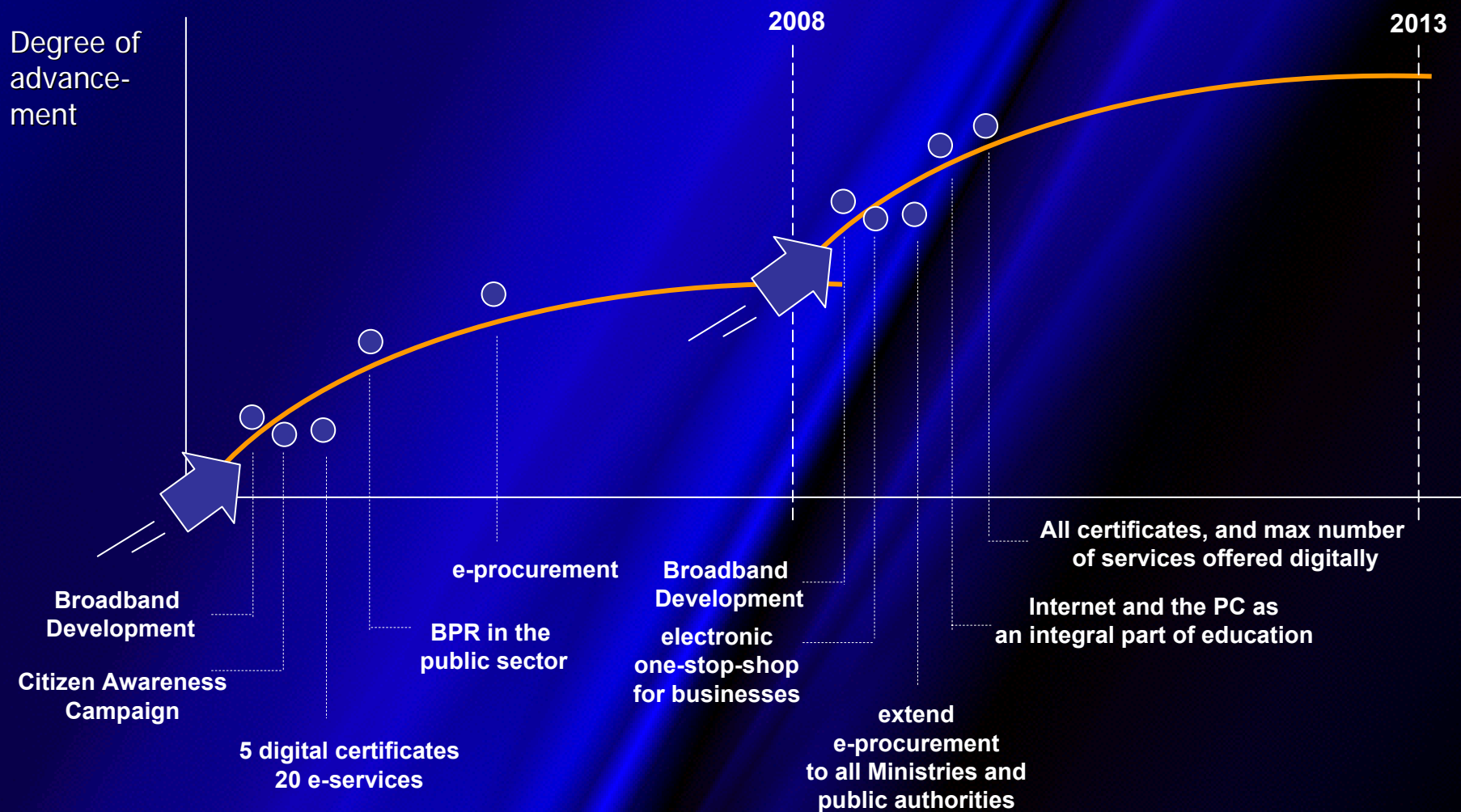
The Digital Strategy path...

We adhere to the framework of the Digital Strategy 2006-2013



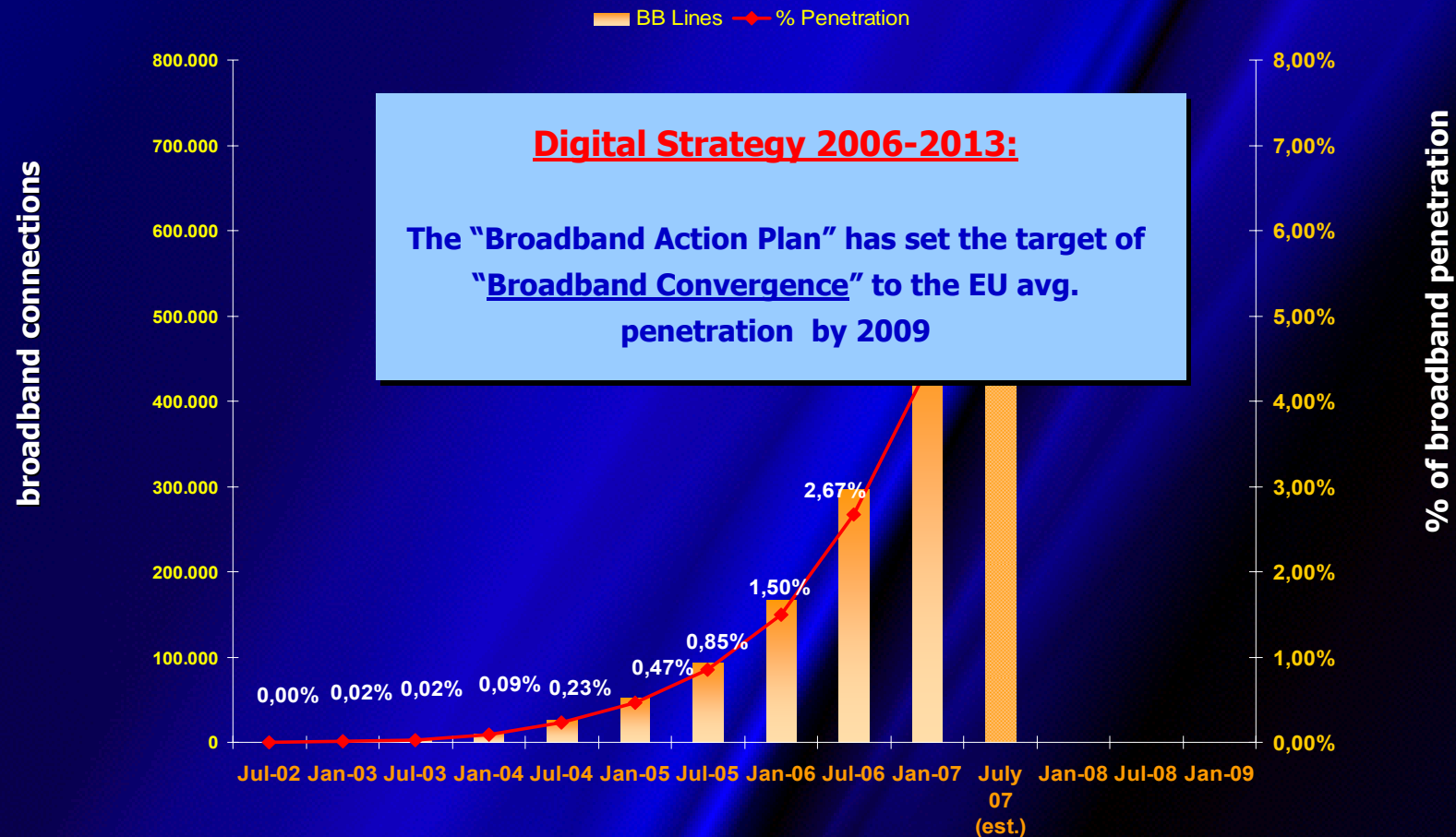
The Digital Strategy path...

A critical path of interventions....



New initiatives, Next steps

More for Broadband – The “Broadband Action Plan” sets an even higher target



The Broadband Action Plan ...

Innovative broadband projects, brought the endorsement of the European Commission



Competition Commissioner **Neelie Kroes** commented on the project:

"I am pleased to endorse public funding for the deployment of broadband networks in under-served regions of Greece.

The project has a total budget of €210 mil. and is to date **the most significant broadband project undertaken by a Member State.**"

EC Press Release – 07.07.2006

New initiatives, Next steps

A campaign for “Digital Greece” leveraging structural funds

- ✓ TV, Radio spots and newspaper ads
- ✓ Helpdesk for citizens
- ✓ Targeted promotional and information activities
- ✓ Competitions, roadshows and events across Greece for increasing awareness etc.
- ✓ www.psifiakiellada.gr



New initiatives, Next steps

More for Building Regional Capacity, leveraging structural funds

1. **Training of 17.500 mayors and elected officials** across all municipalities
2. **"Digital Local Authority"** for all municipalities
3. **Metropolitan Area Networks** in 75 cities - **Wi-Fi** in 146 municipalities & 24 TEDK
4. Pilot **"Smart Cities"**
5. **Municipal points of public information** through ICT, in 29 city libraries
6. **Portal of KEDKE and 27 municipalities**
7. Numerous other e-gov (eKEP etc.) and broadband related projects for cities

New initiatives, Next steps

More for reforming education, through new technologies

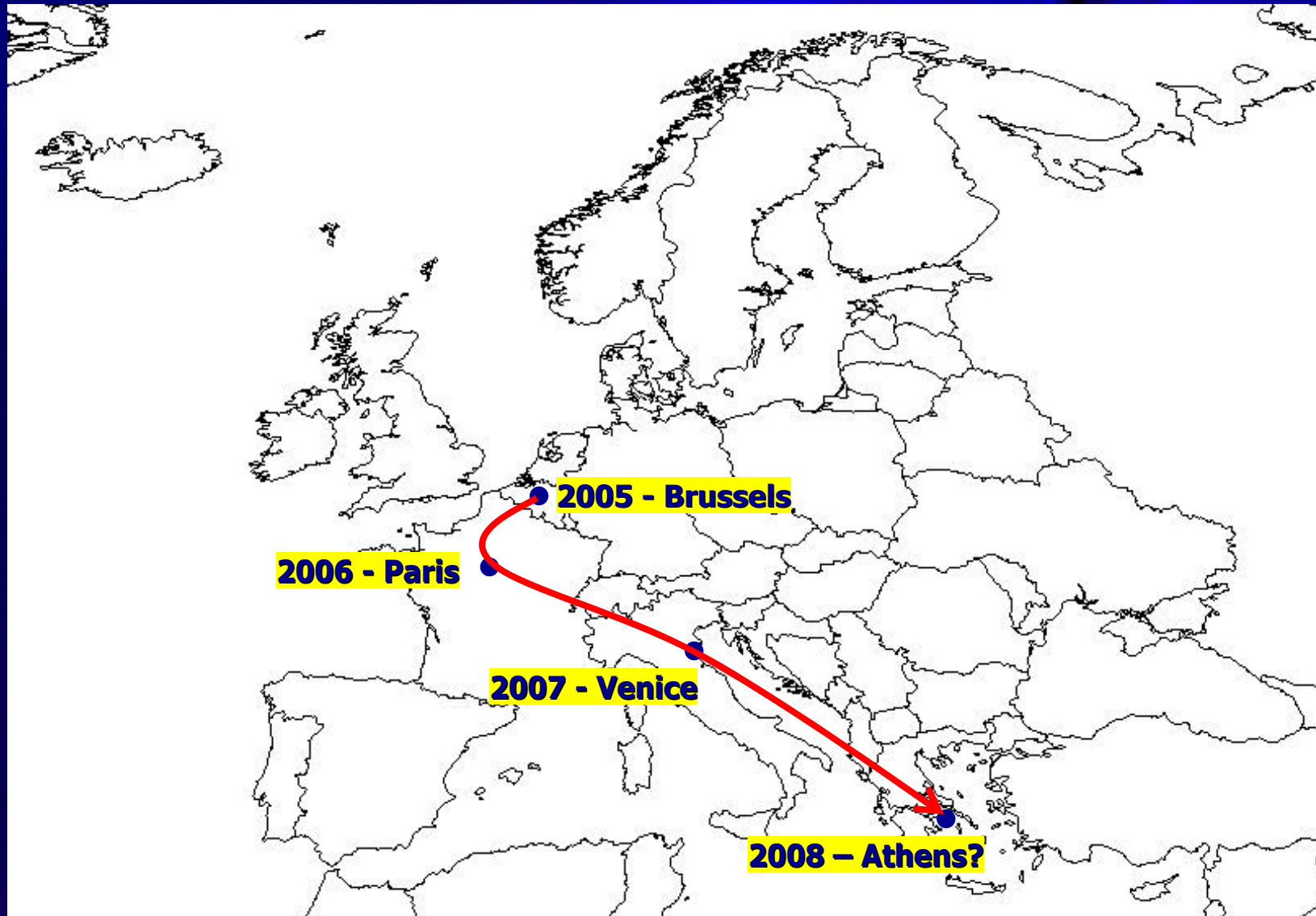
1. **«Δες την ψηφιακά»** - Initiative for subsidizing laptop-purchase for students, for their academic needs

- ✓ Addressed the top 20% per University Dept. **across Greece**
- ✓ **12.584** eligible students
- ✓ **Success rate: 93% in 2 months!** (versus avg 40% in Europe)

2. **"One-to-one computing"**

crafting a plan to pilot-test **"one-to-one computing"** in the Greek classroom, by using laptops

Our support to Global Forum



Digital Strategy

Thank you...

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