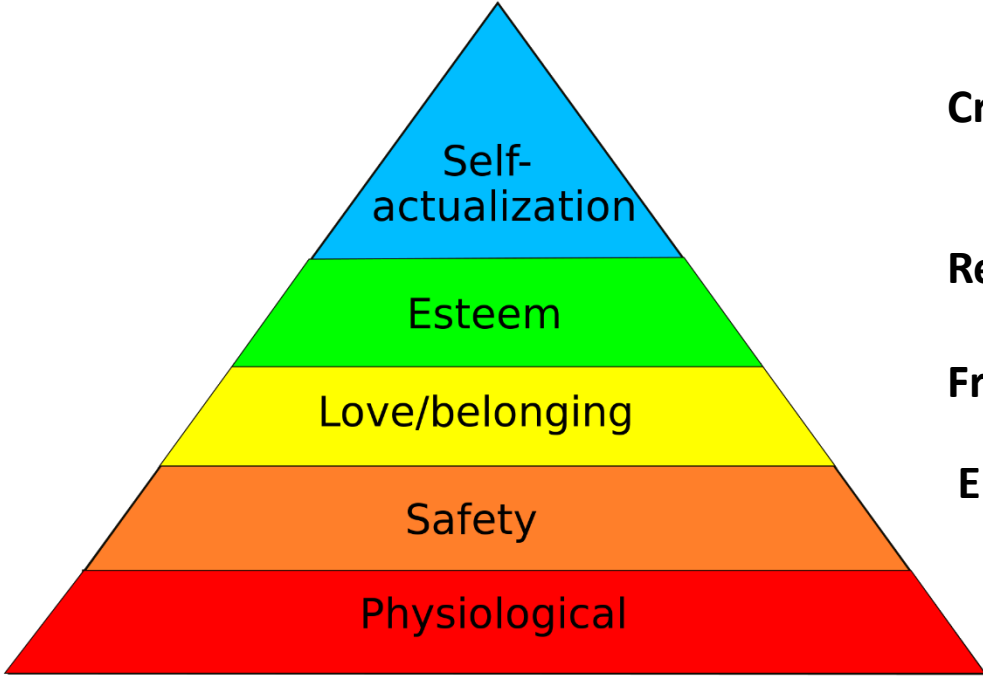


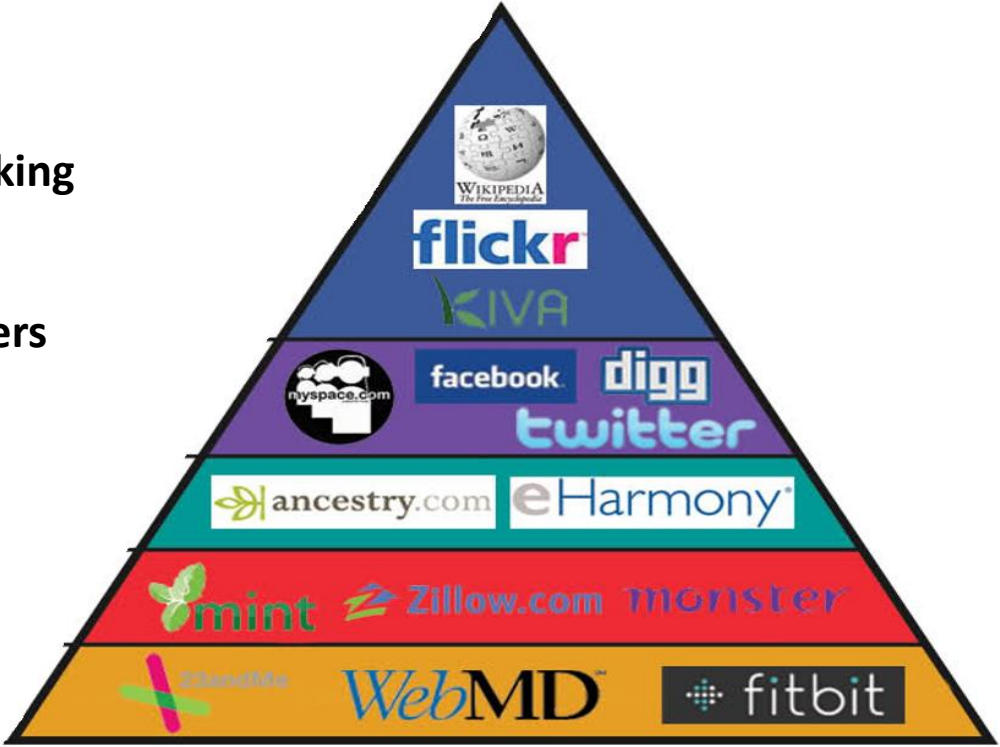
Digitalization from Disruption to Sustainability



Digital Living



- Creativity & sense-making
- Respect of and by others
- Friends and family
- Employment
- Basic human needs

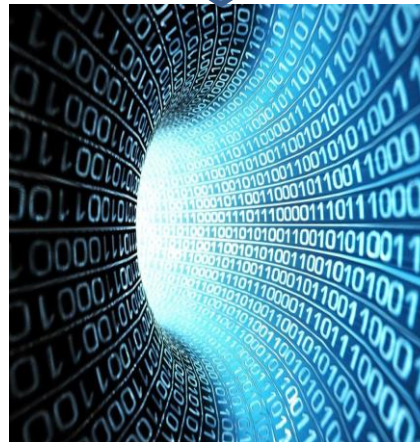


Broadband connectivity has become a FUNDAMENTAL need in digital living

Structures in Digital Economy

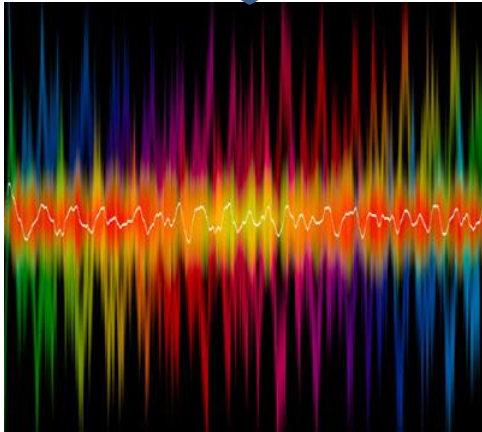
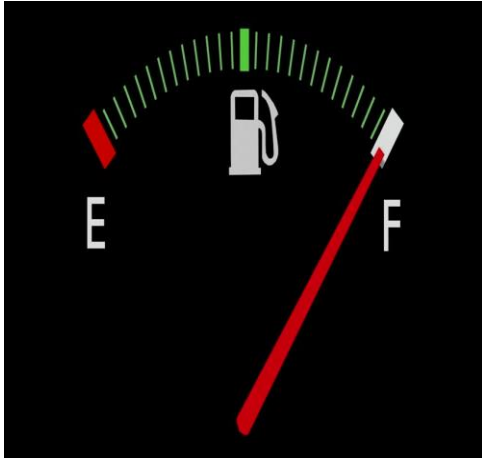


Broadband is the new Highway

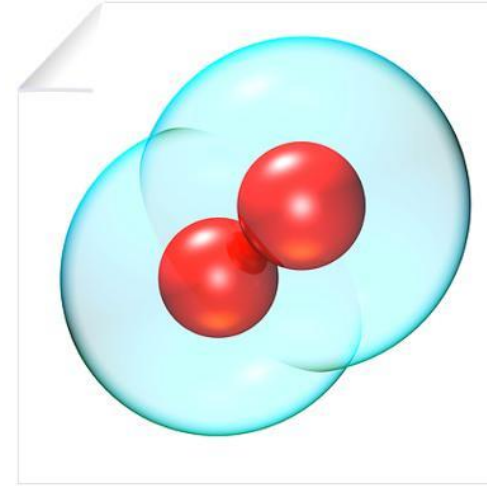


Data is the new Currency

Structures in Digital Economy



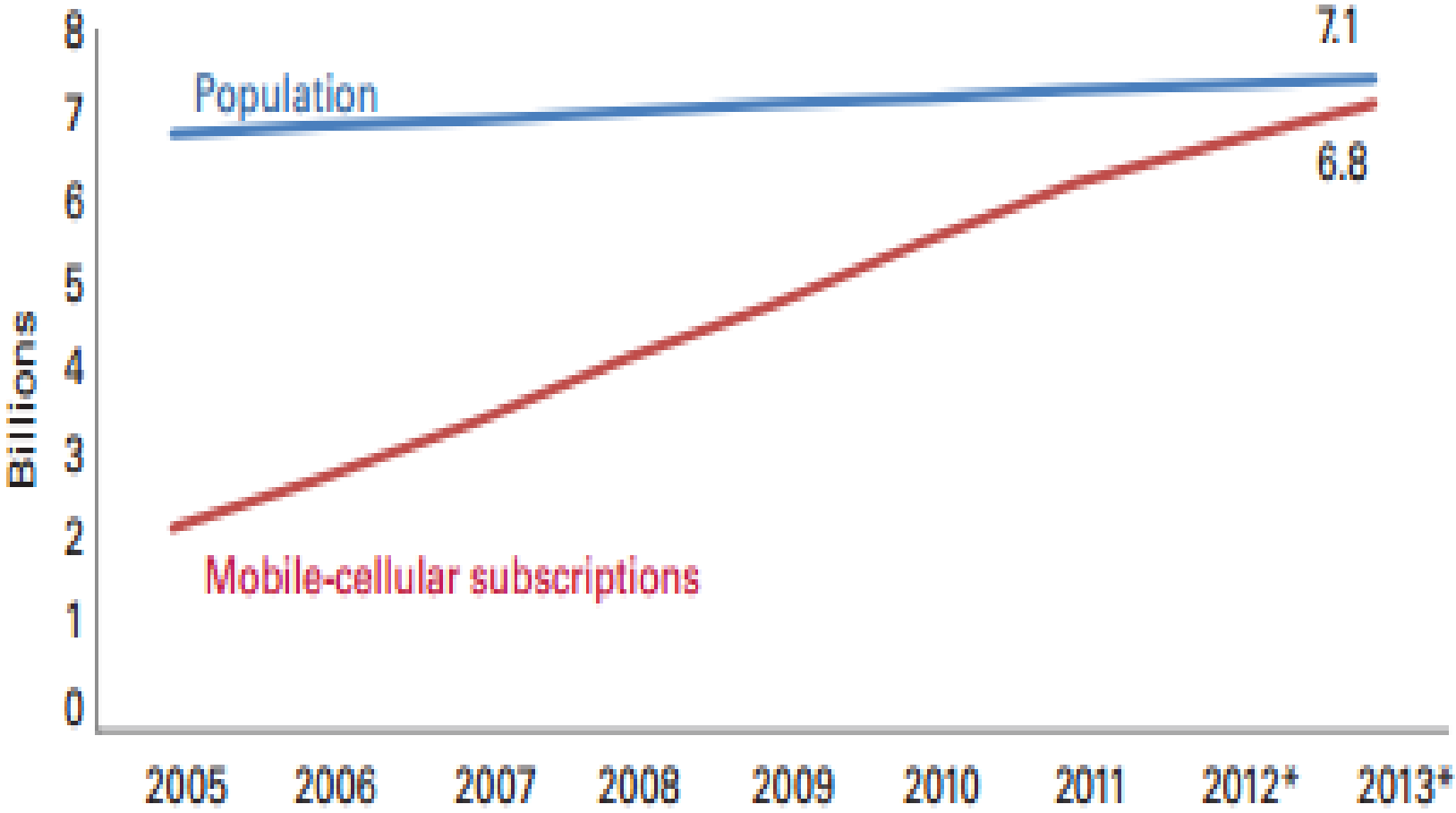
Spectrum is the new Fuel..



© Can Stock Photo

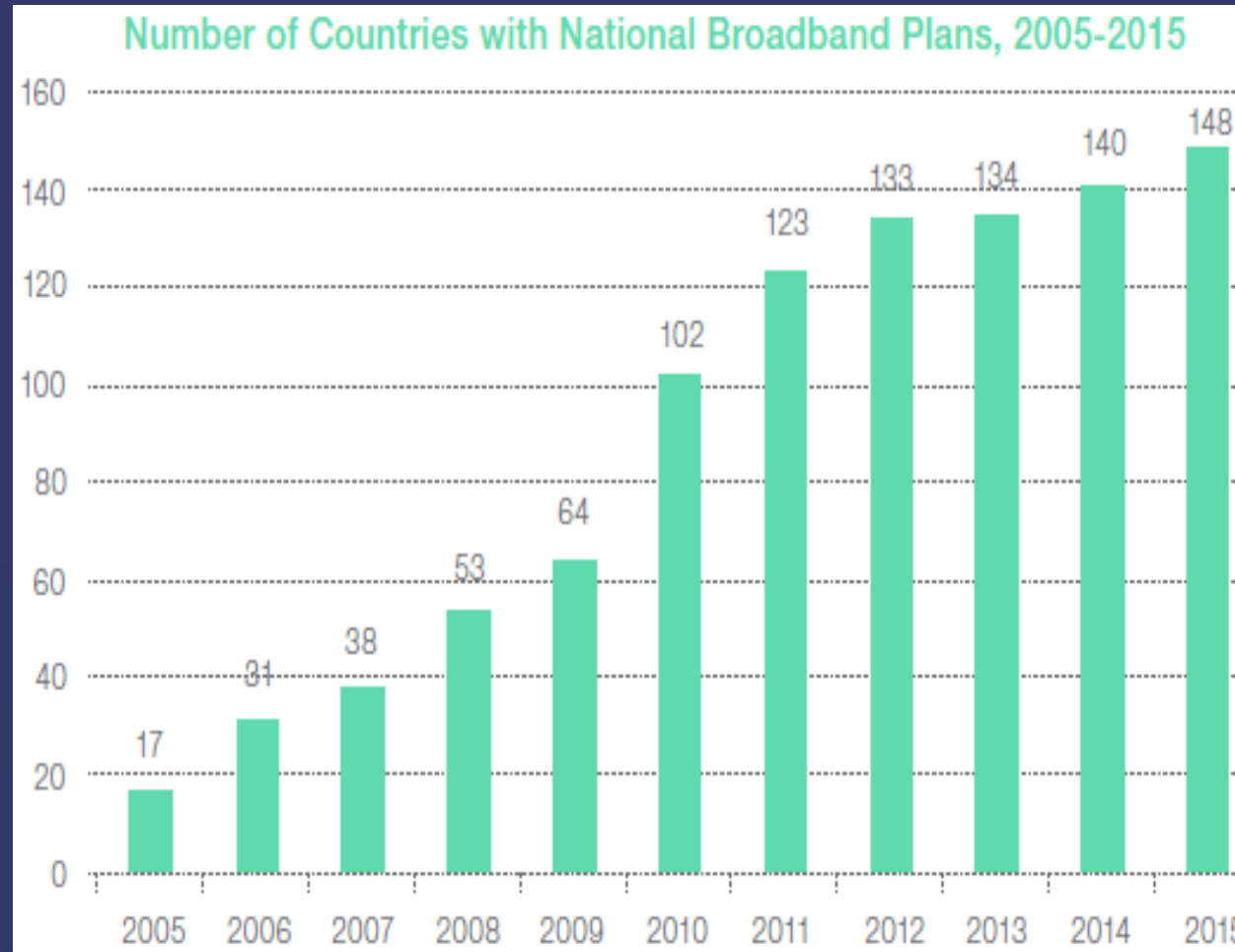
...and the new Oxygen

Global ICT Trends: 7 billions mark Changing Lives & Changing Behaviors

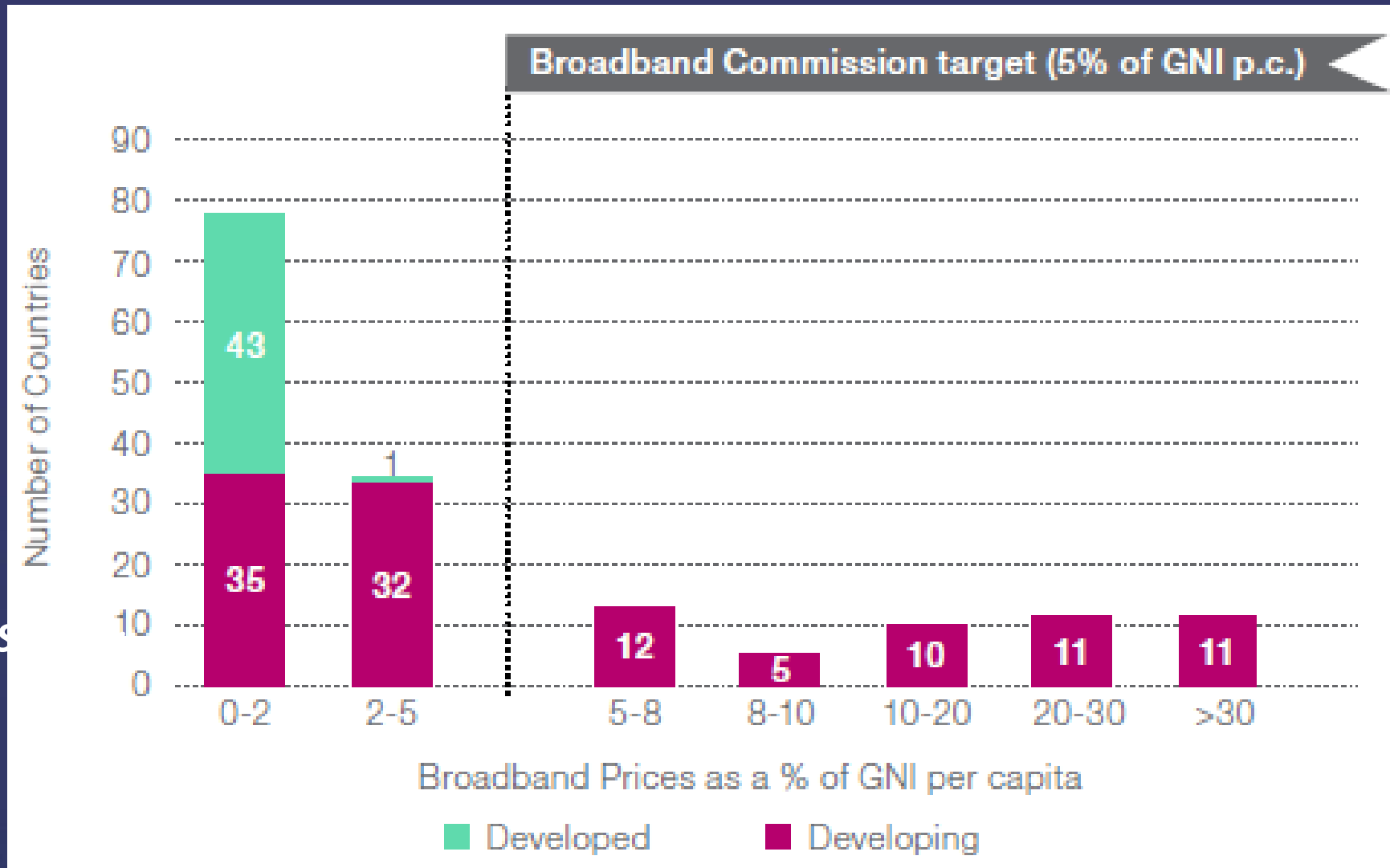


Target 1: National Broadband Plans

Vitally important that countries should develop a Broadband Plan

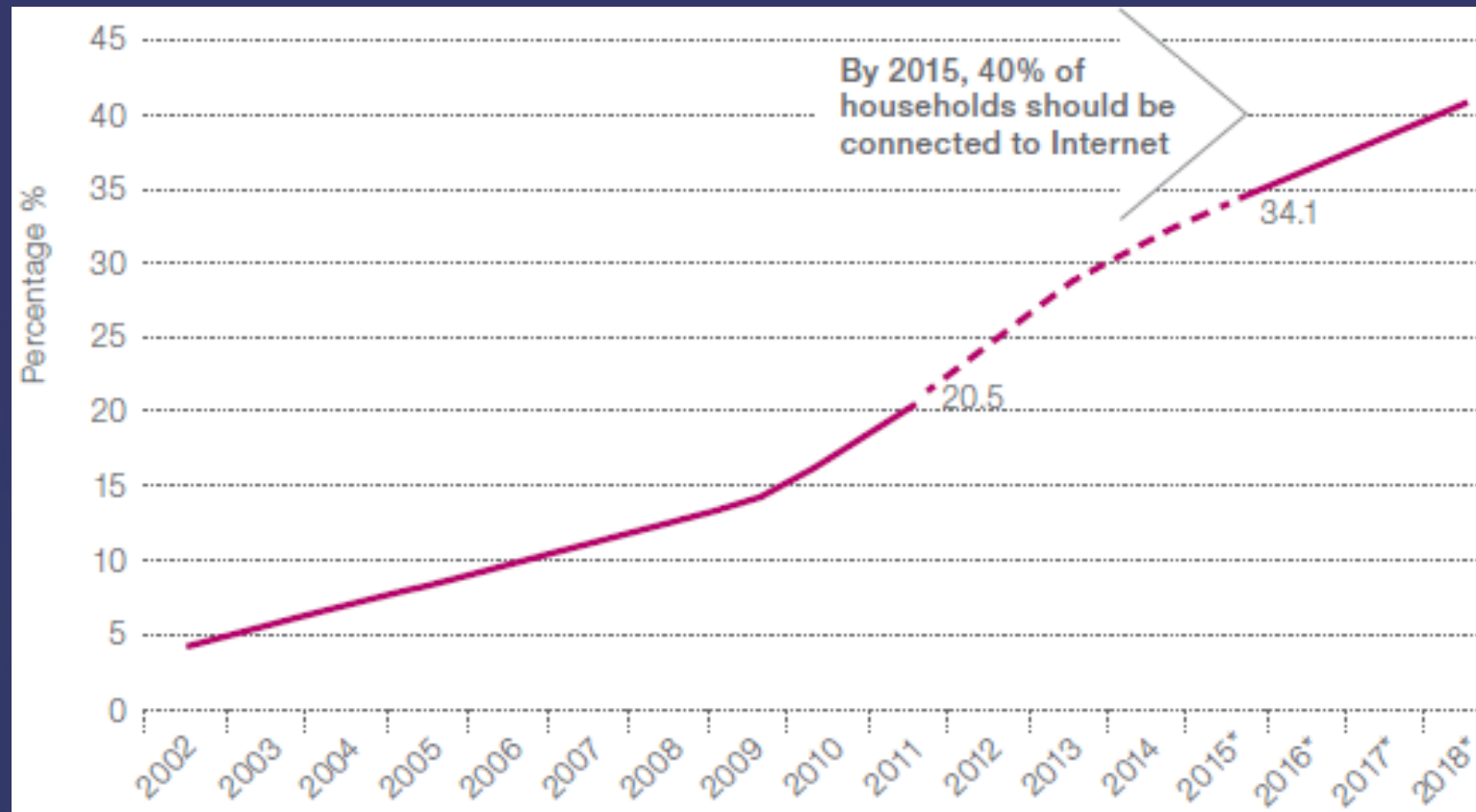


Target 2: Affordability



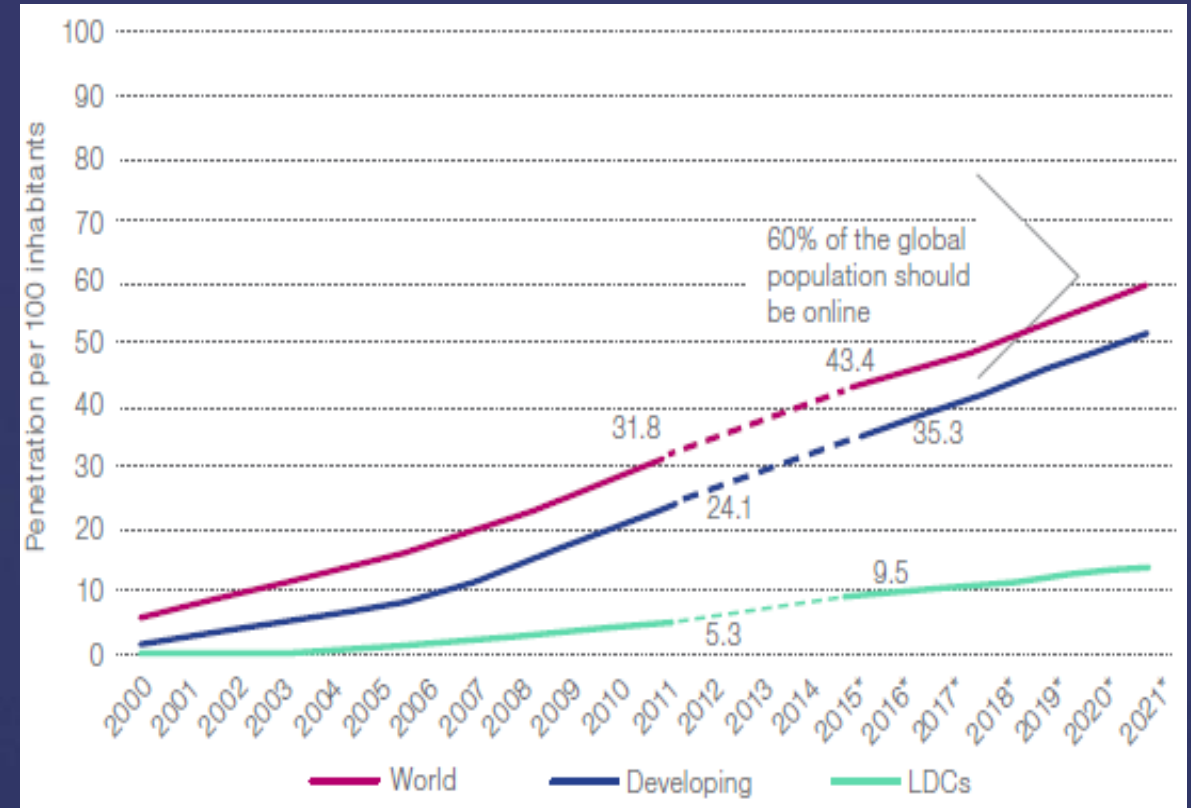
Target 3: Getting households online

By 2015, 40% of households in developing countries should have Internet access.



Target 4: Getting people online

By 2015, Internet user penetration should reach 60% worldwide, 50% in developing countries and 15% in LDCs:



Source: ITU.

Broadband Commission

Broadband plan

Enabling environment

ICT regulations (spectrum allocation)

Promote education for all (digital inclusion)

Investments to broadband

Universal fund

Monitoring

Tubecon 2015, Helsinki



**In Finland
300 hours of
video is
downloaded
to YouTube
every
minute**