

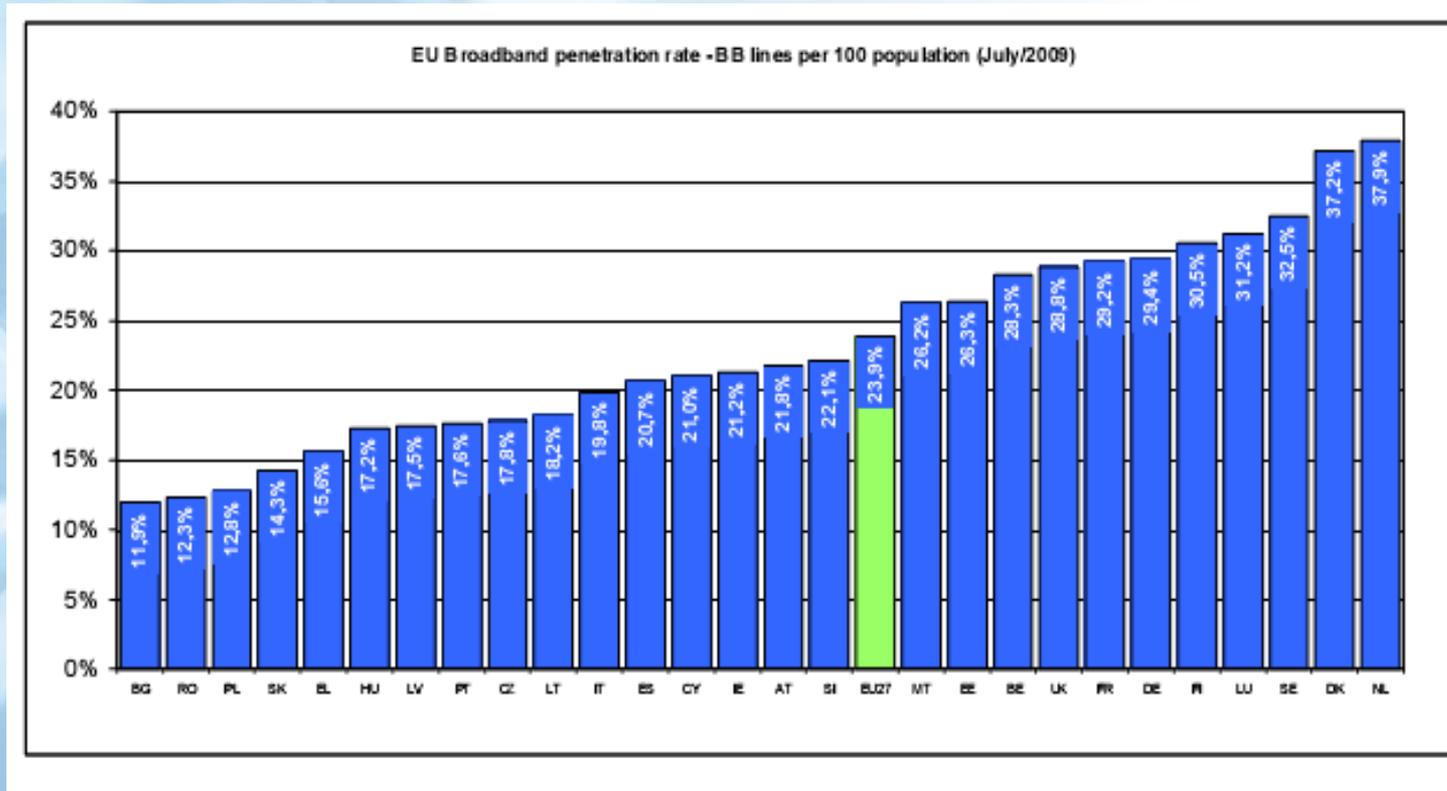


STATE POLICY FOR BROADBAND DEVELOPMENT

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Status of Broadband in EU





Studies and analyses of Broadband

According to this necessity the state authorities in cooperation with the branch organizations and some NGOs carried out many studies and analyses aiming to organize the process of broadband development.

These studies include the collection of data about all aspects of this process.

The core group of partners works hard to:

- Identify clearly areas in which there is no broadband provision, areas in which there is broadband but provided by a single operator, and areas in which there is genuine competition for the provision of broadband services
- Get to know the existing infrastructures in the territory, especially information related to territorial coverage, availability, speeds and costs of existing telecommunications services.
- Ensure that the proposed telecommunications plan is consistent with the overall regional development plan;

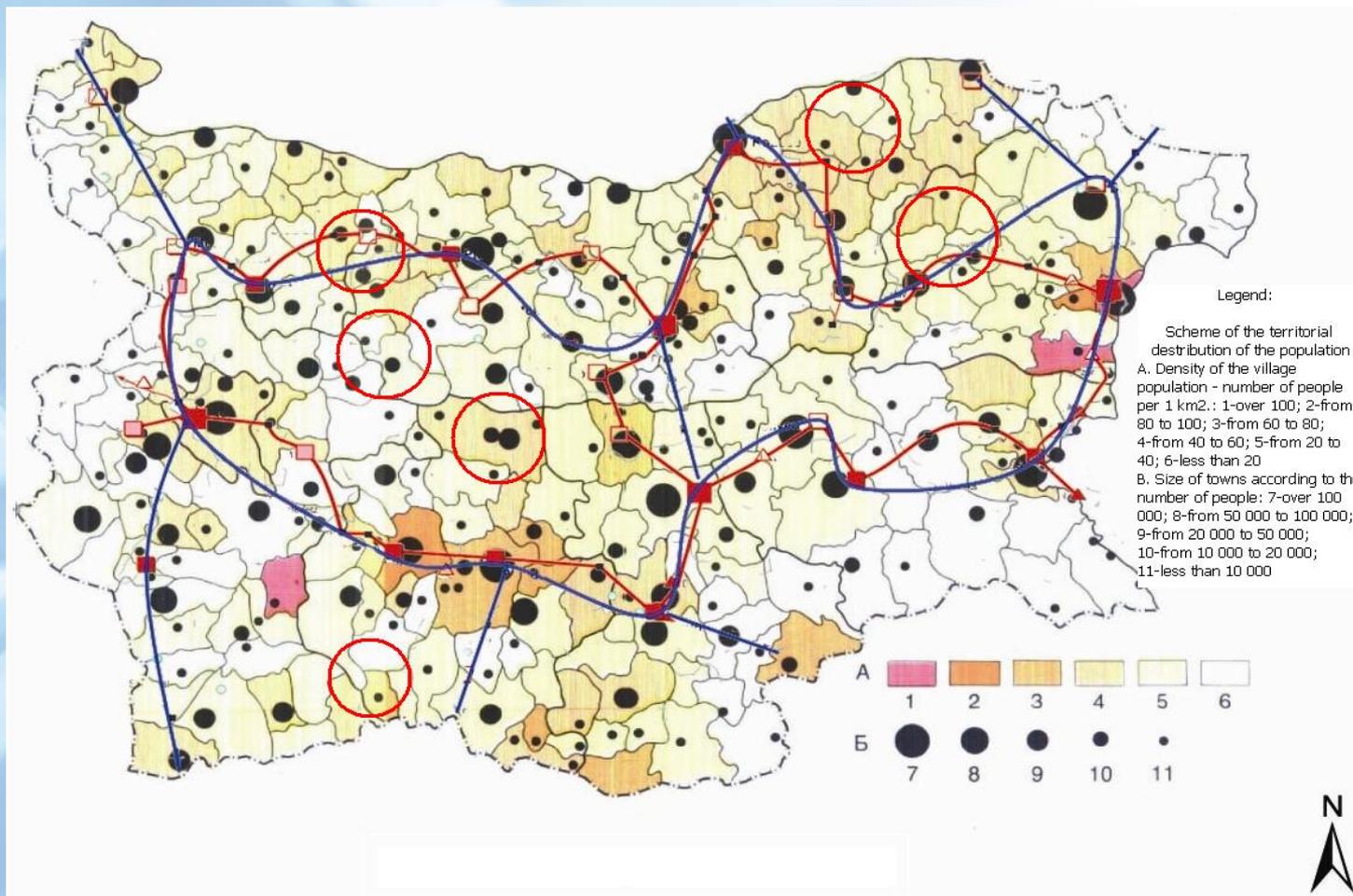


Studies and analyses of Broadband

- Get to know and understand the planned economic development strategy of the region so as to maximise potential synergies;
- Assess the possibilities for public private partnership for increasing the investment;
- Note all the likely users of higher bandwidth services including schools, hospitals and surgeries, hotels and other public service centres like telecentres;
- Assess the necessity to stimulate demand to the point where return on investment (RoI) by the private sector becomes viable;
- Establish the readiness of the regional, local, municipal and city authorities for collaborating to ensure an effective investment;
- Evaluate the effectiveness with which regions exploit ICT to achieve their aims

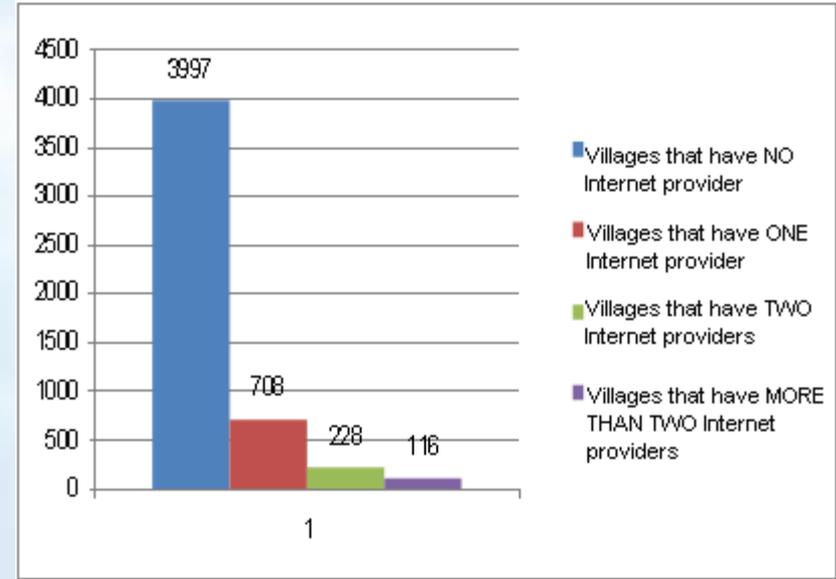
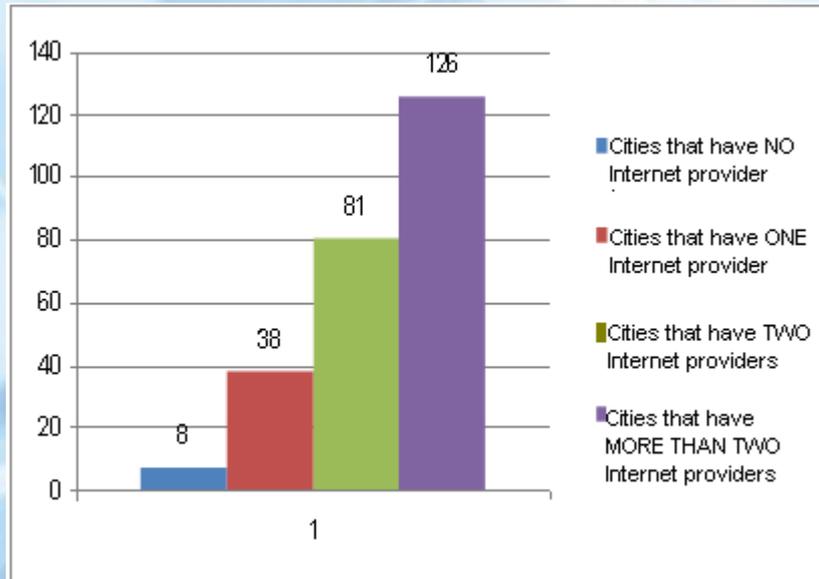


Map of the Territorial Distribution of the Population





Broadband Penetration in Cities and Villages





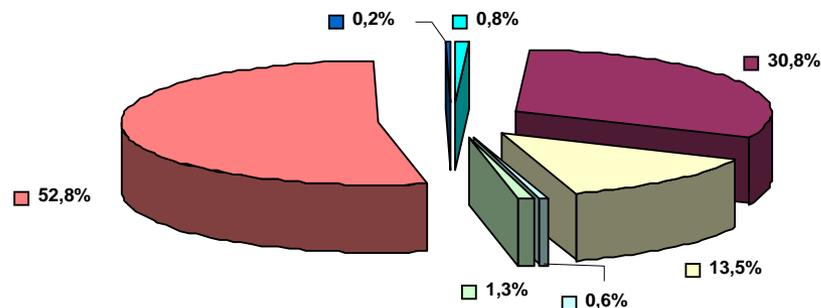
Penetration of Broadband and the State Aid

- Distribution in the respect of the index city / number of Internet providers includes 126 cities, which fall within the so-called "black areas", 81 cities with two and 38 cities with one Internet provider falling within the "gray areas", 8 cities that have no Internet provider and all fall within the so-called "white areas".
- Distribution in the respect of the index village / number of Internet providers includes 116 villages, which fall within the so-called "black areas", 228 villages with two and 708 villages with one Internet provider that fall within "gray areas"; Nearly 4000 villages in Bulgaria are entirely situated within the "white area".



Broadband Access Based on the Type of the Technology

Distribution of subscribers according to the type of technology 2008



■ Dial - up

■ ADSL

■ Cable

■ WiMax

■ Fibre

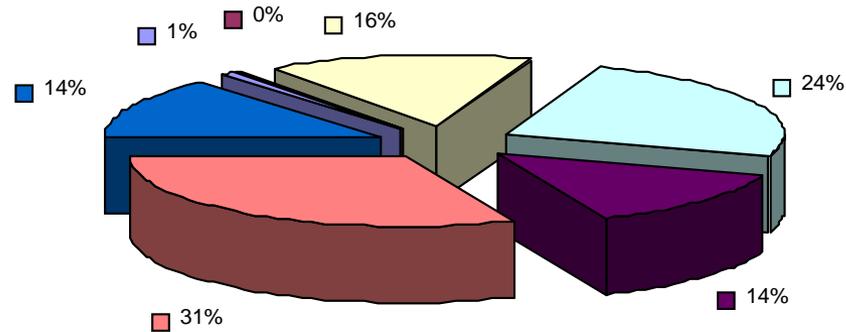
■ LAN & RLAN

■ Other



Internet Access, According to the Utilized Capacity

Distribution of the number of Internet subscribers according to the capacity of the line to 31.12.2008





Main Parameters of the National Strategy 2010 - 2013

The strategy provides a general framework for broadband development:

- Total financial resources - 150 million EURO;
- Total number of project fiches - 5 pcs.;
- Total number of settlements - 120 cities and 3700 villages (white and gray areas);
- Total population covered - 3 800 000.



Technological purposes - connectivity, networks, infrastructure

- **Connectivity in the regional and major cities:**
 - by 2013 the population should have the opportunity for broadband access with speeds above 20 Mb/s, within the locality;
 - to provide wireless access in public places;
 - by 2013 to allow for fiber connectivity to be introduced to over 80% of the households in the vicinity of their homes;
 - by 2013 to build a broadband infrastructure connecting health centres and hospitals in the country.
- **Connectivity of the medium settlements:**
 - by 2013 - up to 90 % of the population to enable broadband access within a locality at a speed exceeding 10 Mb/s;
 - to provide wireless access in public places at least in city-halls and mayors' offices;
 - by 2013 to allow for optical connectivity up to 80% of households in the vicinity of their homes.
- **Providing broadband access in remote and rural areas**
 - by 2013 – up to 50 % of the population to enable fixed and wireless access in the locality;
 - by 2010 the population of the country to be able to access the computer and the Internet as close as possible to their home.



Funding Sources

- For the programme period 2007-2013 in the Operational Programme "Regional Development", under Priority axis 2., Operation 2.2. "ICT Network" are provided funds to the amount of 20 mln. EURO.
- Funds for investment purposes from the budget of MTITC amount commensurate with the economic situation in the country.
- Funds from private investors attracted in various forms of public private partnership.



Participants

- **State** - In areas where intervention is warranted by the state of social and economic perspective, it is important to define clear and equitable measures needed to achieve the targets outlined in the Strategy.
- **Municipalities (local authorities)** - Municipalities foster economic development at local level, reduce costs throughout economies by merging into a single network; assist in obtaining the necessary permits.
- **The private sector** - Active involvement of the private sector in the construction of broadband infrastructure and the provision of broadband services is crucial factor for the achievement of the positive effects of scale deployment of broadband.



Implementation of the National Strategy 2010 - 2013

An expert group is formed with the following tasks:

- To develop an evaluation methodology for objective selection of settlements that will be included in the pilot projects;
- To analyze and propose models of public-private partnership for the implementation of projects under the national strategy;
- To develop a Plan for the accomplishment of the objectives of the National Broadband Strategy and Investment Framework Programme 2010-2013;
- To support the methodological work on assignments and preparation of proposals with reference to the implementation of pilot projects.



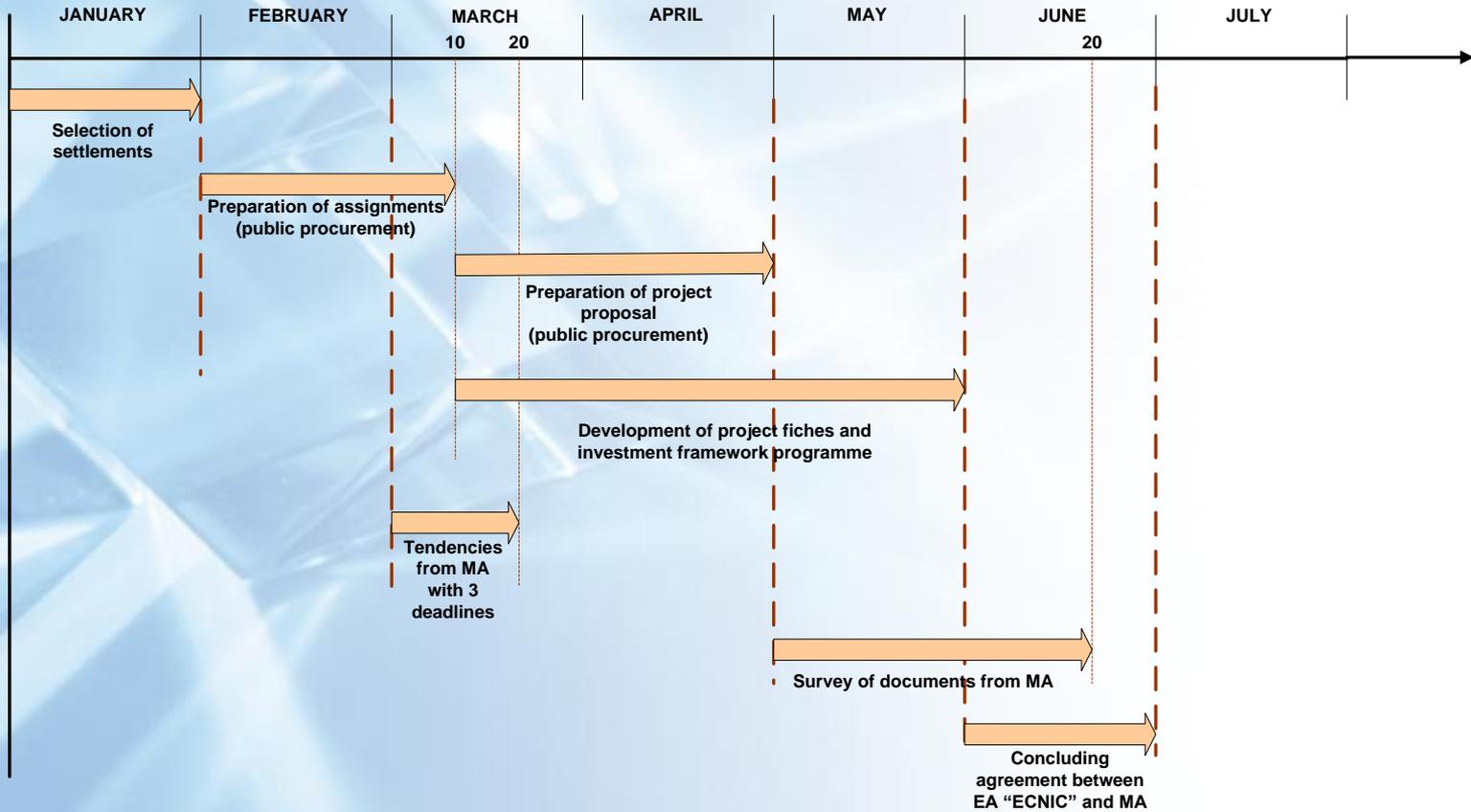
Selection of Settlements for the Pilot Projects

Establishment of evaluation criteria for the selection of settlements that will be included in the pilot projects:

- number of population;
- lower limit of the population in the locality;
- availability of broadband infrastructure and broadband services (zone under the classification of the EU, in which the locality is situated in);
- presence of public institutions as a prerequisite for active public and social relations (schools, hospitals, community centers, etc.);
- presence or prerequisites of economic activity, for the occurrence of such in the locality;
- presence of willingness or readiness in the population for employment of broadband services;
- availability of opportunities for realization of successful forms of public- private partnership.

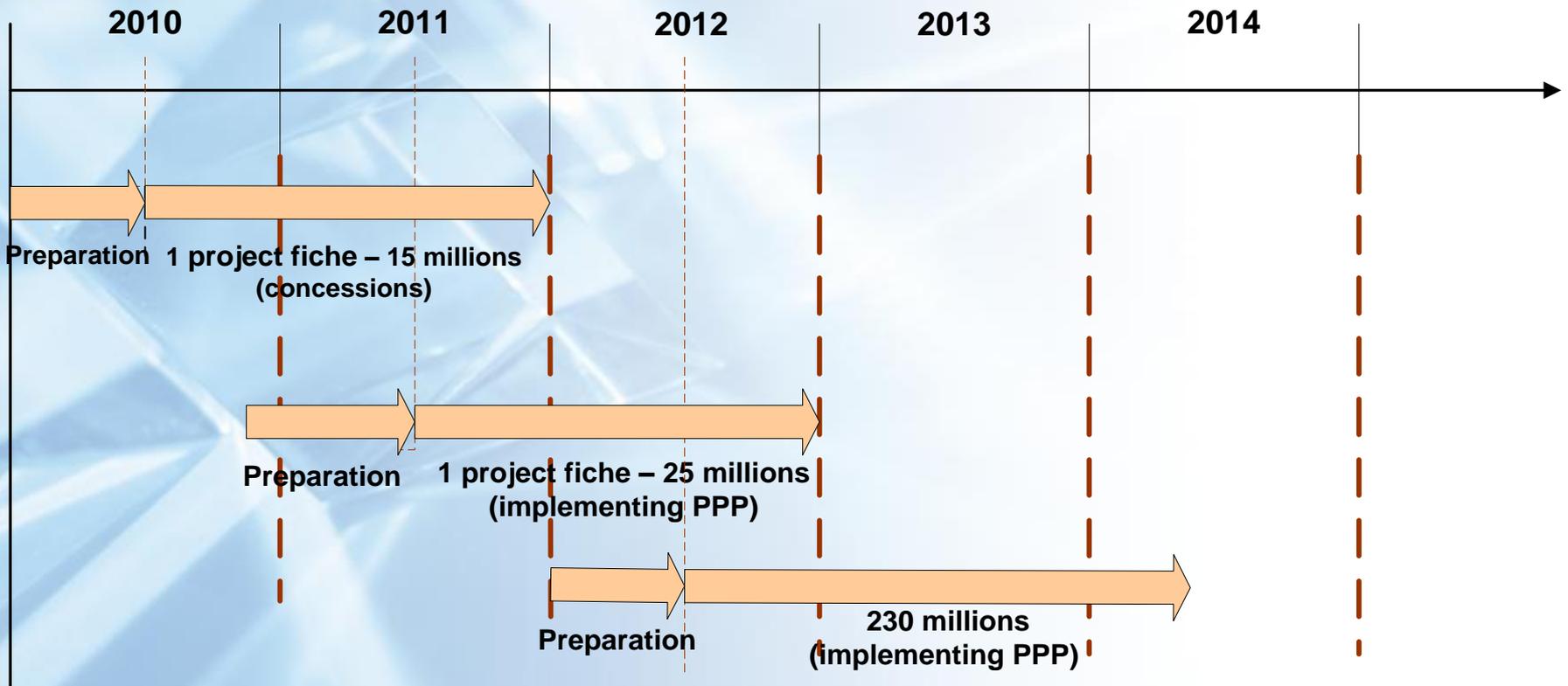


Road map – 2010





Road map 2010 – 2013





Thank you for your attention!

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