Affordable Mobile Broadband Services: Models and the Way Forward

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Affordability - Beyond SMS

• Mobile Broadband – Future of mobile web.
  ➢ Network Infrastructure & Operational cost
  ➢ Cost of Mobile Content & Services
  ➢ VNOs vs MNOs ?

• Innovative mobile broadband services
  ➢ Socially relevant services
  ➢ Dev. Country context
  ➢ M-Health, M-E-Gov., M-Pay/Bank, M-EDU, M-Agr...
Affordability Models

- Local Mobile Content & Service Development.
- Echo System of Rural & Urban SN - ILC
- RAN Network Sharing
Educating Architects of the Mobile Economy!
Mobile Computing & Appl. Software Development :- MCASD

Model 1

- Curriculum in MCASD
- Research on Mobile Technology, Content & Services

- Innovative Mobile Services / Entrepreneurship

- Mobile Usability, Research, Prototype Lab.

- Incubation & Greenhouse
- Local Content & Service Provider Sector

Model-1 Characteristics

• Affordability Improvement
  – Locally developed -> Low cost
  – Tailor to the needs of local communities

• Sustainable Mobile Tech & Service Development
  – Capacity building & Research Support from HEI
  – Appropriate Technology & Usability
  – Service Relevance & Local Language Support
  – Sustainable Echo System

• African HEI - Low Resources!
Affordability Model-2: Mobile Social Networks

- Creation of an Echo System of R/USN
  - Promote dev. Indigenous Local Content (ILC)
  - A bottom-up mobile business model
  - Promoting dynamic content based mobile services
- HEI & NGO support in the creation of ILCs
- Network Operators & MVNOs use of ILCs
- ILCs+ Mobile Adverts as a cost reduction tool
  - Location Information and Intelligence in ILCs

Mobile Social network and services.

RSN – Rural Social Networks
LC – Local Content
USN – Urban Social
Affordability Model-3: RAN Sharing

• A new Techno-Economic Model
  – Competing operators collaborating on RAN Access

• Implications and Long term sustainability
  – Lower Mobile Broadband CAPEX & OPEX
  – Reduction of Mobile Service Costs
  – Lower Energy Requirement - RDC
  – Environmental Sustainability

• An Appropriate model for Developing Countries.

• Regulatory incentives ?!

Notes:

- Only European Operators Going for RAN sharing
  - T-Mobile & 3UK: ~ 2 Billion Euros, ~ 5000 BS sites, less OPEX

- Why not RAN sharing in Africa?
Conclusion

- Need for Infrastructure Network Upgrades
  - Collaborative Techno-economic Model
  - Support for Local Innovative Mobile Services
- Affordability limiting the potential.
  - Promoting Mobile Social Networks.
- Need for more studies on Affordability.
- More Enabling Policies & Incentives.
Thank You!

• The Future is Looking Back at us!

While there are other forces that create setbacks, it is still our choices that determine whether or not we climb forward or fall behind!