ANNEX to the Broadband Stakeholders Group Interim Report, June 2002

Annex 1 - Overview of the Working Group Activities

1.   Promotion Working Group

Objective

One of the first activities of the Promotion Working Group was to agree the following key messages to be used for the promotion of Broadband.

Key Messages

BROADBAND BRITAIN IS HAPPENING

with greater access and lower prices; content and applications; an improving quality of experience for users; and a range of providers offering competitive services.

BROADBAND IS TRANSFORMING THE USER EXPERIENCE OF THE INTERNET

delivering the internet users have always wanted; with 'instant connections' and high speed access; transforms sport, news, music, cartoons, film trailers, games; revolutionises the way we live, work, learn, play, interact.

BROADBAND TRANSFORMS COMPETITIVENESS

aids enterprise and drives innovation; enhances productivity (teleworking, teleconferencing, process acceleration); increases business efficiency (supply chains, transactions, information); improves customer relations.

BROADBAND IS ABOUT PEOPLE -- NOT TECHNOLOGY

connecting people (to each other; with communities; across the world); achieving work/life balance; towards social equity (action for unserved areas; access to information & services); transforming public services.

UK IS COMMUNICATIONS RICH

we make quality content; we have a modern communications infrastructure (speeds, technologies, competition, choice); we have an ever-refreshing pool of creative talent; ubiquitous narrowband as a stepping stone to mass broadband & an e-commerce economy

The objective of this group is to ensure that these messages are:

1. Picked up in any conference or seminar talks given on behalf of BSG;
2. Reflected in any formal reports to ministers;
3. Used as the backdrop to the BSG conference in the autumn;
4. Supported with feature articles, back-up material and case studies;
5. Adopted and used by BSG member companies and by government in their own broadband promotion work.

Current Activities

The following Promotion Work Teams have been set up:

Events

This group identifies conference and seminar events suitable for BSG participation and leads on the organisation of a major conference activity, such as the proposals for an autumn BSG conference in conjunction with the DTI and involvement with the Political Party conferences.

Events already notified include:

24 June, BT Tower : CBI/GLA seminar on Creative Industries; broadband to be covered. Alex Bax from Promotion Group (and GLA) attending.

25 June, London : Investec event to focus on broadband investment across Europe. Keith invited to speak but not available. David Baxter attending.

26-28 June, London : IQPC Broadband Britain Event. Keith, Anthony Lilley and Jim Norton to speak; David Baxter chairing a session.

10 July, Westminster : ISPA event on rural broadband; Keith to be invited.

12 July, Westminster : DTI event for UK Online for Business Partnership. David Baxter to speak.

Themes and audiences

This group will be taking our agreed key messages/themes and matching them with key audiences (e.g. consumers, SMEs, politicians, stakeholder groups). They will determine priorities, substantiation of messages and channels.

Case Studies

This group is liaising with the main Case Studies project to ensure the capture and dissemination of case studies that demonstrate and substantiate the key messages/themes on the benefits of broadband for consumers and SMEs.

Reporting

This group will lead on the production of any written reports from the promotions area – for the end of year full report.

Broadband Primer

Initially looking at a web-based broadband service primer for small businesses; to be extended to consumers and public services.

Apart from these groups and their activities we also agreed to create a virtual group for press and public affairs briefings to act as a clearing group for BSG related news and public policy issues.

2. **Education Working Group**

Objective

The objective of the Education Working Group is to focus the various government recommendations into a specific area of activity, which can show concrete results from the leverage to be gained from using broadband in education.

The Working Group focuses on education in its broadest sense – formal and informal – including learning for qualifications, skills, personal development and personal interest. The group will consider the broadband related educational requirements of the whole population for the duration of their lives.

Current Activities

Preparation is underway for a Broadband Education Workshop to be held in July this year. This workshop will concentrate on three key areas:

Sharing and replicating best practice

Developing a mechanism for understanding and sharing the results of broadband so far. The objective is to establish:

what mechanisms exist;
whether they are working;
whether other mechanisms are needed;
and what incentive there is for people to be involved.

Where does Broadband fit?

Looking at the role of Broadband in relation to traditional teaching methods. This is in recognition that Broadband will have an impact on the way that structured curriculum based material will be delivered.

Learning in Communities

Examining how can we focus on education in community delivery to promote community and individual enfranchisement and overcome social exclusion

Output from the workshop will be a short report on current public sector initiatives.

The Working Group is also looking at the possibility of a parallel initiative in the health sector.

3.   **Content Working Group**

Objective

To bring together the full range of stakeholders in the broadband arena to assess and promote the role of content, applications and services in the creation of a thriving UK broadband marketplace.

The Group works closely with the Digital Content Forum (DCF), and, in particular with the DCF's Broadband Industry Action Group (IAG).   Whilst there will be many commonalities between the agendas of the two groups, the groups will continue to have separate identities, although, where appropriate, joint meetings will be held.

In particular, the Content Working group seeks to:

Raise knowledge and awareness of the nature of content, applications and services and of their role in driving broadband take-up

Seek to address weaknesses in the supply-web between operators, infrastructure providers and the content sector and to create cross-sectoral relationships between companies across the whole spectrum

Seek to improve government's knowledge of public sector content's role in driving demand – and, through doing this, to assist government in aggregating and commissioning public sector content

Work closely with the DCF to take forward specific policy initiatives such as proposals for broadband pilots, promotion of a supportive taxation regime and skills mapping

Current Activities

DCF/DTI Broadband Content Pilots Report

Following the release of the *DCF/DTI Content Pilots Report* (complied by OC & C Strategy Consultants) which recommends the development of five content pilot initiatives, the Content Working Group will be working closely with the IAG and the DTI on these pilots and also on a possible broadband incubator fund to help prime and develop the UK content market.

Digital Rights Management

Digital Rights Management (DRM) and Piracy are areas of key concern to many broadband content developers and where the BSG could assist in overcoming the issues and place the UK in a position of leadership. Therefore, a specific DRM group is being set up and it is anticipated that this group will be meeting in July.

Public Service Issues

Public Service issues including Government content procurement and public service broadband content are covered under the remit of this group.

Mirco-payments and Tax Credits

The BSG and the DCF are looking at other issues such as micro-payments and tax credits raised in the DCF/DTI Content Pilots Report and are examining the possibility of establishing specific groups to deal with these issues.

4.   Regulatory Framework Working Group

Objective

The objective of the Regulatory Framework Working Group is to focus on the regulatory framework and as such, progress the implementation of the recommendations from the BSG's report, as well as to consider the role of regulation in achieving broadband objectives.

It will also monitor and comment on the Government's proposals for future regulation, including the Communications Bill.

Current Activities

1.   Following up recommendations in the BSG's November 2001 report

Reviewing the options for infrastructure sharing to reduce the need for capital

A paper will be finalised shortly.

Reviewing broadband interconnect and interoperability issues

A paper is still to be completed – this is being developed in conjunction with Oftel.

Developing guidelines for 'civil infrastructure' provision by non-telcos

A paper outlining the issues surrounding the provision of 'civil infrastructure' by non-telcos (for encouraging/ accelerating broadband deployment in areas where it is not currently available) will be available within the next two weeks. The aim is to present guidelines for local authorities that may wish to pursue this option - not to lay down particular solutions. These guidelines will need further discussion with relevant Government departments and there may be a need to assist the Office of the e-Envoy with communicating with interested local authorities.

2.   Considering the role of regulation in achieving broadband objectives

This has been considered under the sub headings of sector specific and non-sector specific regulation, where non-sector covers areas such as planning and environmental areas.

In terms of sector specific regulation, the focus has been on how the provisions of the draft Communications Bill could help or hinder broadband development. The primary message is that the duties and powers accorded to OFCOM under the Bill must have regard to the need to create a climate that will encourage long term investment in networks, services, applications and content.

A presentation was made to a PITCOM/EURIM meeting on 22 May 2002 and written evidence will be sent to the Joint Scrutiny Committee (JSC) w/c 10 June. A response to the consultation on the draft Bill will be prepared for the 7 August deadline.

The group also provided input, in private session, to the JSC on16 May, to answer the question "what is broadband" - the broadband journey theme was addressed, together with the need for sustained broadband investment.

The group is gathering examples of non-sector specific issues that act against broadband objectives.

3.   Other actions

PIU study

The group has input comments into the Performance and Innovations Unit's study into the long-term future of Electronic Networks.

Portable wireless DSL

The group has referred a paper relating to the potential viability of portable wireless DSL to the Strategy Implementation Working Group.   However, as there are sector regulatory barriers that are preventing full deployment of this technology, the group will pursue these.

5.   Strategy Implementation Working Group

Objective

The objective of the Strategy Implementation Working Group is:

- To encourage progress on the implementation of the recommendations accepted by Government in the BSG November 2001 report (not covered by other WGs);
- to act to facilitate the achievements of these recommendations, where Government may seek further input or support from the BSG;
- to keep the entire programme under review such that proposals can be made to keep this current in a changing market and regulatory environment;
- to continue to review and advise on the Office of the e-Envoy's long term research contract on broadband markets, both inside and outside the UK, working closely with the appointed contractor Analysys Ltd;
- to identify such areas of further research as may be helpful to complement the, primarily demand side, research commissioned by the Office of the e-Envoy;
- to continue to advise on the use and presentation of the 'dash board' of measures developed with the old research group; and
- Establish links with OGC and encourage development of a valid aggregation business model.

Current Activities

The activities of the strategy implementation working group are focused on three key areas: the economic case, programme review and aggregation of demand.

Economic Subgroup

The Economic Subgroup is developing the economic case for broadband, with a particular focus on productivity and competitiveness issues.

Currently this group is undertaking a mapping exercise analysing the broadband supply and demand curve.

Programme Review Subgroup

This group is responsible for reviewing, monitoring, measuring the activities, projects, events, interdependencies and resources that have been identified as being required to construct a robust program for the delivery of the 2005 targets and beyond.

Currently the group is mapping the BSG objectives against those of the UKOnline and has also begun work on developing a broadband case study resource to use in both the promotion of broadband and developing the economic case.

Aggregation of Demand Subgroup

The Aggregation of Demand Subgroup is undertaking to review and understand how communities of business, consumers and teleworkers can work together with Telco's, OLO's etc to build a case for further deployment of broadband (ADSL, Satellite, Wireless) within a specific community/town. In addition it is also looking at Aggregation across and within the public sector.