

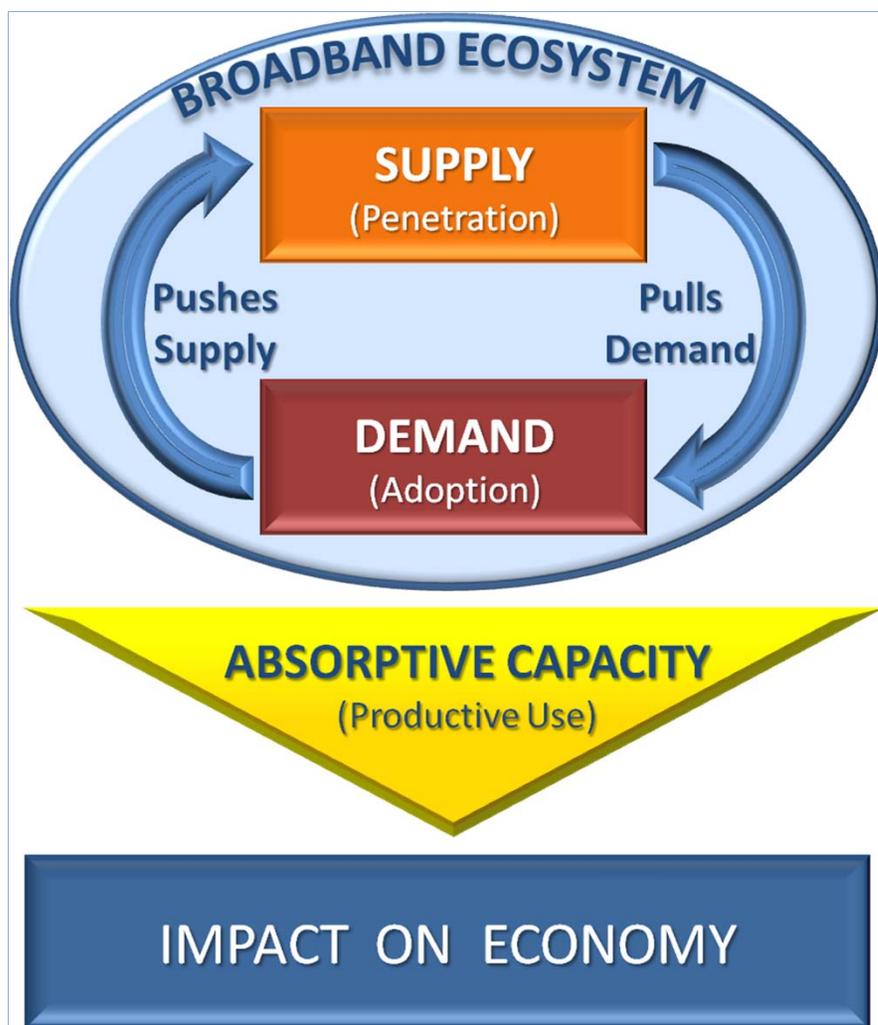
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## Looking Ahead: Need and Use of Data for Broadband Policy Making



# Need and Use of Broadband Data



- In general, so-called broadband indicators are very effective to measure the penetration and adoption of broadband in the economy. Are these indicators also effective to measure the productive use of broadband? If not, why these indicators are not effective and how the productive use of broadband can be effectively measured.

- Akamai's "observed average connection speeds" data vs. "Average advertised connection speeds" data collected by operators. What would be the optimum broadband data collection mechanism?

# Broadband Strategies Handbook



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**Broadband Strategies Handbook**  
 Building a Broadband World

The Broadband Strategies Handbook is a guide for policy-makers, regulators, and other relevant stakeholders as they address issues related to broadband development. It aims to help readers, particularly those in developing countries, by identifying issues and challenges in broadband development, analyzing potential solutions to consider, and providing practical examples from countries that have addressed broadband-related matters.

The Handbook consists of seven chapters and two appendices that look at how broadband is defined, why it is important and how its development can be encouraged. Throughout the Handbook, broadband is viewed as an ecosystem consisting of both supply and demand components, both of which are equally important if the expansion of broadband networks and services is to be successful. In addressing the challenges and opportunities that broadband gives rise to, the Handbook discusses the policies and strategies that government officials and others should consider when developing broadband plans, including the legal and regulatory issues, what technologies are used to provide broadband, how to facilitate universal broadband access, and how to generate demand for broadband services and applications.

**Warning:** This is a pre-publication version of the Broadband Strategies Handbook. Please check back soon for a finalized version appropriate for citation.

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