

Broadcasting Commission of Jamaica Annual Retreat
 October 28, 2015

BROADBAND AND OPEN ACCESS IN A DIGITAL WORLD

Professor Hopeton S. Dunn, Ph.D.
 Chairman, Broadcasting Commission of Jamaica
 and Director, CARIMAC, UWI



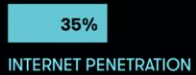
JAN
 2014

GLOBAL DATA SNAPSHOT

7,095,476,818
 TOTAL WORLD POPULATION



2,484,915,152
 INTERNET USERS

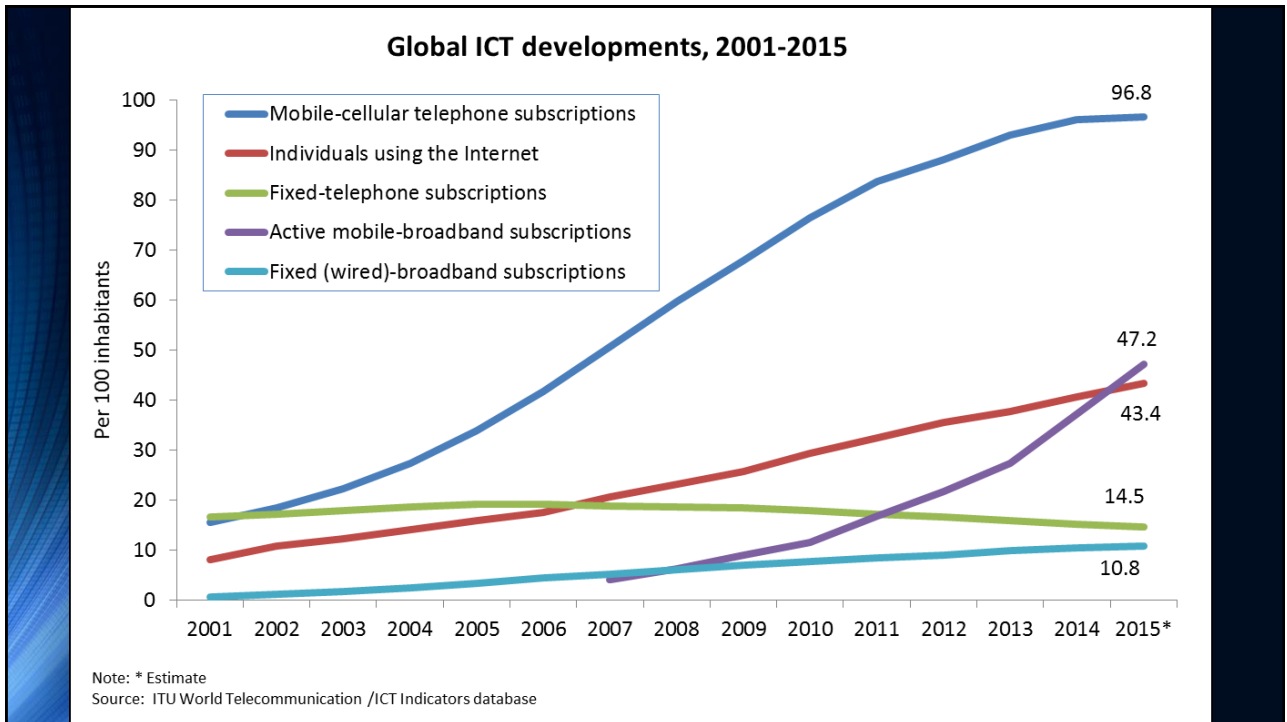


1,856,680,860
 ACTIVE SOCIAL NETWORK USERS



6,572,950,124
 MOBILE SUBSCRIBERS





Broadband is now the standard

- With the rise of Next Generation Networks (NGNs) and the networked society, broadband has become the gold standard of universal service
- Definitions of Broadband
 - Kim, Kelly and Raja (2008): a type of network connection or transmission speed at which consumers may download or upload content to the Internet
 - ITU (2003): "transmission capacity that is faster than primary rate Integrated Services Digital Network (ISDN) at 1.5 or 2.0 Megabits per second (Mbit/s)"

Some Current Policy Issues

- OTTs and their challenge to legacy service providers
- Net neutrality
- Spectrum and its role in service provision as a government-owned asset
- Regional harmonization of Digital Switchover approaches
- The role, reputation and future of the regulator

Hopeton S. Dunn, Ph.D. 2015

OTTs have begun to thrive

- In 2013, Netflix reported an annual revenue of US\$4.37 billion, that is, a 28,978% increase in its 2002 revenue figure of US\$150,800.
- Between April and June 2015 Netflix added 3.3 million subscribers, with more than 70% of this growth attributed to international subscribers.
- Netflix now has an estimated 65.6 million subscribers.

Hopeton S. Dunn, Ph.D. 2015

Openness and Accessibility

- **Openness** means the structures, social activities, policies and technologies that favour:
 - Universal over restricted access,
 - Universal over restricted participation, and
 - Collaborative over centralized production.
 (Laudon and Rivet 2013)
- **Accessibility** of information is the extent to which a consumer or user can obtain information at the time it is needed.

Hopeton S. Dunn, Ph.D. 2015

Some Developments



- **Copyleft**: a general method for making a program (or other work) free, and requiring all modified and extended versions of the program to be free as well. (gnu.org)



- **Creative Commons**: a set of licenses that provide a simple, standardized way to give the public permission to share and use creative work — on conditions of the author's choice. (creativecommons.org)
- **Open Access**: is an alternative publishing and distribution model that makes scholarly research literature ... freely available to the public online, without restrictions. (opensocietyfoundations.org)
- **Open Data**: is data that can be freely used, re-used and redistributed by anyone - subject only, at most, to the requirement to attribute and share alike. (opendatahandbook.org)

Hopeton S. Dunn, Ph.D. 2015

The Disruptive Role of the Internet

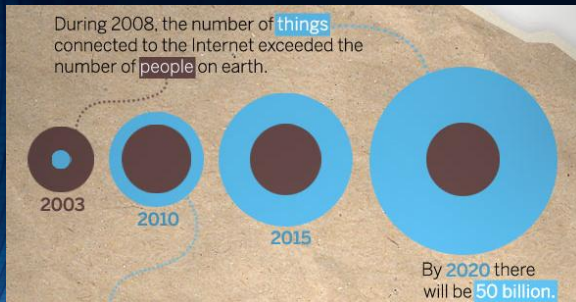


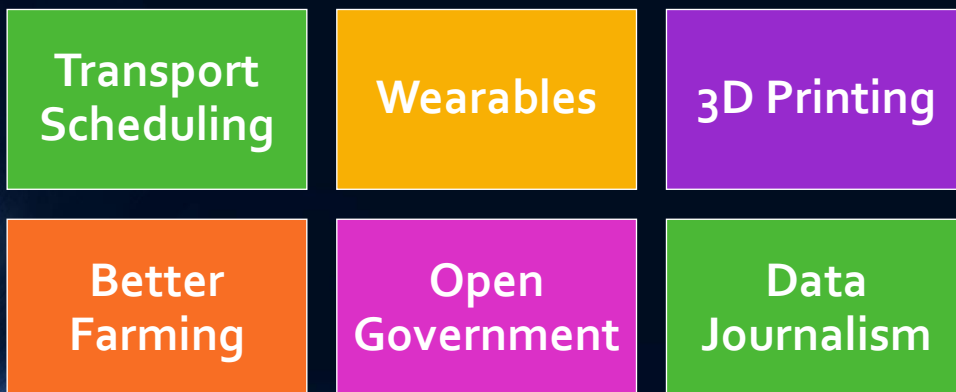
Image Source:

<http://www.symplio.com/2011/09/4-infographics-about-internet-of-things/>

- VOIP, Instant Messaging and other new forms of communication are here to stay and are the future
- With the internet of things and other emerging technologies the status quo is changing all around and we have to adjust

Hopeton S. Dunn, Ph.D. 2015

Some Applications



Hopeton S. Dunn, Ph.D. 2015

Regulating the New Environment

- A comprehensive definition of the “regulated industry” is required.
- The Broadcasting Commission has recommended to Government that there should be a service-based rather than platform-centric definition of broadcasting which captures the activity of all "like" services.
- Industry would therefore be subject to equitable, but not necessarily homogenous, regulation.

Hopeton S. Dunn, Ph.D. 2015

The Evolving Role of The Regulator (1)

- Develop policies that address how the industry is to contribute to regional development
- Convergence of regulatory structures
- Critical appraisal of the impact of emerging technologies and agility in responding to these trends
- Consider the impact of co-regulation and self-regulation

Hopeton S. Dunn, Ph.D. 2015

The Evolving Role of the Regulator (2)

- Encourage and facilitate a positive investment climate
- Protect and enhance social and cultural values
- Media literacy, cyber security and public education
- Promote social objectives including the protection of vulnerable and marginalized sectors and the environment



Hopeton S. Dunn, Ph.D. 2015

Content and DSO

- Content is emerging as the central asset in the current configuration and for the foreseeable future
- The region must put itself in a position to capitalize on this trend, by effecting DSO and data mining strategies
- Critical in all this, is data protection and cyber security
- These must be built into a reformed legislative framework with updated laws to cover mergers and acquisitions

Hopeton S. Dunn, Ph.D. 2015

OTTs and Net Neutrality

- We are entering an era of tension between OTT subscriber services such as Netflix and Hulu on the one hand and free and open data from the Internet and elsewhere, on the other.
- We have to find a mix that suits our region, while resisting efforts to undermine net neutrality.
- It is essential that we establish mechanisms of inter-regulator collaboration and build research into all our policy planning to make them evidence-based.

Hopeton S. Dunn, Ph.D. 2015

Conclusion

- Laws, policies and regulations are not ends in themselves
- They are means towards the development of the Jamaican and Caribbean people
- With this reformed approach we can robustly welcome convergence and the future



Hopeton S. Dunn, Ph.D. 2015

Thank You!

HOPETONDUNN@GMAIL.COM

