

# New media and challenges



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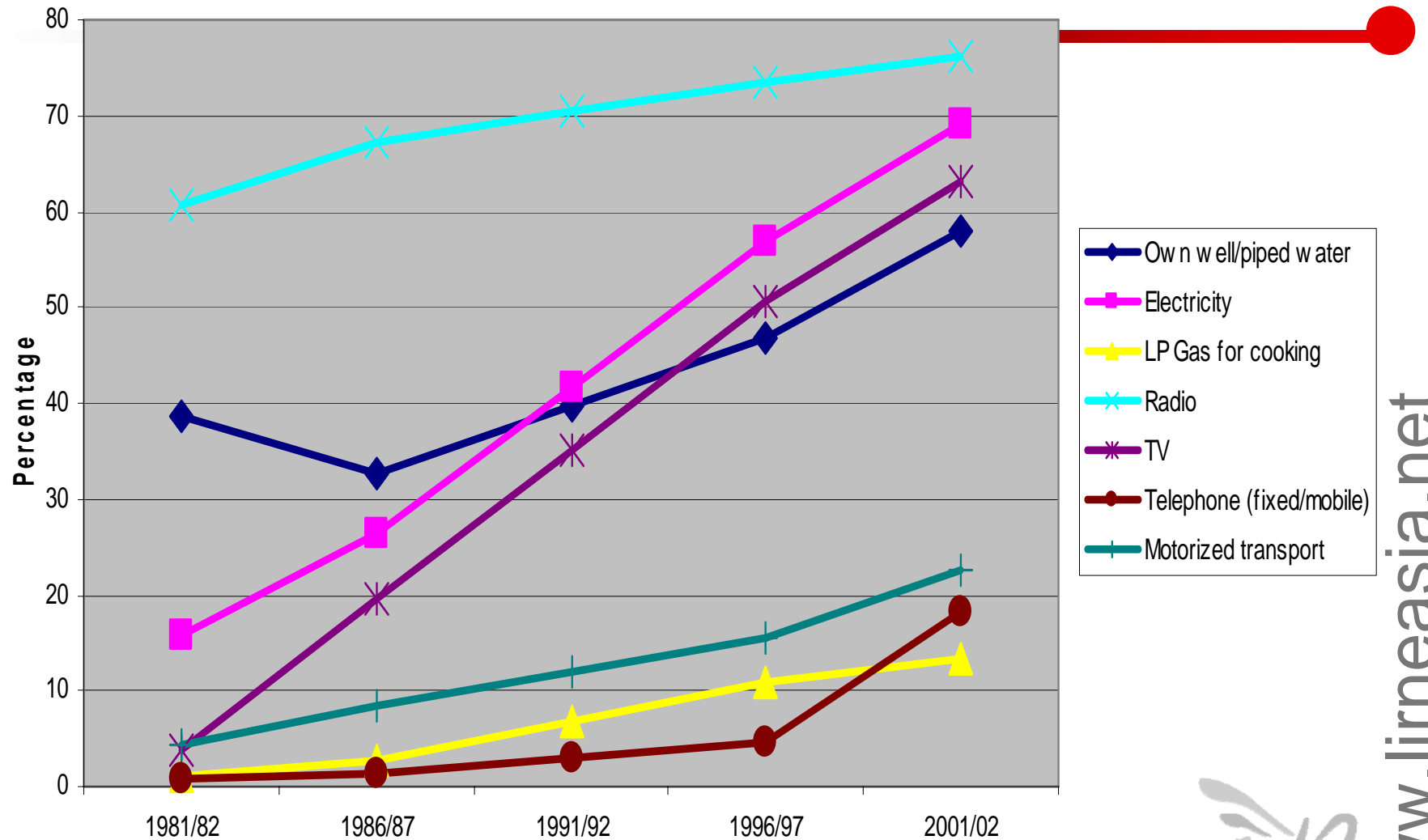
# Agenda

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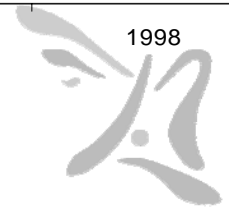
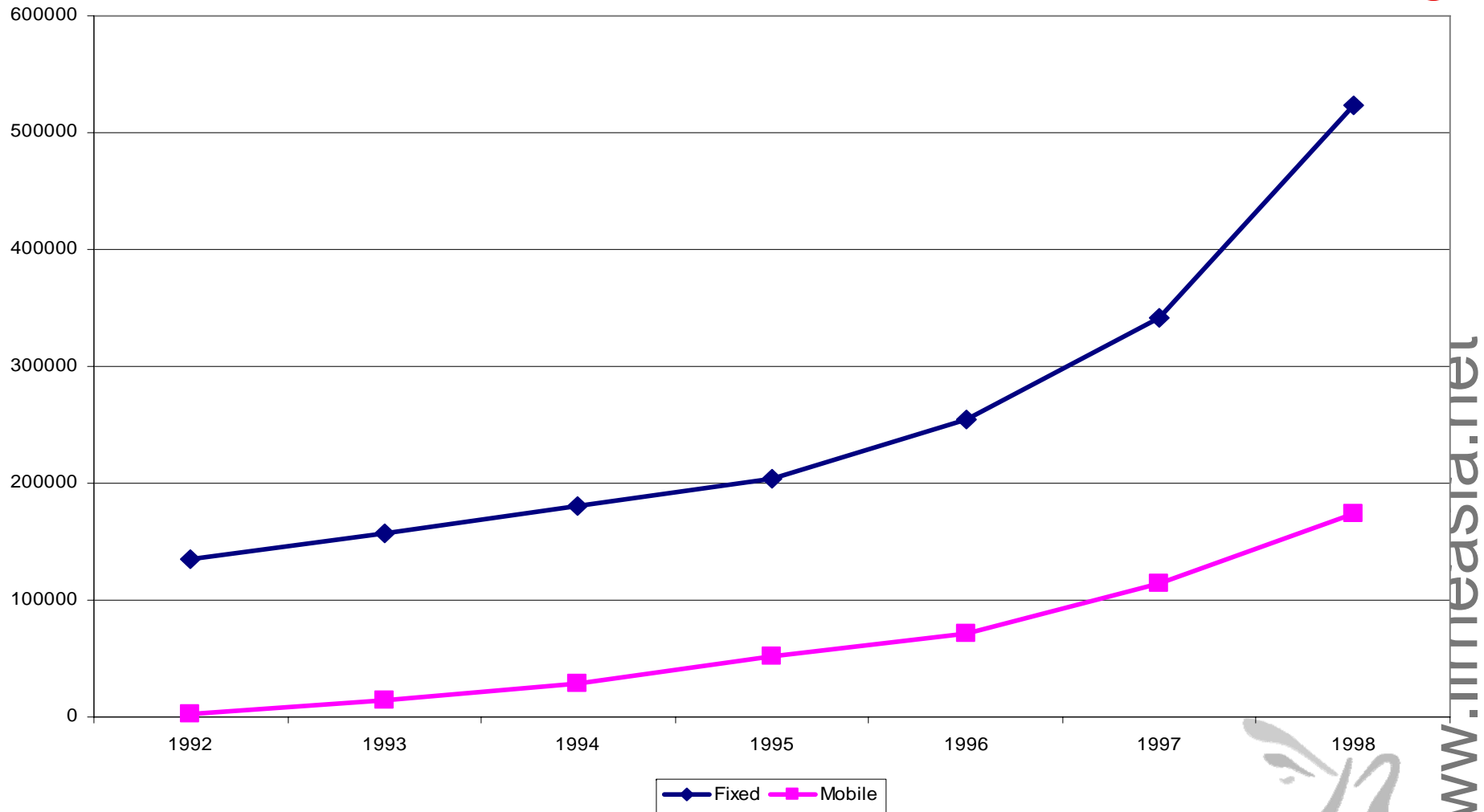
- What new media?
  - Answer if given in 1998
  - Answer now
- Challenges
- Need to update the Colombo Declaration?



## Household Access, 1981-02 (Consumer Finance Survey adjusted)



# Fixed and mobile growth, 1992-98



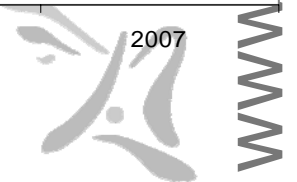
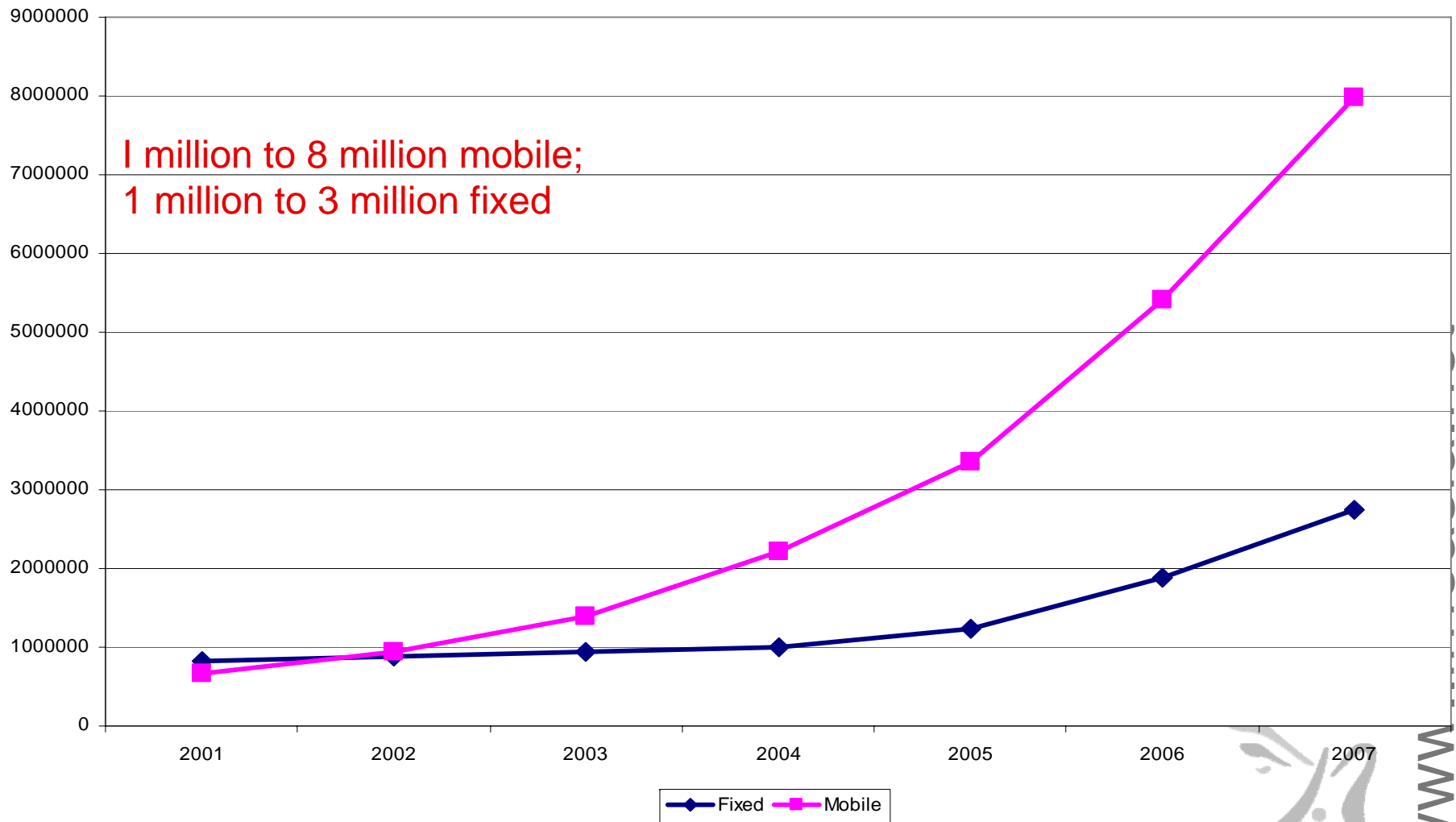
# New media?

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- Slightly over 500,000 fixed phones (mostly wireline) and close to 200,000 mobile phones
  - No ADSL, no WiMAX, no HSPA, little use of SMS, but some info services using cell broadcasting channels and few people using dial-up (even ISDN came in 1999); no WiFi
  - Few websites exist, but very static (LBO starts in 1998); no blogs; no blog aggregators
  - ~ 700,000 calling opportunities

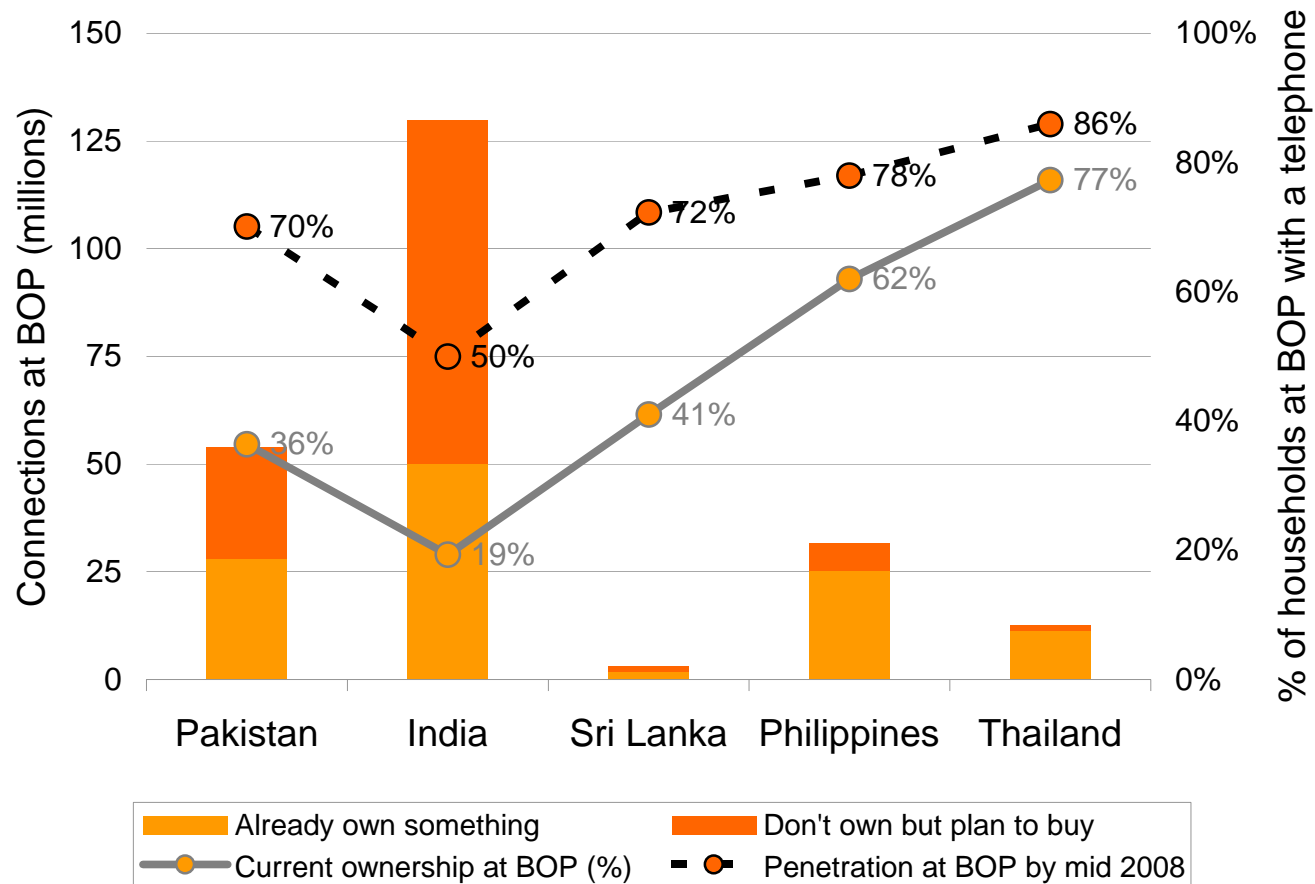


# Fixed & mobile growth 2001-2007



72% of Sri Lanka BOP households will have access in 2008 (projected) → higher for country as a whole

Unless the government succeeds in slowing down growth



# New media?

- Close to **3 million** fixed phones (majority wireless), **8 million** mobile phones (all GSM), around **100,000** fixed broadband users and several thousand mobile broadband users
  - ADSL since 2003, WiMAX since 2007, HSPA since 2007, WiFi since 2003
  - Heavy use of SMS, info services using cell broadcasting channels, mobile voting, mobile payments, cameras on many handsets, MMS available and used
  - Many websites, almost all newspapers easily accessible (some allowing comments); ~1,000 blogs (in all three languages); 3 blog aggregators; lots of social networking; some twittering
  - E-commerce, basic e government services emerging
  - ~11,000,000 calling opportunities



# Focus on mobiles in this talk: Why?

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- For news gathering in all countries (Myanmar of today; Sri Lanka of 1998)
  - Can feed into MSM and citizen journalism
- A major dissemination medium in countries with significant penetration, example Sri Lanka
  - Mobile's growth worldwide has been the fastest any technology, faster than radio and TV
  - Most people in our part of the world will experience the Internet through a mobile not a computer



# Mobiles for news gathering



# From the Asian country with the least new media . . .

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- Aung Zaw, editor of *Irrawaddy*, . . . [said that] bloggers and underground journalists were risking arrest in communicating with the outside world. He said the magazine had **several reporters in Burma who used the internet, email and mobile phones to send stories and images to Thailand**. "It's a huge risk," he said. "We cannot identify them and must be extremely cautious because they could be imprisoned for sending information to us."





<http://hubpages.com/hub/Nargis-Cyclone-Disaster-Photos---Heart-Breaking-Pics-From-Myanmar>



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# Issues

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- Mobile as a one-to-many medium
  - Broadcast and customer-requested SMS (one-to-one)
  - Cell broadcasting (one-to-many)



# Customer-requested v broadcast SMS services

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- Broadcast (or spam) SMS is a “push” medium that may be used to assemble mobs
  - Very intrusive; reduces utility of mobile service, perhaps the most personal of media
- Customer-requested SMS is a “pull” medium that may be used to assemble smart mobs
  - Centrally addresses the intrusiveness of broadcast SMS
- The rationale for broadcast regulation rests partly on spectrum scarcity and partly on the power of ideas that are broadly disseminated



# Customer-requested v broadcast SMS services

- An unlimited number of “speakers” can use the SMS mechanism, as long as mobile operators (or the common carriers, in regulatory terminology) allow non-discriminatory use
- In the telecom space, there is no regulation of “what goes through the pipes” under the common-carrier principle
- When customers explicitly request messages, no justification for restriction by operators or by governments
  - A recent US controversy over an operator’s refusal to provide this service to NARAL, an abortion-rights organization, brought out the relevant issues
- However, government in countries without strong liberal democratic traditions tend to apply restrictions to SMS as a whole, rather than just content, or even spam SMS (Feb 4, 2008) or to shut down phone service altogether (multiple occasions during campaigns)
  - Contrast with Israel/Palestine and Jammu & Kashmir



# Cell broadcasting

- True one-to-many service, reaching all switched on handsets within a base station area (several km across, or smaller in urban areas)
- Immune to congestion → ideal for public warning
- Does not use frequency space reserved for call setup, calls and data but a separate specially defined area
  - This area is divided into 65,000 channels (channels from 0 to 999 can be switched on by the terminal user, from 999 to 65,000 can only be switched on via OTA (Over The Air Activation) but all channels can be switched off by the user)
- A page can include 93 characters; Up to 15 of these pages may be concatenated to form a Cell Broadcast message



# New developments in CB

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- US government has mandated that any handset not capable of delivering public warning has to carry a sticker
- Tests have been successful in the Netherlands and the EU is moving toward adoption
  - Therefore, CB is gathering momentum
- US government is requiring that some channels used for warning be incapable of being switched off by user → exception to general rule of end-user control is coming through new ITU standards



# Revisions to Colombo Declaration

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- Better not to make laws, regulations and even declarations that are technology specific
  - But perhaps a statement against the shutting down of telecom networks and/or functionalities?
  - Safeguards against violations of privacy through unsolicited broadcast SMSes and abusive cell broadcasts?



# Burma

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- ❑ Population 49'220'559
- ❑ Fixed telephone lines per 100 inhab. (2005) 1.00
- ❑ Mobile subscribers per 100 inhab. (2006) 0.42
- ❑ Computers per 100 inhab. (2006) 0.88
- ❑ Internet users per 100 inhab. (2007) 0.08
- ❑ Broadband Internet subscribers per 100 inhab. (2007) 0.00
- ❑ International Internet bandwidth (Mbps) (2006) 94
- ❑ Radio sets per 100 inhab. (2004) 5.85
- ❑ TV sets per 100 inhab. (2005) 0.74 %
- ❑ Population covered by mobile signal (2006) 10%

