

## **Session on “Co-Developing Innovation” Telecom 2004**

### **“Global Connectivity Solutions in High Growth Emerging Markets – The challenge and the opportunity”**

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The world is sharply divided into developed and undeveloped Internet markets. The emerging Internet markets lack infrastructure for Internet connectivity – and where there is infrastructure, it is expensive and inefficient. The total Internet capacity used by Luxembourg with a population of 400,000 exceeds the capacity used by the entire African continent with a population of 120 million.

Internet connectivity is now a basic need. In our markets its growth drivers consist of: (a) deregulation; (b) technological improvements; (c) business and educational needs and (d) the recognition by local governments that it is important to invest in information highways

With the establishment of SkyVision the main challenge was to enter to emerging markets. It was crucial to make the penetration fast, cost effective and suitable for different cultures. In the emerging markets there is a variety of service providers that are using different type of equipment, both for satellite connectivity and for the data services. Usage of one accepted standard and enrollment of local players to collaborate with Skyvision was defined as a key goal. The standard that has been chosen was IP over DVB service. The other challenges included regulation, infrastructure, collection issues and more.

During the presentation a case study presenting the way the company operates in countries such as Turkey, Ukraine and Nigeria will be presented. The challenges and ideas that have worked in those countries are explored. There are various alternatives and ways to work in emerging markets and building the right type of collaboration with the local players. The reasons behind the choices Skyvision has made will be discussed.

SkyVision sees itself as building a global infrastructure covering the emerging Internet markets through strategic collaboration with prominent local players in each country; developing local NAPs for intra-regional connectivity services and eliminating the digital divide by participating in the IP led infrastructure development and services. This will empower remote areas to become linked to the global information highway and allow access to information to people that otherwise would not be able to access it.