



OECD Workshop  
London, 22<sup>nd</sup> May 2007

*The Economic and Social impacts  
of Broadband communications:  
from ICT measurement to policy implications*

# From broadband infrastructure to broadband services

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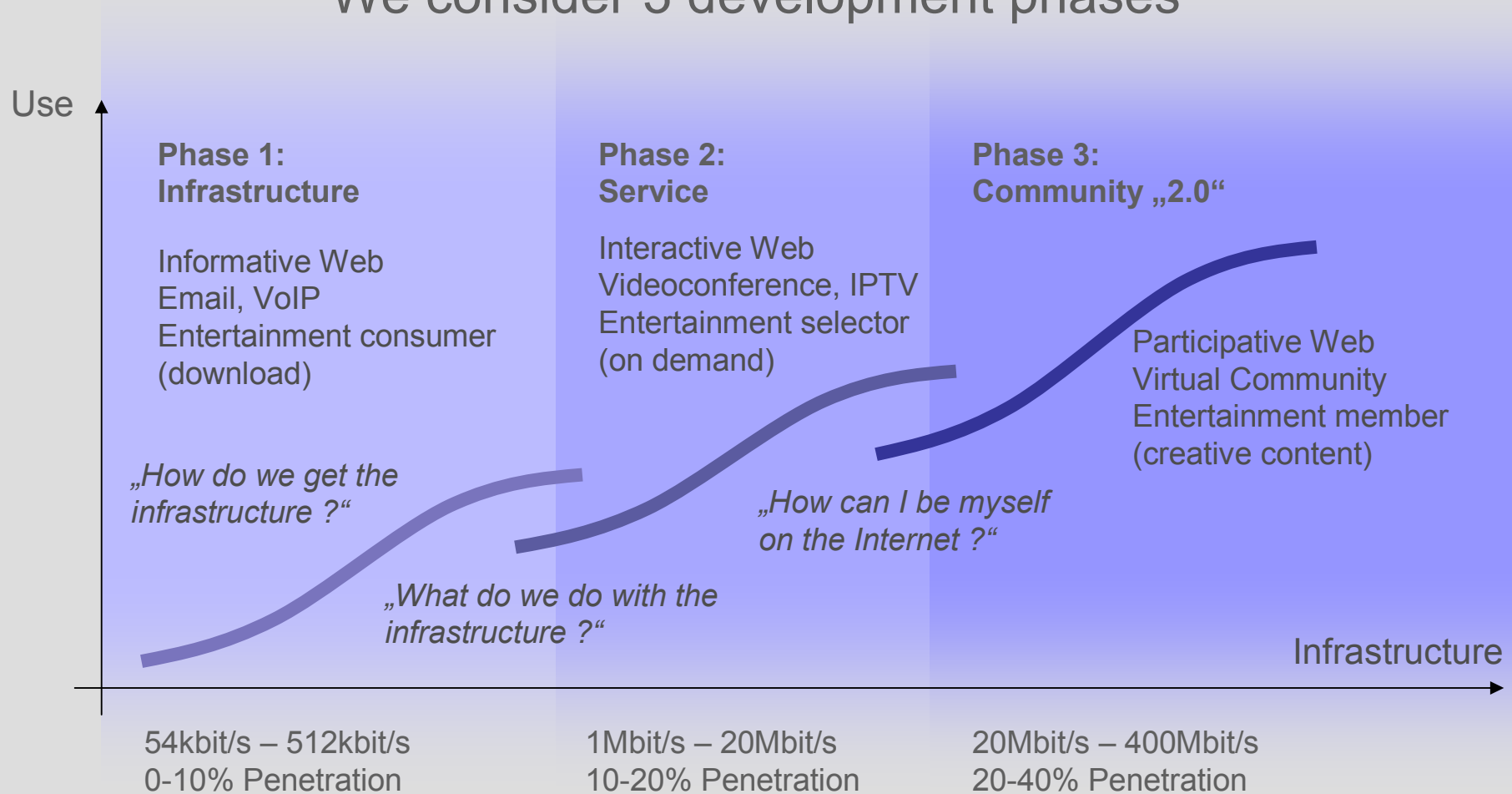
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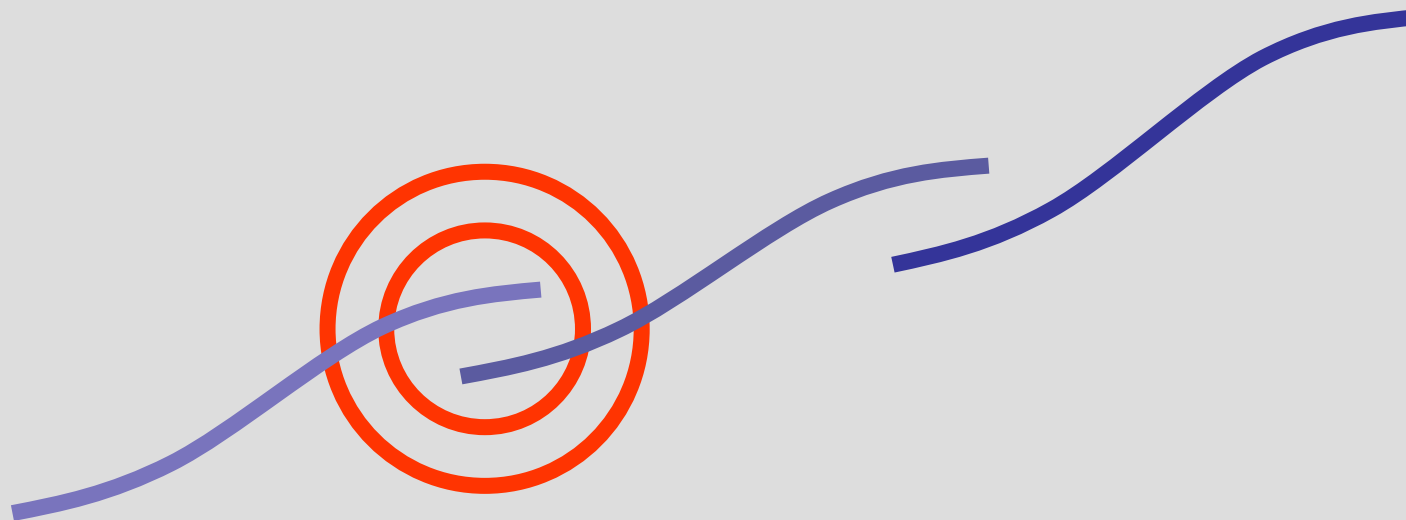
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## We consider 3 development phases



Note : All figures are indicative. They depend mostly on socio-historical factors.

Germany is operating the transfer to Phase 2

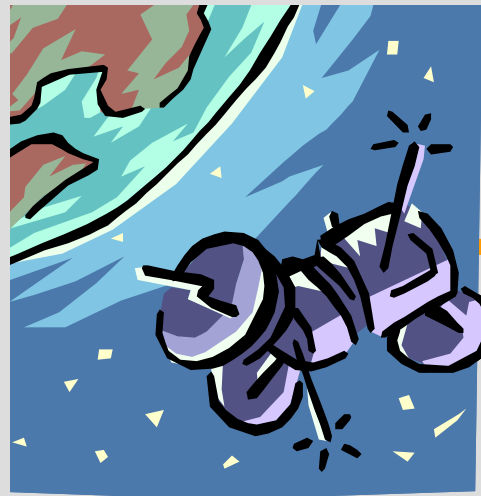


## Macroeconomic impacts of broadband use in Germany

a commission from the Federal Ministry for Economics and Technology, Germany,  
March 2006

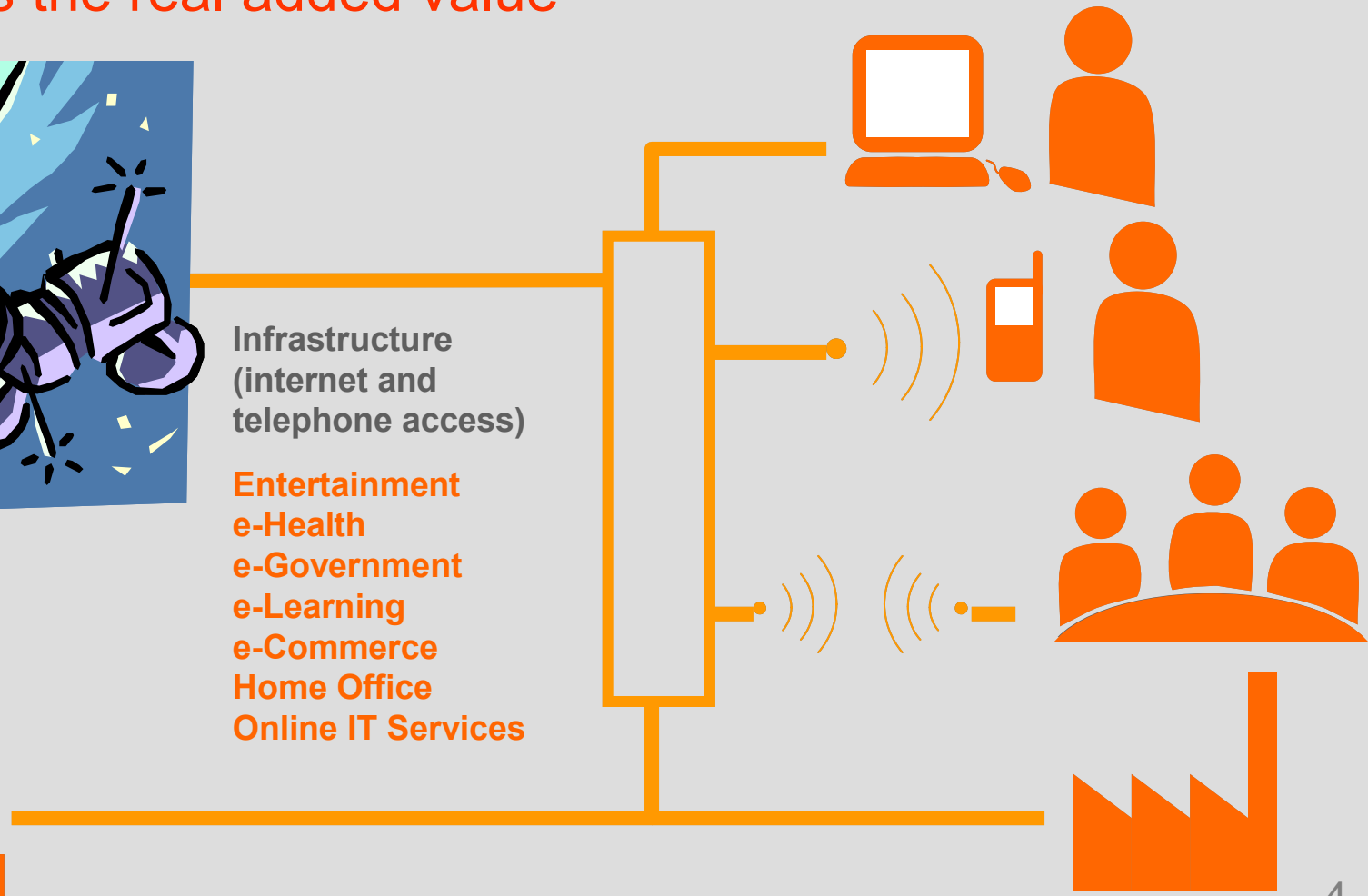
The study from MICUS was publicly released. The english version is available under:  
[http://www.micus.de/index\\_en.html](http://www.micus.de/index_en.html)

Infrastructure is the basic service  
**Content is the real added value**

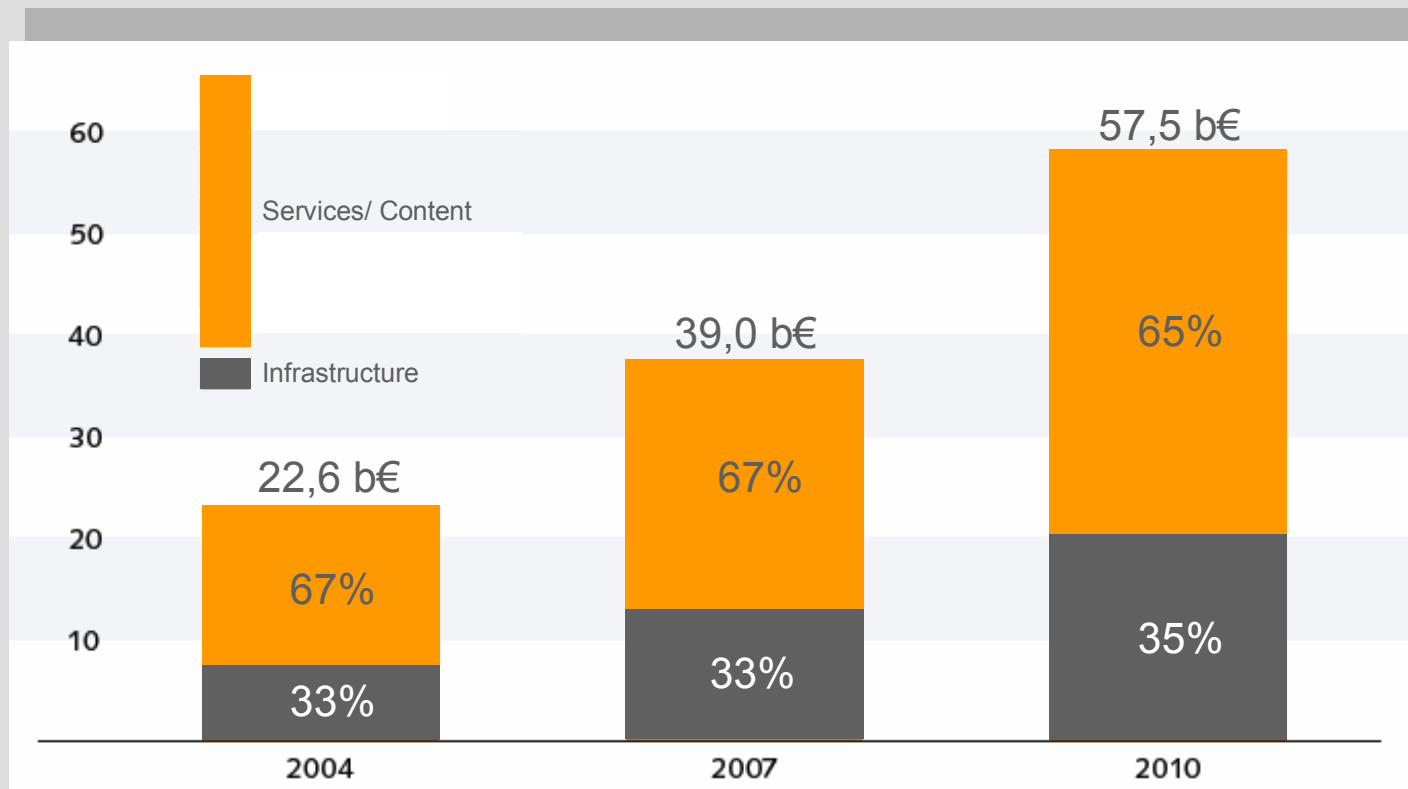


Infrastructure  
(internet and  
telephone access)

**Entertainment**  
**e-Health**  
**e-Government**  
**e-Learning**  
**e-Commerce**  
**Home Office**  
**Online IT Services**

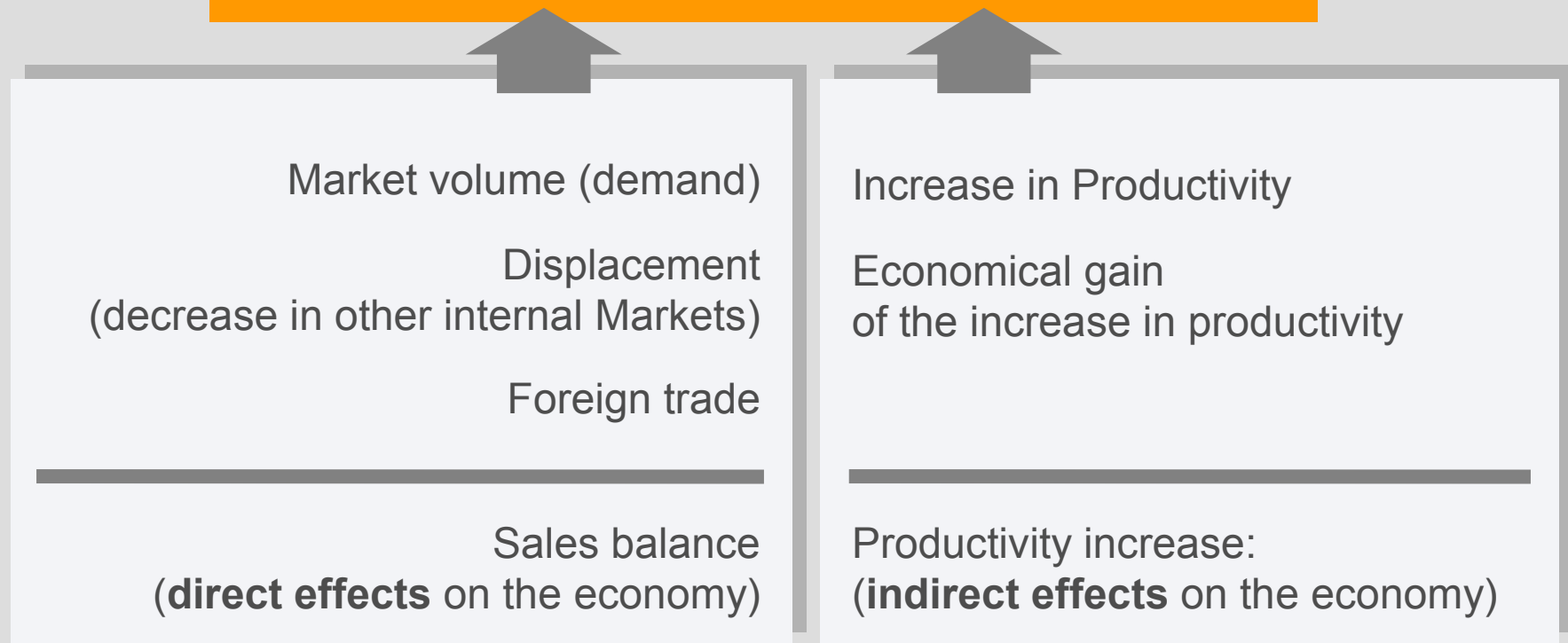


2/3 of the market volumes are due to the services

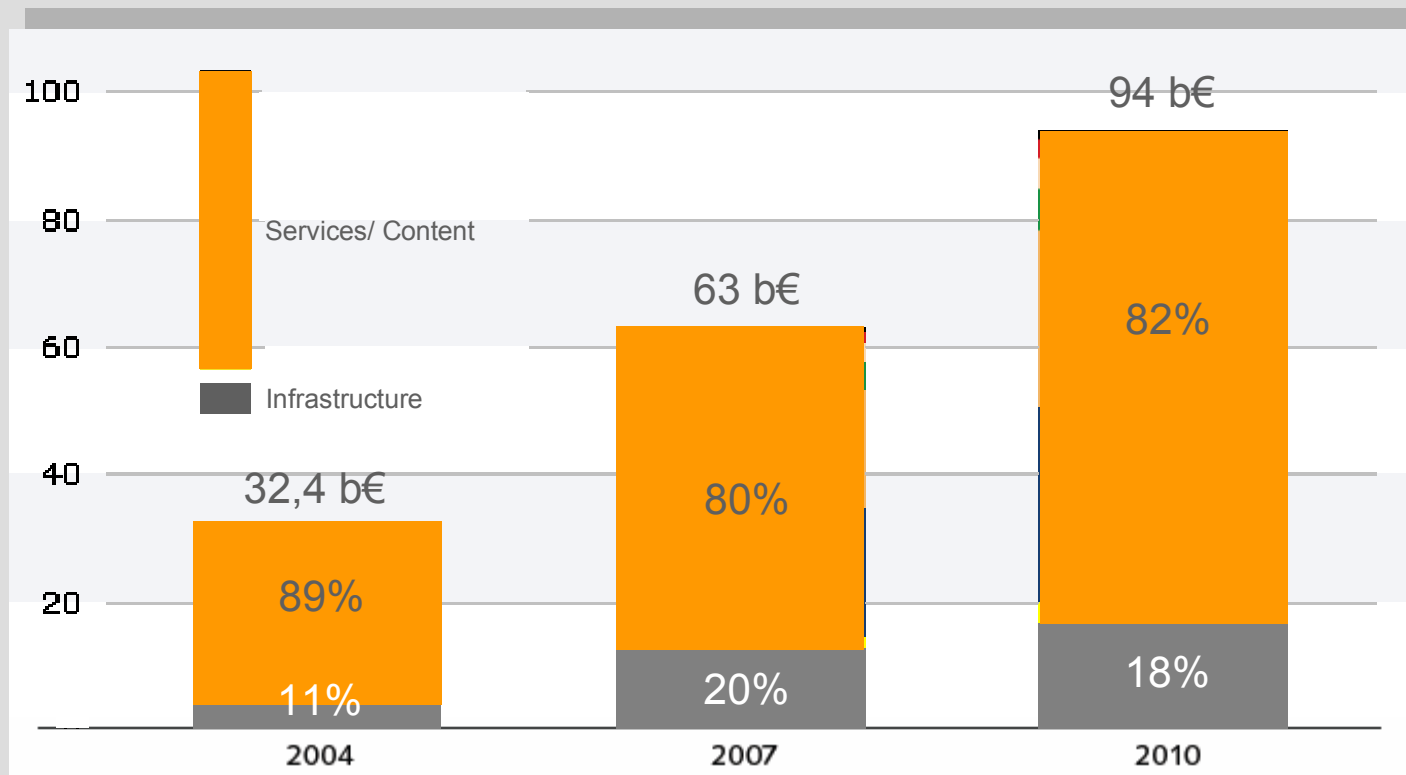


We considerate all effects

**Global effects on the german economy**

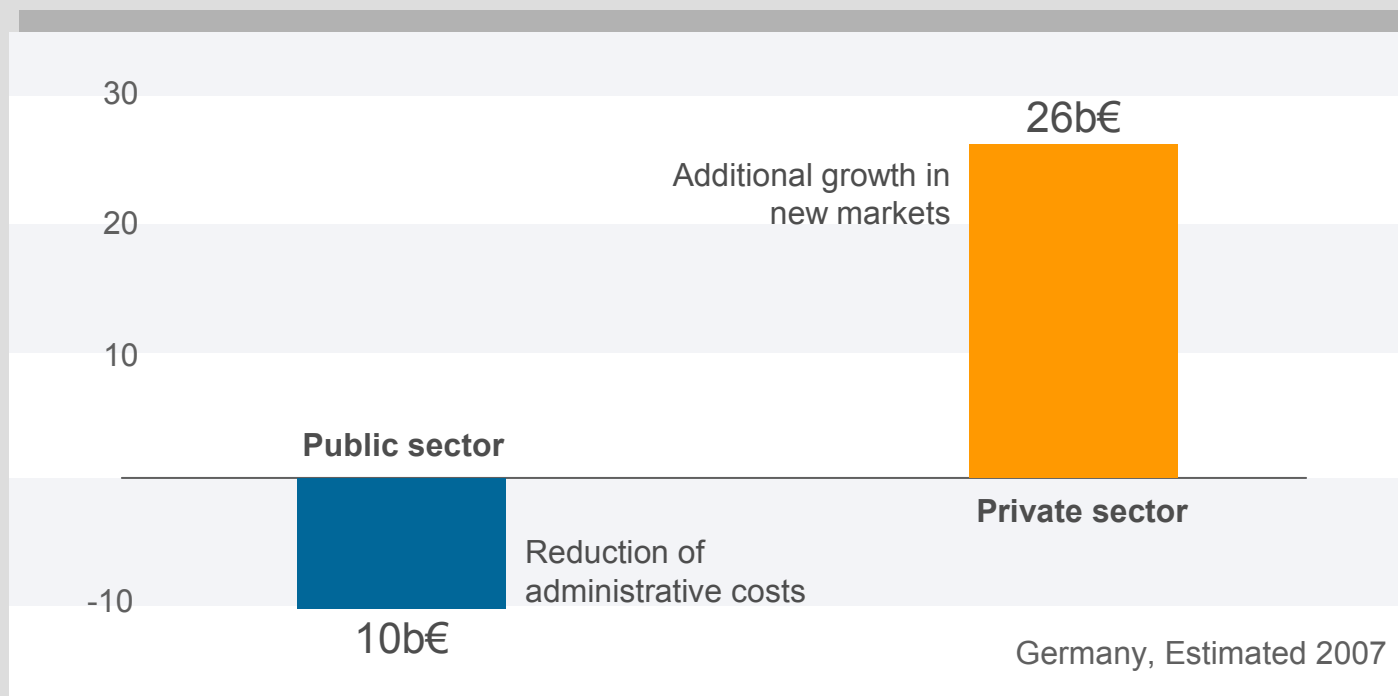


## 4/5 of the real effects are due to the services



*Most data was collected through direct contact with the leading and relevant companies of the considered sector in Germany, which we investigated about their strategy and forecast.*

## A double benefit in the public and private sectors



## Policy recommendations

1. Continue to develop the **infrastructure** and improve competition
2. Use the **modernization of the public administration** (e-Government, e-Health...) to reduce the administrative costs and create a public demand in the development of online services
3. **Encourage SMEs** to take advantage of the new opportunities given by broadband technologies: take part in new global markets
4. Promote **research and education** for broadband services

Next to come:

## The Impact of Broadband on Growth and Productivity in Europe

a MICUSstudy for the European Commission

Macro/Microeconomic study,  
Evolution scenarii and Case Studies  
in the frame of the i2010 objectives.

**Thank you for your attention.**

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