

## **Mobile Broadband to Overtake Fixed Broadband by 2010**

### **Already Evident in Indonesia**

**Mobile broadband could overtake fixed broadband connections in popularity as soon as 2010**, according to a comparison site 'Top 10 Broadband'. They started tracking mobile broadband sales six months ago, and has seen **uptake increase by over 50% month-on-month** since then. "It is absolutely taking off, people are loving the broadband dongles (hardware that connects to the computer)," says Jessica Mcardle of Top 10 Broadband. Mobile broadband has notable advantages over Wi-Fi hotspots for mobile users.

**Customers were attracted to mobile broadband as it offers more flexibility**, especially for laptop owners. It also means that users have consistent broadband access, rather than having to rely on finding a Wi-Fi hotspot. Technology blogger Ephraim Schwartz recently predicted that business users would move away from Wi-Fi to mobile broadband over the next two years.

It is also borne by the fact that **the HSPA Mobile Broadband overtaking fixed broadband in Indonesia**. At the end of 2007 – **just one year after the launch of HSPA in Indonesia** – 315,000 Indonesians were accessing the Internet via this high-speed mobile technology, according to Wireless Intelligence, while fixed-broadband connections were approximately 300,000.

Indonesia is the fourth most populous country in the world with 245 million people and a mobile penetration rate of 39%. **Indonesia has four HSPA networks**—deployed by Indosat, Excelcom, Telkomsel, and Hutchison 3 Indonesia—and competition among operators to offer broadband services using HSPA is intense.

"Indonesia **leads South East Asia in adopting Mobile Broadband services**. To consolidate this leadership, **it is essential that additional spectrum is released to mobile operators at a reasonable cost**," said Ricardo Tavares, Senior Vice President for Public Policy at the GSMA. "It is also very important that Indonesia develops a medium-term spectrum plan that will enable mobile operators to make broadband services as widely-available and affordable as voice and SMS services."

Tavares also called on Indonesia to ensure that both domestic and foreign investors in mobile networks are on an equal footing so that the country can maximize investment in Mobile Broadband services and the associated economic and social benefits.

Source: COAI Research & GSMA