



Positively Broadband Campaign

Broadband service is now available to over 70 percent of U.S. households, but the take up rate among consumers stands at about 11 percent. While an intense industry and insider battle continues over “deployment regulation” issues, this “deployment” focus fails to address the most important broadband issue – lack of consumer demand.

- Part of the problem is cost. Many people think broadband is just too expensive.
- Part of the problem is service. Stories of woe about customers attempting to add DSL and other broadband services abound.
- Part of the problem is value – faster email isn’t attractive enough.

As a society we are in danger of missing the bigger picture. If we want to take the Internet and, ultimately, the U.S. economy to the next level, we are going to have to give consumers better reasons for purchasing broadband service--better than faster email and web surfing.

Broadband communication represents a collection of technology options capable of delivering digital content at speeds far faster than can be achieved using a computer modem and dial up Internet connection. This added speed means much more natural human interaction for applications like videoconferencing or distance learning and a much more practical distribution channel for services like movies or music on demand. Broadband content and applications are simply not rich and varied enough today to attract a mass market of consumers.

The Positively Broadband campaign’s goal is to spur development of new, compelling broadband applications, such as:

- E-Government
- E-Health
- E-Education
- E-Work/Telecommuting
- E-Entertainment

The Positively Broadband campaign focuses on several content and application areas where broadband could deliver significant benefits to the American people, but it also notes that the new agenda must be based on a series of important market principles.

The principles include:

- Market-neutrality - the need for government not to favor one broadband technology over another or pass laws that discriminate against the online (versus offline) world;
- Market-driven - the requirement that the competitive industry drive the delivery of broadband services; and
- Intellectual Property protection - without creating artificial barriers to new content distribution technologies.

A copy of the white paper is available at <http://www.positivelybroadband.org>. A copy of the executive summary is at, and the web address is <http://www.positivelybroadband.org>.