

# Broadband Getting Broader Egyptian Experience

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# How BB now is different from other infrastructure in terms of priority?

- 2002
- Great Expectations
- Competition killed expectations (The man killed the goose)
- Is BB still the favorite?
- Continues price reduction.
- Then What?

# How demographic texture affects benchmarking?

- Availability 70%
- Culture & Education 40%
- Age group 80%
- Affordability 30%
- Demand  $0.7 \times 0.4 \times 0.8 \times 0.3 \times 85 = 5.71$
- Double this number !!!!!!!
- Interest .....

# Planning

- Availability 90%
- Culture & Education 60%
- Age group 80%
- Affordability 50%
- Demand  $0.9 \times 0.6 \times 0.8 \times 0.5 \times 85 = 18.36$
- Double this number !!!!!!!
- Interest .....Interest.....Interest.....

# Wireless and Wire

- One to one and One to Many
- It is sequentially personal
- It is private
- Mostly Enterprise paid

# Challenges

- Cost
- Coverage
- Roaming

# ISP's

- Who are they?
- Content
- Customer Support



**Thanks  
for  
your patience**