



EXPLAINING THE NBN

PUBLIC PERCEPTION OF A TECHNOLOGY VISION

Dr Tony Eyers

The Technology Vision

- Digital Economy
 - e.g. future video services, telehealth, online education
- Enabled by new plumbing
 - Bi-partisan agreement on need for new broadband infrastructure
- Two versions proposed

Ubiquitous Fibre to the
Premises
(NBN plan)

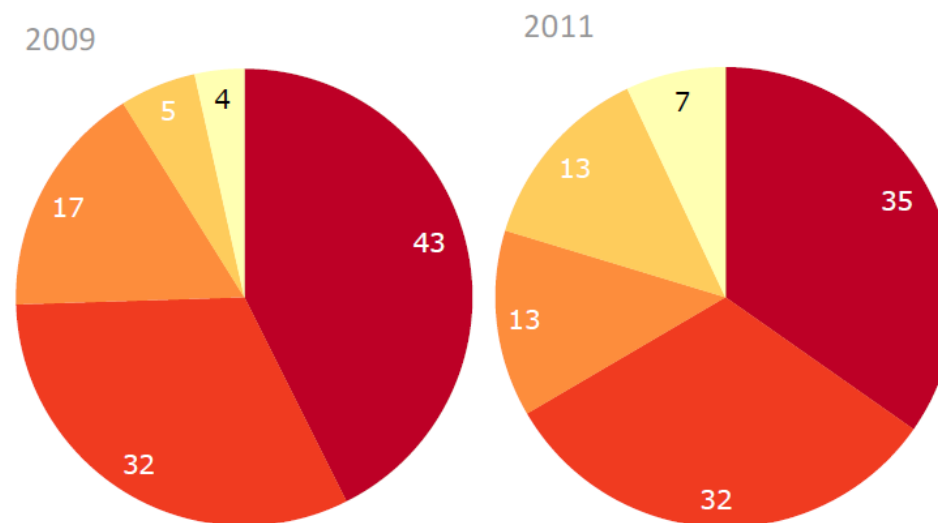
Upgrades to existing
copper and cable
(Coalition alternative)

- 2013 will determine which version is built
- Technology choice likely to confuse the public

Public Perception

- Do you think that the development of a National Broadband Network is a good idea? – “The Internet in Australia” Scott Ewing, Julian Thomas 2012

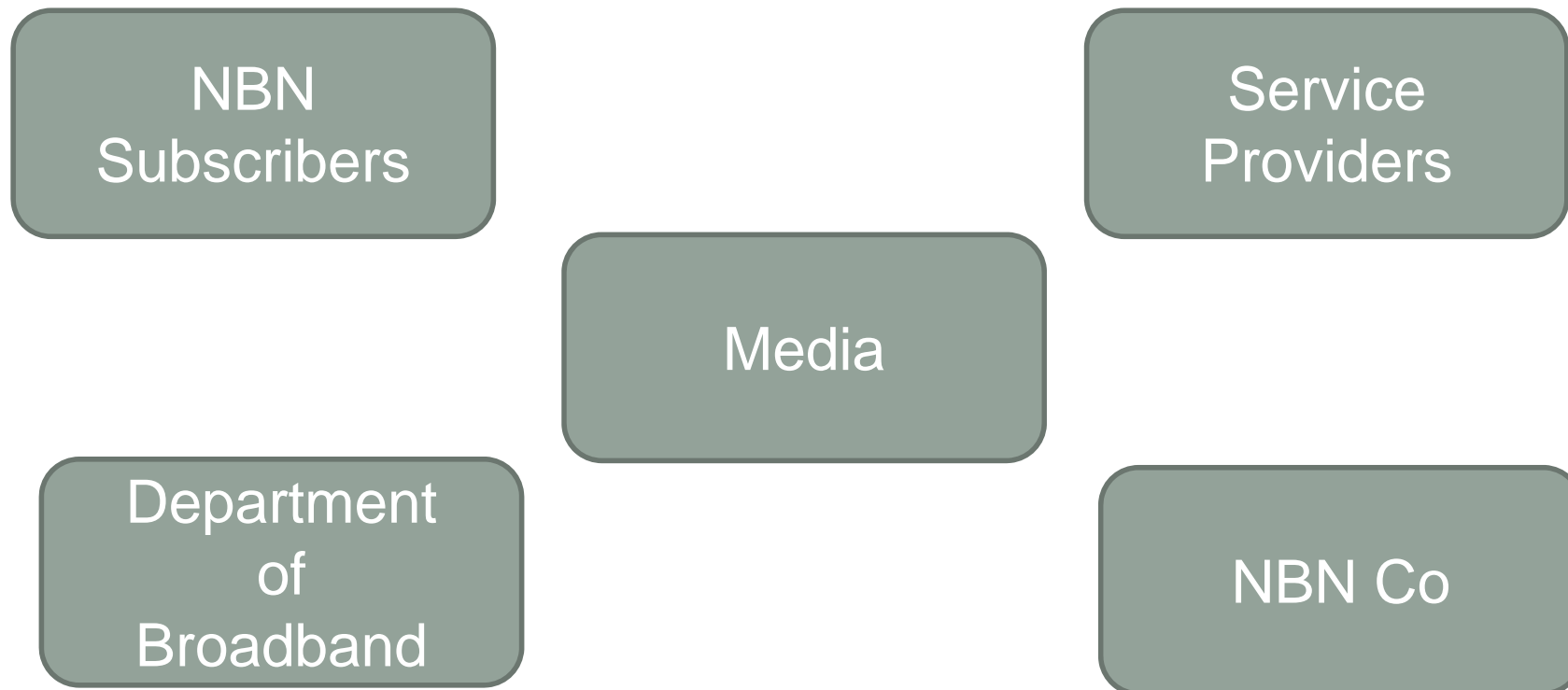
■ Strongly agree ■ Agree ■ Neither ■ Disagree ■ Strongly disagree



- “Our plan is to complete the construction of the National Broadband Network”
- Malcolm Turnbull fasterbroadband.com.au
- Argument has moved from whether NBN should be built to what technology should be used

The Public Chooses...

- Between two competing technology proposals
 - FTTP vs FTTN/Cable
- Choice guided by information sources



NBN Subscribers – Service Providers

- NBN subscribers
 - NBN Corporate Plan estimates 54000 FTTP subscribers by mid 2013
 - Dec 2011: 5.49 million fixed broadband services in Australia (OECD)
 - NBN penetration less than 1%
- Service Providers
 - Current advertising focus is 4G
 - Likely to increase in 2013 with greater Optus and VHA 4G service availability
 - NBN advertising budgets constrained by limited NBN service availability

NBN perceptions in 2013 not greatly influenced by subscribers or Service Providers

Media

- News: focus on conflict
 - “Delays increase NBN construction costs” News Ltd Aug 2012
 - “NBN lures media to platform” News Ltd Oct 2012
 - “NBN costing more and taking longer” ABC Aug 2012
 - “NBN will be a two speed service in the bush” ABC Aug 2012
 - “NBN rejects claims of bullyboy tactics” ABC Jul 2012
 - “Turnbull warns of price rises under NBN” News Ltd Apr 2012
 - “Gillard says NBN decision 'prudent'” News Ltd Mar 2012
 - “Telstra finalises NBN deal” News Ltd Mar 2012
- Commentators/Politicians
 - Views already known
 - Significant change unlikely
- Government NBN TV ads
 - Marginal impact in areas not in NBN rollout plan

Department of Broadband Programs

- Digital Enterprise
 - \$10m over 3 years – focus on business
 - 40 communities in early NBN rollout areas
 - “advice on how participants can use the NBN to make greater use of online opportunities to conduct their existing processes more efficiently”
- Digital Hubs
 - \$13.6m over 3 years – focus on public
 - Same 40 communities
 - “Local residents will be provided with online training and the opportunity to experience NBN-enabled services and technology”
- Digital Local Government
 - \$17.1m
 - “The program encourages local government to develop online services that are replicable and scalable”

Target audience NBN enabled communities
Unlikely to inform the wider public

Department of Broadband Online

- NBN site: www.nbn.gov.au
- Facebook page: around 1200 likes (Oct 2012)
- YouTube channel: around 25000 views since Nov 2008

The screenshot shows the NBN website homepage. At the top left is the Australian Government logo and the Department of Broadband, Communications and the Digital Economy. The NBN logo is prominently displayed with the tagline "Connecting Australia to a better future". A search bar is located at the top right. Below the header is a navigation menu with tabs for "About the NBN", "The Vision", "NBN Benefits", "FAQs", "Media Centre", "Follow the Rollout", and "Contact us". The main content area features a map of Australia with a "ME!" pin, titled "When do I get connected to the NBN?". Below this is a "Case studies" section with a video of George Kolovos and a "Your stories" section. To the right is a "How the NBN will benefit ..." section with a list of categories. At the bottom right is an "NBN rollout map" section. A "News" section is visible at the bottom left, featuring an article about the Prime Minister's Forum on the Digital Economy.

Australian Government
Department of Broadband,
Communications and the Digital Economy

NBN Connecting Australia
to a better future

Search... GO

Home About the NBN The Vision NBN Benefits FAQs Media Centre Follow the Rollout Contact us

When do I get connected to the NBN?

Use this guide to help find out if your town or suburb is in NBN Co's three year rollout plan.

Show me more

Case studies

Your stories »

Reliability rules for red rock

Read my story

George Kolovos – Business

Education Regional Business Business

How the NBN will benefit ...

- HOUSEHOLDS
- BUSINESS AND NOT-FOR-PROFIT
- ENVIRONMENT
- HEALTH AND AGED CARE
- EDUCATION
- TELEWORK
- GOVERNMENT SERVICES
- REGIONAL AUSTRALIA

NBN rollout map

Find out when the National Broadband Network is coming to your area

Launch the NBN Co. map

News

Videos Events Twitter View all news »

Prime Minister's Forum on the Digital Economy

04 Oct 2012

Online giants will join leading Australian businesses at the Prime Minister's Forum on the Digital Economy in Sydney this afternoon ... Read full article »

Frequently asked questions

View all FAQs »

Dept of Broadband: “What is the NBN”

A broadband network for Australia’s future

The National Broadband Network is a next-generation broadband network designed for Australia’s future needs. The network comprises of three technologies - optic fibre, fixed wireless and next-generation satellite – and will provide more reliable, high-speed broadband access to all Australians.

How we’ll connect

Work has already begun on the NBN and, by the end of the 10 year rollout, NBN Co plans to connect all Australian premises to this new high-speed broadband network.

93 per cent of Australian homes, schools and businesses will have access to the NBN through optic fibre to the premises, capable of providing broadband speeds of up to one gigabit per second.

7 per cent of premises will have access to the NBN through next-generation fixed wireless and satellite technologies, providing peak speeds of 12 megabits per second.

Dept of Broadband Readability

The Readability Test Tool

Let's make the unreadable readable

Readability Results for directly input

Web Address: [directly input](#)

This page has an average [grade level](#) of about 14.

It should be easily understood by 19 to 20 year olds.

Source: www.read-able.com

NBN Co Community Engagement

- Face to Face
 - Broadband Truck
 - Community information sessions in NBN rollout areas
- Online: www.nbnco.com.au
 - Serves both public and technical community
 - Blog
 - YouTube Channel: around 110,000 views since March 2011
 - For Schools
 - Quiz, 3 fact sheets, Glossary
 - 3 case studies
 - Rollout Map
 - Getting Connected
 - Corporate information

NBN Co
Bringing broadband to life

Contact us | Subscribe | FAQ | Twitter | YouTube | Blog | Search [Go]

Home | About us | NBN rollout | Getting connected | News & events | Working for us | For schools

What is the National Broadband Network?
Search our three year rollout map
Get connected to the NBN
NBN Co's 2012-2015 Corporate Plan
Visit our Discovery Centre in Melbourne

The next frontier ›
Why Buzz Aldrin is over the moon about Australia's NBN

Find a service provider ›
Get connected to the NBN

For businesses ›
Increase your business's potential with the NBN

Access seekers ›
Information for NBN service providers

New developments ›
Get your new property development NBN ready

Find a Job
Job Title

Job search ›
Search for current positions at NBN Co

NBN Co: “What is the NBN”

The National Broadband Network (NBN) is Australia's first national wholesale-only, open access communications network that is being built to bring high speed broadband and telephone services within the reach of all Australian premises. The NBN will utilise three technologies; fibre, fixed wireless and satellite, expected to make possible improved ways for you to connect with one another. Within the next decade, the plan is for every home, school and workplace in the country to have access to the NBN.

NBN Co Readability

The Readability Test Tool

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Readability Results for directly input

Web Address: [directly input](#)

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It should be easily understood by 20 to 21 year olds.

Source: www.read-able.com

NBN Co: “How it will work”

NBN Co will provide nationwide wholesale access to broadband through uniform national wholesale access pricing and competitive pricing offerings using a combination of fibre, fixed wireless and satellite technologies.

The new superfast network will give 93% of Australian homes, schools and workplaces access to optical fibre that will enable broadband services to be provided to Australians in urban and regional towns.

We will offer a wholesale-only Layer 2 bitstream product in order to occupy as small a footprint as possible in the overall value chain. This means we will leave retail service providers (RSPs) with significant ability to innovate and develop new services across the higher levels of the value chain. The location of Point of Interconnection (Pols) is expected to support healthy competition among RSPs and align with contestable backhaul. For more densely populated areas, such as urban and regional centres a “local” Point of Interconnection (PoI) will be established for each Fibre Serving Area (FSA).

NBN Co Readability

The Readability Test Tool

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It should be easily understood by 21 to 22 year olds.

Source: www.read-able.com

So far...

- Insufficient information available to the public for an informed choice between

Fibre to the Premises
or
Fibre to the Node/Cable?

- Where to from here?
- New online engagement initiatives

A New Site

- To explain NBN technology choices in simple terms
- Aimed at a broad non-technical audience
- Minimal text, simple interface
- Video based
- Single purpose: education only
- Strategic URL – www.BroadbandExplained.com
- Independent, low key, authoritative delivery
- Strongly marketed

Six Questions

What is the NBN, What will it cost?

Why do we need the NBN?

Basic NBN Terms

What is Fibre to the Premises?

NBN Wireless Broadband?

How good is NBN Satellite Broadband?

Broadband Explained

[Home](#)

[Learn More](#)

[About](#)



A Simple Explanation of the National Broadband Network - the NBN

The NBN is the biggest ever Australian infrastructure project

The NBN will cost \$37.4b to build, and will be finished by 2021.

The Australian Government is paying for it. It will serve us for the next 60 years.

It belongs to us. Find out what it is. Find out how it works.

[Start here](#)



[What is the NBN, what will it cost?](#)



[Why do we need the NBN?](#)



[Basic NBN terms](#)



[What is Fibre to the Premises?](#)



[NBN Wireless Broadband?](#)



[How good is NBN Satellite Broadband?](#)



Broadband Explained

Home

Learn More

About



What is the NBN? - What will it Cost?

The NBN will be a new Broadband network, finished by 2021.

It will meet our broadband needs for the next 60 years.

NBN costs will be similar to current broadband costs for some. Others will pay more.

The NBN is also a much needed reform to the Australian broadband industry, which benefits all of us. Watch the video opposite to find out why.

Next video: [Why do we need the NBN?](#)



[What is the NBN, what will it cost?](#)



[Why do we need the NBN?](#)



[Basic NBN terms](#)



[What is Fibre to the Premises?](#)



[NBN Wireless Broadband?](#)



[How good is NBN Satellite Broadband?](#)



Broadband Explained: What is the NBN?

What is the NBN? - What will it Cost?

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Broadband Explained Readability

The Readability Test Tool

Let's make the unreadable readable

Readability Results for directly input

Web Address: [directly input](#)

This page has an average [grade level](#) of about 5.

It should be easily understood by 10 to 11 year olds.

Source: www.read-able.com

Portal for key NBN Documents

Broadband Explained

[Home](#)[Learn More](#)[About](#)

NBN Documents

The NBN Co site has a range of engineering and corporate documents, key ones are shown here, arranged as below. External reports, government and agency documents are also included.

Compiled by [Tony Eyers](#), please advise of mistakes/omissions via support@tektel.com.au

Technical Specifications

From the NBN Co Wholesale Broadband and Trial Agreement pages for [fibre](#) [wireless](#) and [satellite](#) services. Include addressing and QOS details.

[NBN Co Ethernet Bitstream Service Product Technical Specification](#) Sept 2012

[Product Technical Specification Beta NBN Co Wireless Access Service](#) Feb 2012

[Product Technical Specification - Interim Satellite Service](#) May 2012

Corporate Reports

Network Design

[NBN Co Network Design Rules](#) Sept 2012: details NBN fibre, wireless and satellite architecture

[Spectrum for the National Broadband Network](#) June 2012: High level NBN wireless and satellite architecture overview.

Regulatory

[NBN Co Special Access Undertaking](#) Sept 2012: outlines NBN price and non-price terms and conditions for the ACCC

[NBN Co's revised SAU: Overview](#) Sept 2012: explains the above
Other [NBN Co SAU supporting documents](#) are [here](#).

[Local bitstream access service Final access determination](#) Oct 2012: The ACCC regulates non NBN services above 25 Mbps

[ACCC Advice on NBN Points of Interconnect](#) Nov 2010: ACCC's decision mandating 121 POIs, causing a major NBN design change.

[Declaration of the wholesale ADSL service](#) Feb 2012: Wholesale

- Single page with key NBN documents/reports
- Accessed via www.NBNdocuments.com

Marketing BroadbandExplained.com

- Optimising for Google not enough
 - 9900 searches per month contain “National Broadband Network”
 - 135,000 searches per month contain “NBN”
 - Google search alone not enough to reach wider online public
- Word of Mouth
 - Digital Hubs
 - Digital Enterprise
 - Broadband Champions
 - State VET E-learning coordinators
 - State Govts
 - NICTA, CSIRO
 - University NBN program leaders
 - Technology Journalists

Response to Date

I think it is fantastic
Kudos on the new site - really impressive!
you've done an admirable job in explaining broadband and the NBN
I will recommend it to anyone who is interested
This is definitely really needed!!
I enjoyed the 'clean' look of your website **We think your stuff is great!**
A refreshing simple flavour on the usual explanatory sites
Simple and bold- well done

www.BroadbandExplained.com

A simple online video explanation of the
National Broadband Network

