
e-Commerce, e-Learning, e-Health & their impact on Urban Spaces

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Synopsis

- Fibre instead of Copper
- The Digital Revolution
- e-Commerce / e-Learning / e-Health
- Impact on Urban Spaces
- Issues for Developers
- Possible Contractual Traps

Why Am I Here?

- I could be 'virtual'.
 - ✓ Save time.
 - ✓ Save travel.
 - ✓ Save costs.
- We need better infrastructure.
 - ✗ Not enough coverage.
 - ✗ Not enough bandwidth.
 - ✗ Not enough reliability.
- Less flying more holiday!



The Digital Revolution

Virtually “Face-to-Face”

New Focus on

- e-Commerce (\$175B 2008 - \$350B 2012)
- e-Learning (\$ 21B 2008 - \$ 52B 2010)
- e-Health (15% GP's 1997 - 94% GP's 2008)

NBN promises 12Mb/s to 98% of the population

- Govt. allocates \$4.7billion
- Driven by the Digital Revolution

Fibre to the Home/Node

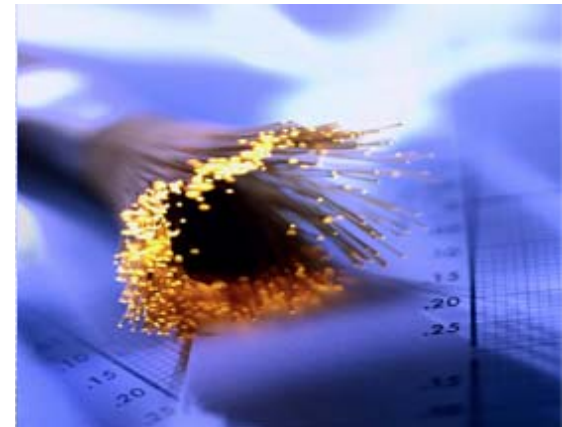
Technology in 'two camps'

🌐 FttN

- Compromise that utilises the 'Copper Mountain'
- Fibre to 'the Corner' and Copper to 'the House'

🌐 FttH

- Best Speed (1000 v. 50mbps)
- Best Capacity (mm v mtrs)
- Highest Cost (\$30B v \$10B)



The National Broadband Network is a FttN network.

Buying 'where you live'

e-Commerce @ home

- Small office / Home office (SOHO)
 - Increase in 'teleworking'
 - Increase in productivity
- Transacting 'Online'
 - Vendors & consumers
 - Advertising '\$' shifts
- Living 'on Demand'
 - "I want it all and I want it now"
 - "It's just a click away"





Learning ‘where you live’

e-Learning @ home

What I want

- Greater scope for external courses
- Greater student participation rates

When I want

- Free from constraints of the classroom
- In my timeframe

Where I want

- Joining communities of interest
- Avoiding travel and reducing emissions

Living 'where you live'

e-Health @ home

- Self-monitoring
 - Vital signs
- Reduce Hospital Care
 - Early intervention
 - ~ 80% fewer admissions
- Enhance Community Care
 - 'Virtual' Triage
 - Post Acute Monitoring



Impact on Urban Spaces

'Growing' Demand in today's New Estates

● Generation Y Expectations

- More than 'Mobiles'
- Telephony just 'one-one'
- IP TV, You Tube, Facebook are 'one-many'
- Still need Widescreen and still need Storage
 - ✓ Still need a PC and a Broadband Network

● Gen Y Stays @ home to get information

- What's a Library Card?
- What's a Booking Office?
- What's a Post Box?
 - ✓ Urban Spaces must be 'wired'

'Lighting Up' Urban Spaces

Optical Fibre Urban Networks

● The Practicalities

- Best introduced in project construction phase
- Needs to connect to wider world (www)
- Needs ongoing management
- Needs an exit strategy



Issues

Who Builds?

- Why not leave it to 'Others' to build?
 - ✓ Need 'genuine open access' for third party providers
 - ✓ Need 'competitive pricing platform'
- Developers can build-in
 - ✓ Buyers will accept costs

Who Owns?

- ✓ Carrier, or Council, or Operator

Who Manages?

- ✓ Carrier, or Council, or Operator

What's it Cost?

- Up Front ~ \$0 to \$150K
- Per Dwelling ~ \$500 to \$2500
- On-Going ~ \$0 to \$20K p.a.



Contractual Traps

Reading the fine print

● Giving away the Farm

- ✗ 10 yr contracts
- ✗ 'Whole of Business' contracts

● Paying without redemption

- ✗ Subsidising the carrier
- ✗ \$1500/Dwelling

● Closing out the competition

- ✗ Minding the carrier's business

● Assigning Dev. Rights but not Obligations

- ✗ Doing the carrier's bidding

● Industry Coalition (UDIA?)

- ✗ Rallying the Resistance
- ✗ Negotiating from a position of strength





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Carrier Negotiations and Strategies for

Broadband and Wireless Projects
Broadband and Web Presence
Band-Width Provisioning
Building Wiring Plant
Better Work Places

By Wired People

Information and Communication Technologists for Urban Spaces

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