



**Asia-Pacific
Economic Cooperation**


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Providing Universal Access to Broadband in the Philippines

Submitted by: Philippine Long Distance Company (PLDT)



**Workshop on Universal Access to Broadband
Services
Singapore
13 – 14 April 2009**



**PROVIDING UNIVERSAL
ACCESS TO BROADBAND**

Policies and Practices

**39th Asia Pacific Economic Cooperation
Telecommunications and Information Working Group
(APECTEL)
Singapore 13-14 April 2009**

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PRESENTATION COVERAGE

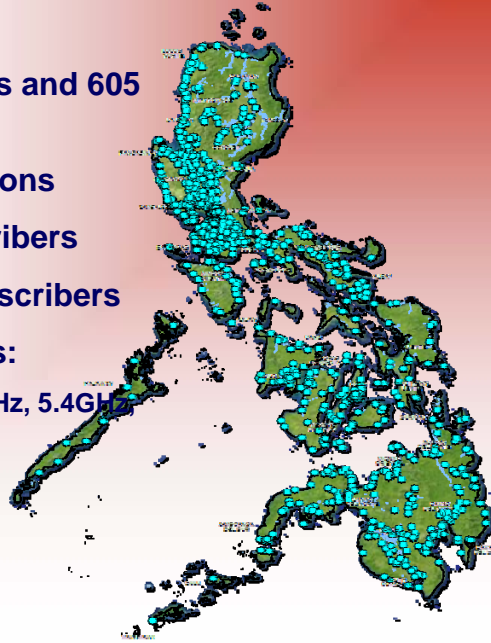
1. PLDT Group Direction on Broadband
2. Fixed/Mobile Broadband Network
3. Wireless Broadband Products & Services
4. Wired Broadband Products & Services
5. Best Practice
6. CSR Programs
7. Technology Roadmap
8. Moving Forward

PLDT GROUP DIRECTION ON BROADBAND

- Catering to both wired and wireless broadband access networks and with its fiber optic transmission infrastructure, the PLDT Group continues to be fervent in its vision to serve even the remote areas of the country
- In the midst of an extensive expansion program covering the deployment of its new generation network, PLDT shall be able to serve the entire Philippines with broadband technology; providing for an affordable and high speed Internet access as a basic communications service

FIXED / MOBILE BROADBAND NETWORK

- Presence in 134 cities and 605 municipalities
- Over 4,300 base stations
- 430,000 wired subscribers
- 540,000 wireless subscribers
- Licensed frequencies:
 - 2.1GHz, 2.4GHz, 3.5GHz, 5.4GHz, 5.7GHz, 850MHz
- Technologies
 - Canopy
 - 3G / HSPA



WIRELESS BROADBAND (PRODUCTS & SERVICES)



Smart Bro Internet Access



Smart Click



Smart Bro Computer Station



WeRoam

WIRELESS BROADBAND (PRODUCTS & SERVICES)



Smart 3G



SmartBRO Plug It

3G HSPA



WIRED BROADBAND (PRODUCTS & SERVICES)



myDSL

- PLDT's high-speed Internet DSL service for residential and businesses



Internet Cafe



BEST PRACTICE

1. **Massive service rollout schedule to cover rural areas**
2. **Spreading broadband through cost-effective products & services**
 - a. **Offers affordable and innovative technology bundles (pc + broadband)**
 - Competitive pricing strategy
 - Innovative offerings (Smart bro has come up with laptop models that have built in access to 3G – HSPA access)
 - Easy and accessible service installation
 - b. **Provides solutions for shared access models**
 - Availability of access devices with wireless routers
 - c. **Caters to over 4000 internet cafes nationwide**

CSR PROGRAM

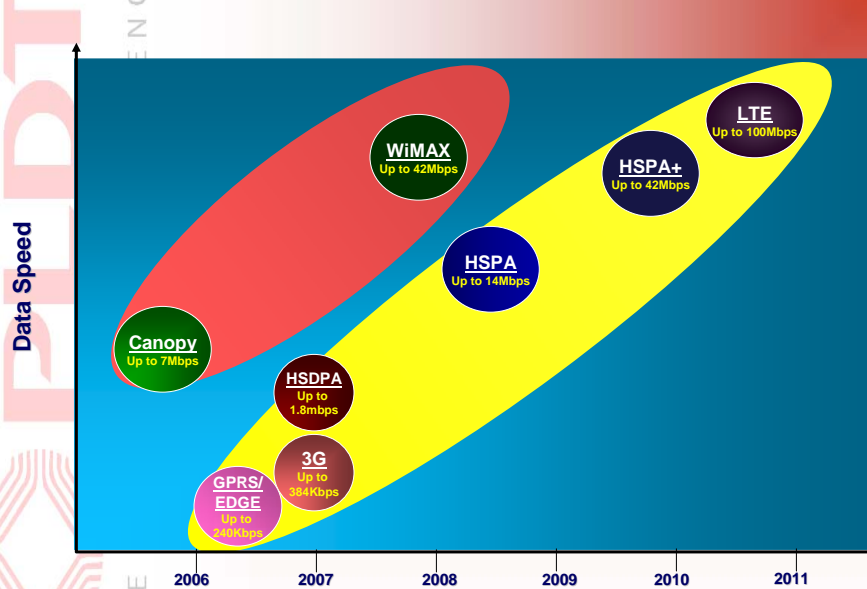
a. Digital literacy for public schools

- Partnered with many schools by providing Pcs and wireless broadband at a discount to far flung rural schools

b. Content provision for communities

- Pioneered the Community Billboard program with over 100 communities (Local Government Units and various organizations)
- This is an info board program which can be accessed via web and SMS which communities themselves customize based on their daily info specifications.

TECHNOLOGY ROADMAP



MOVING FORWARD...

