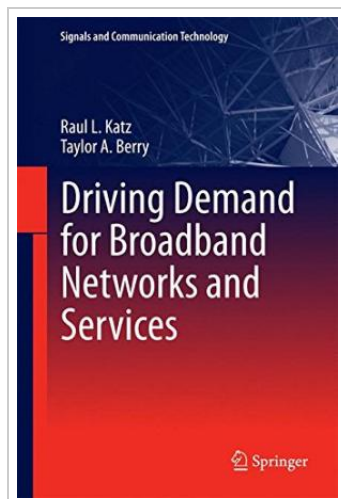




Driving Demand for Broadband Networks and Services (Hardback)

By Raul L. Katz, Taylor A. Berry

Springer International Publishing AG, Switzerland, 2014. Hardback. Condition: New. 2014 ed.. Language: English . Brand New Book ***** Print on Demand *****.This book examines the reasons why various groups around the world choose not to adopt broadband services and evaluates strategies to stimulate the demand that will lead to increased broadband use. It introduces readers to the benefits of higher adoption rates while examining the progress that developed and emerging countries have made in stimulating broadband demand. By relying on concepts such as a supply and demand gap, broadband price elasticity, and demand promotion, this book explains differences between the fixed and mobile broadband demand gap, introducing the notions of substitution and complementarity between both platforms. Building on these concepts, `Driving Demand for Broadband Networks and Services offers a set of best practices and recommendations aimed at promoting broadband demand. The broadband demand gap is defined as individuals and households that could buy a broadband subscription because they live in areas served by telecommunications carriers but do not do so because of either economic, limited awareness, or lack of digital literacy reasons. This grouping represents a range from 30 of the population in the US, 40 in Germany, and over...



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