INTERNATIONAL MEETING ON SERVICES VALUE-ADDED IN EXPORTS
Services and trade policies for diversification and upgrading
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TELECOM/ICT SERVICES AND THEIR IMPACT
Presentation by
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Telecom/ICT Services and their impact

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Telecom General Law (Law n. 9.472/1997)

First Regulatory Agency installed in Brazil. We have regional offices in all Brazilian State Capitals.

We are currently around 1500 Civil Servants

Mission
Regulate the telecom sector contributing to the development of Brazil
ITU takes an active role in promoting and addressing the Sustainable Development Goals (SDGs) through the use of ICTs.

ITU addresses, for example:
- Goal 7: Affordable and Clean Energy;
- Goal 12: Responsible Production and Consumption;
- Goal 13: Climate action;
- Through the United for Smart Sustainable Cities (U4SSC) initiative, ITU also commits to attaining Goal 11: Sustainable Cities and Communities.

• ITU adopted Connect 2030 Agenda for Global Telecommunication/ICT, including broadband, for sustainable development to reaffirm a shared global vision for the development of the telecommunication/ICT sector, envisaging "an information society, empowered by the interconnected world, where telecommunications/ICTs enable and accelerate social, economic and environmentally sustainable growth and development for everyone".

• Targets under Goal 3: Sustainability, directly relate to the management of challenges resulting from telecommunications and ICT development.

Broadband drives economic development by digital inclusion of the population

1. Countries with lower HDI have lower broadband penetration

2. Governmental Policy: some countries stand out, often motivated by the government’s intention to democratize access, such as South Korea

3. Brazil is a country of discrepancies: there are regional differences in development. While Manari/PE resembles East Timor, São Caetano do Sul/SP compares with the Netherlands.
Digital Inclusion democratizes access to information and transforms people’s daily lives.

Allows and Fosters:
- Access to information
- Democratizes content
- Democratizes processes

Activities Developed in the Internet

% of total users

- Job Search
- Virtual Encyclopedia
- Educational Research...
- Health
- News
- E-mail
- Video/Voice Calling
- Radio
- Streaming
- Social Networking
- Messaging

(Cultural Development)
Economic Development
Social Development
Technological Development
Political Development

Sources: Pesquisa TIC domicilios 2018.
BRAZIL Demographics

- **Area**: 8,514,876.59 km²
- **Population**: around 207 million people
  - 85% Urban Population
  - 15% Rural Population
- **Total number of municipalities**: 5,570
  - Population is unevenly distributed in the territory
  - North Region is underpopulated

Around **315 million** contracts - February/2019

- **229.0 Million** Mobile Devices
- **37.1 Million** Fixed Lines
- **31.3 Million** Broadband Connections
- **17.4 Million** Pay TV Connections
Mobile Telephony Evolution (2G, 3G and 4G)

- **Yellow** -> 2G technology
- **Green** -> 3G technology
- **Blue** -> 4G technology

**3G:** 5,400+ cities (~97% pop)

**4G:** 4,400+ cities (~95% pop)

Note: The map indicates only the service availability in the municipality.

FEB/2019
Sectorial Panorama
Evolution of Mobile Access per Technology

ANDROID (Google Play): http://bit.do/eQiZt
IOS (Apple Store): http://bit.do/eQiZ3
International Mobile Telecommunications - IMT
Fonte: Rec. ITU-R M.2083-0
Challenges:

- Provide services to underserved areas with affordable prices
- Improve competition and quality levels
- Ever growing broadband demand and investments
- Synergies/Partnerships between Content Producers (including OTTs)/Broadcasters and Telecom Operators
- Digital Skills

The Regulatory Agenda is Alignment with the Strategic Planning of ANATEL

* [https://www.anatel.gov.br/setorregulado/agenda-regulatoria](https://www.anatel.gov.br/setorregulado/agenda-regulatoria)
Thank you!