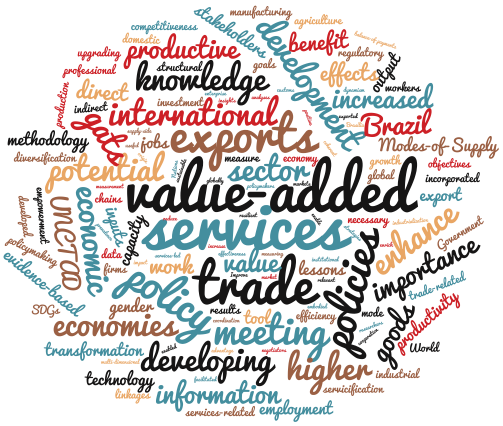



# INTERNATIONAL MEETING ON SERVICES VALUE-ADDED IN EXPORTS

## Services and trade policies for diversification and upgrading

Brasilia, Brazil, 22-23 October 2019

## TELECOM/ICT SERVICES AND THEIR IMPACT

**Presentation by**

Mr. Roberto Hirayama
Regulatory Bureau – ANATEL
Brazil

MINISTÉRIO DA ECONOMIA

PÁTRIA AMADA BRASIL GOVERNO FEDERAL

UNITED NATIONS UNCTAD

EUROPEAN UNION

BRASIL INTERNATIONAL CHAMBER OF COMMERCE
The world business organization

# UNCTAD Meeting

**Brasília, 22nd and 23rd Oct 2019**

## Telecom/ICT Services and their impact

**ROBERTO MITSUAKE HIRAYAMA**
**Regulation Specialist/Coordinator**
**ANATEL**

**Oct/2019**

**Mission**

Regulate the telecom sector contributing to the development of Brazil

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

# SDGs: ANATEL´s Actions

## ITU participation and Anatel´s Reg. Agenda

Source: http://www.itu.int/en/action/climate/Pages/ITU-in-the-UN-Environmental-Agenda.aspx

- 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.

# SDGs: ANATEL´s Actions

## ITU participation and the Regulatory Agenda

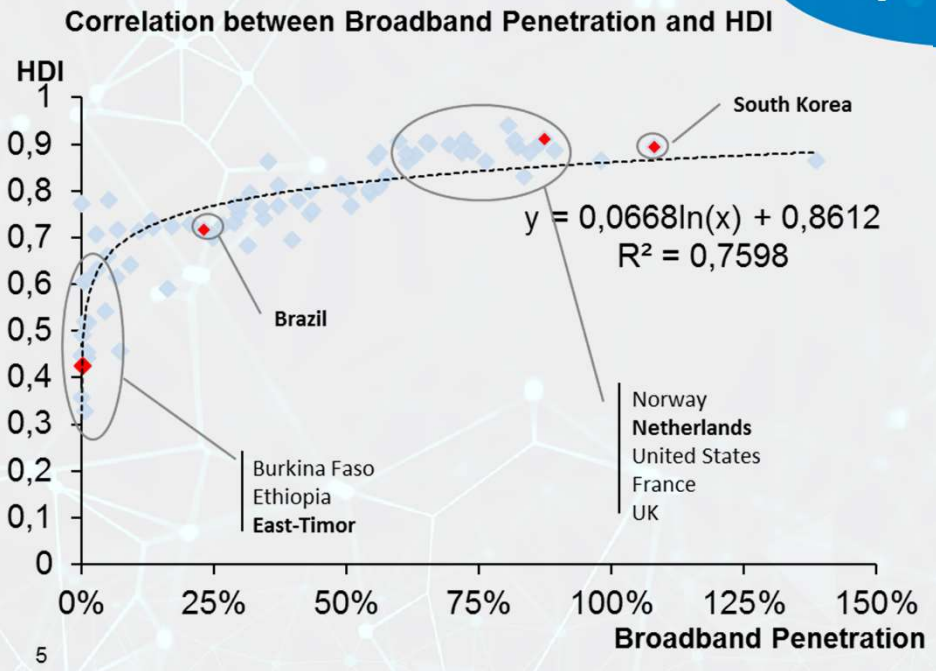
### Connect 2030 Agenda

Source: http://www.itu.int/en/action/climate/Pages/ITU-in-the-UN-Environmental-Agenda.aspx

- 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




5

Sources: PNUD, ITU, ONU, Oi

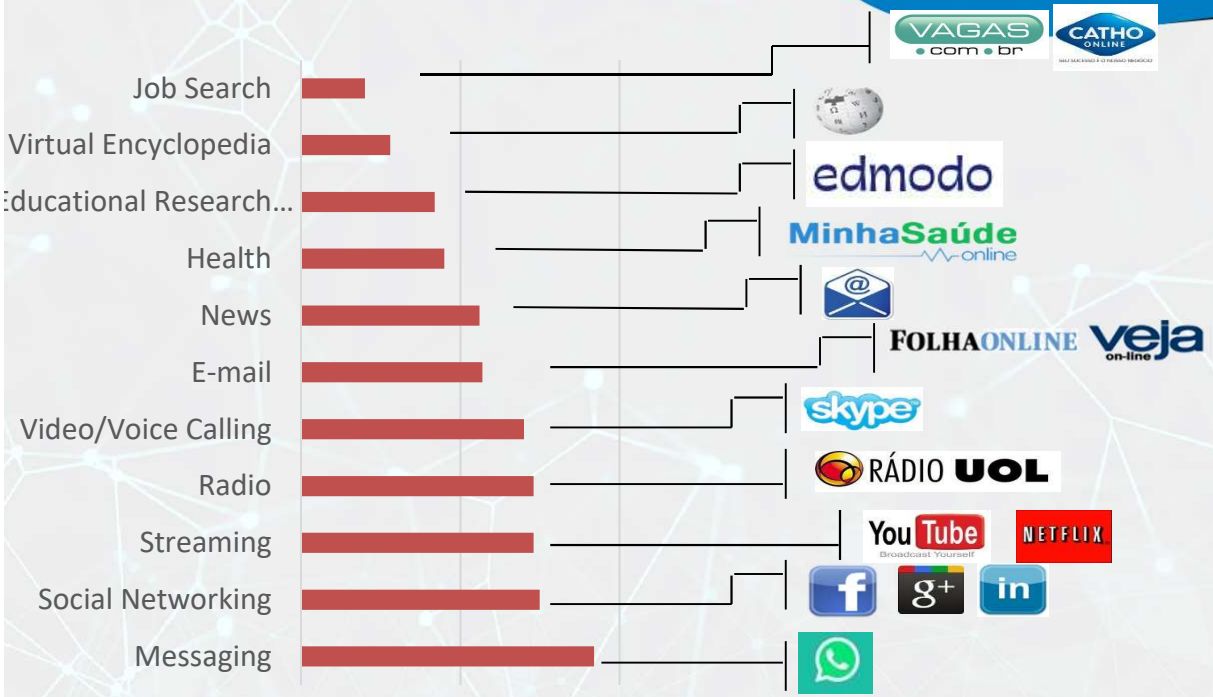
1. Countries with **lower HDI have lower broadband penetration**

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

**Activities Developed in the Internet**
% of total users




Sources: Pesquisa TIC domicílios 2018.

**Allows and Fosters:**

- Access to information
- Democratizes content
- Democratizes processes

- Cultural Development
- Economic Development
- Social Development
- Technological Development
- Political Development

# BRAZIL Demographics

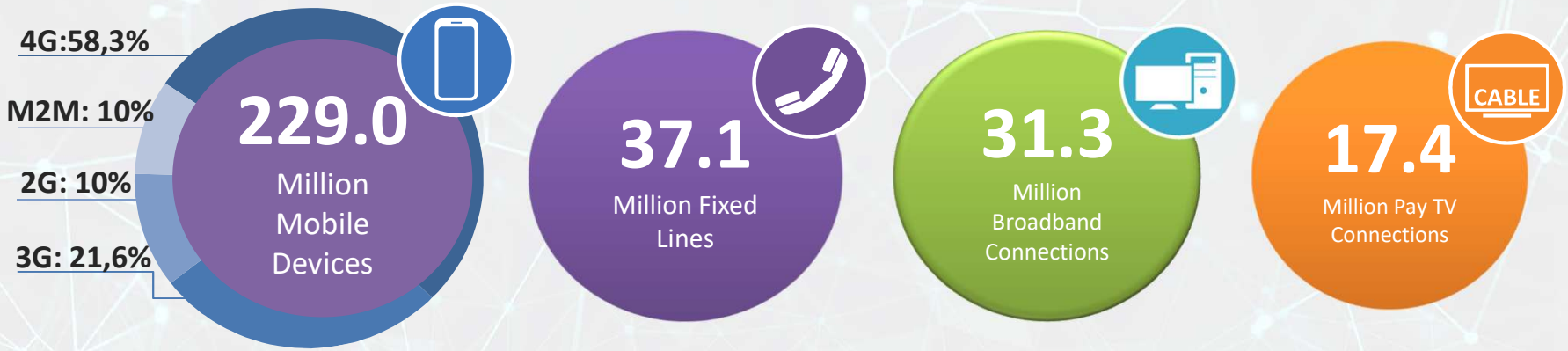
- **Area: 8,514,876.59 km²**
- **Population: around 207 million people**
  - **85% Urban Population**
  - **15% Rural Population**
- **Total number of municipalities: 5,570**
  - **Population is unevenly distributed in the territory**
  - **North Region is underpopulated**

Sources: http://databank.worldbank.org, http://pt.wikipedia.org/wiki/Brasil

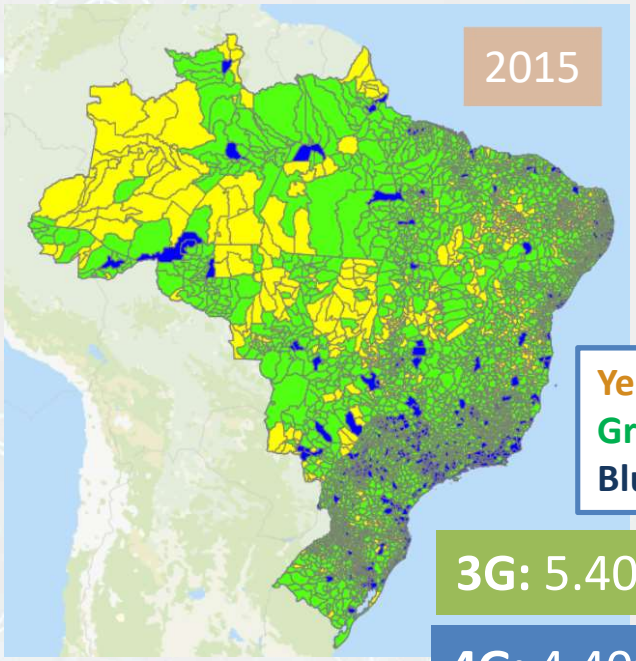
ANATEL

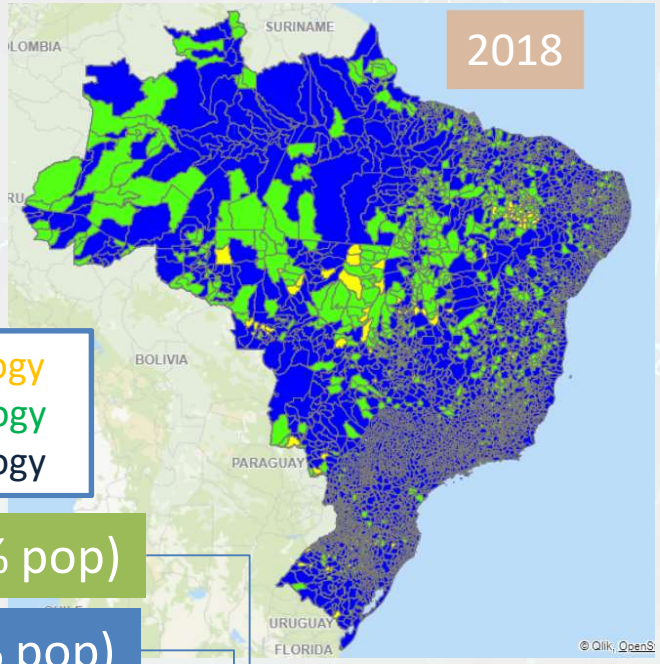
# TELECOM SERVICES
## General View

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



# Mobile Telephony Evolution (2G, 3G and 4G)




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

**3G:** 5.400+ cities (~97% pop)

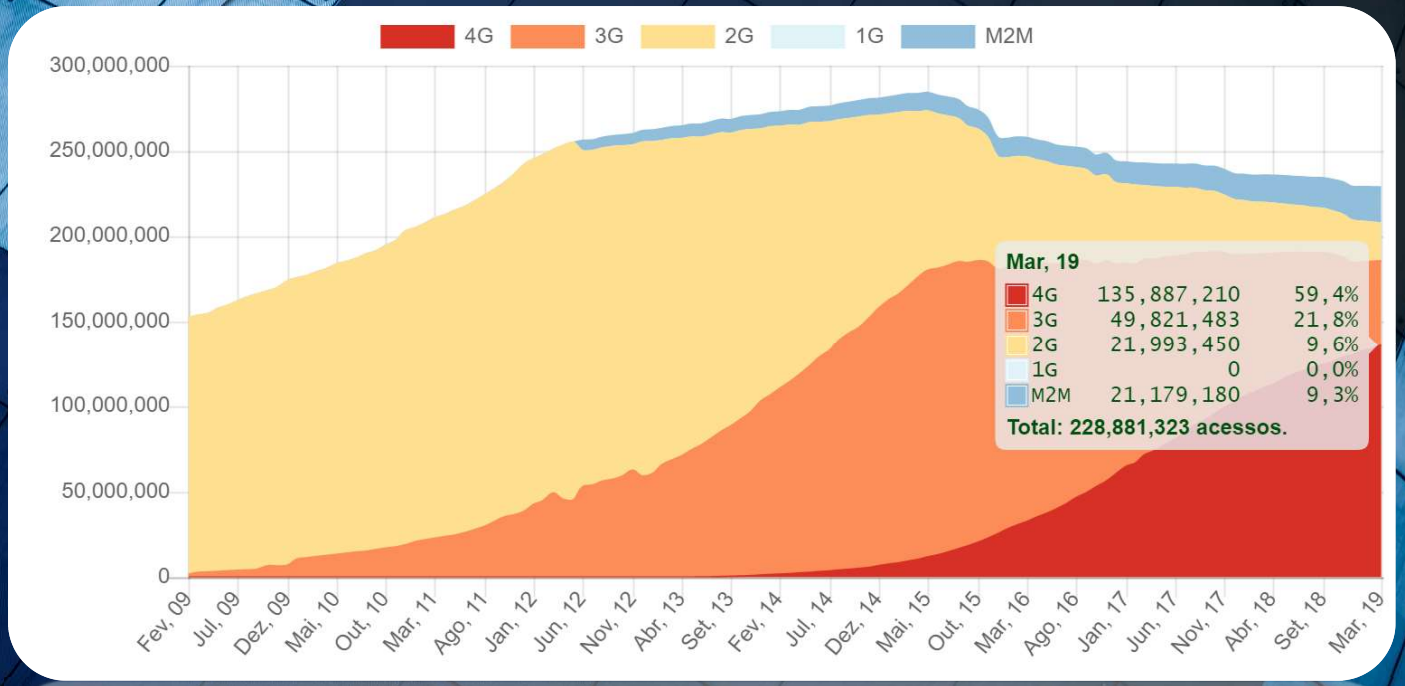
**4G:** 4.400+ cities (~95% pop)

FEB/2019

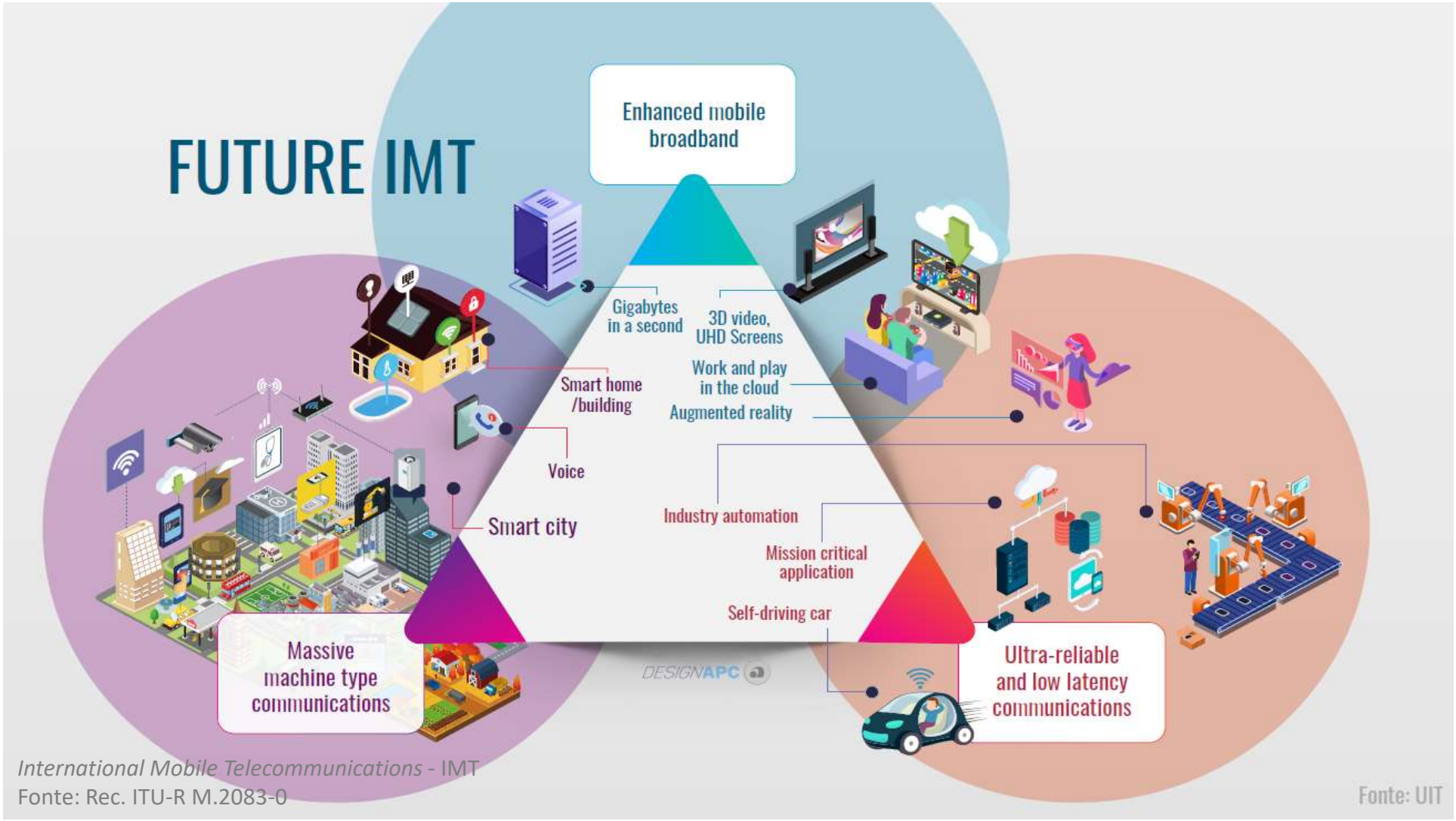
**Note:** the map indicates only the servisse availability in the municipality

# 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

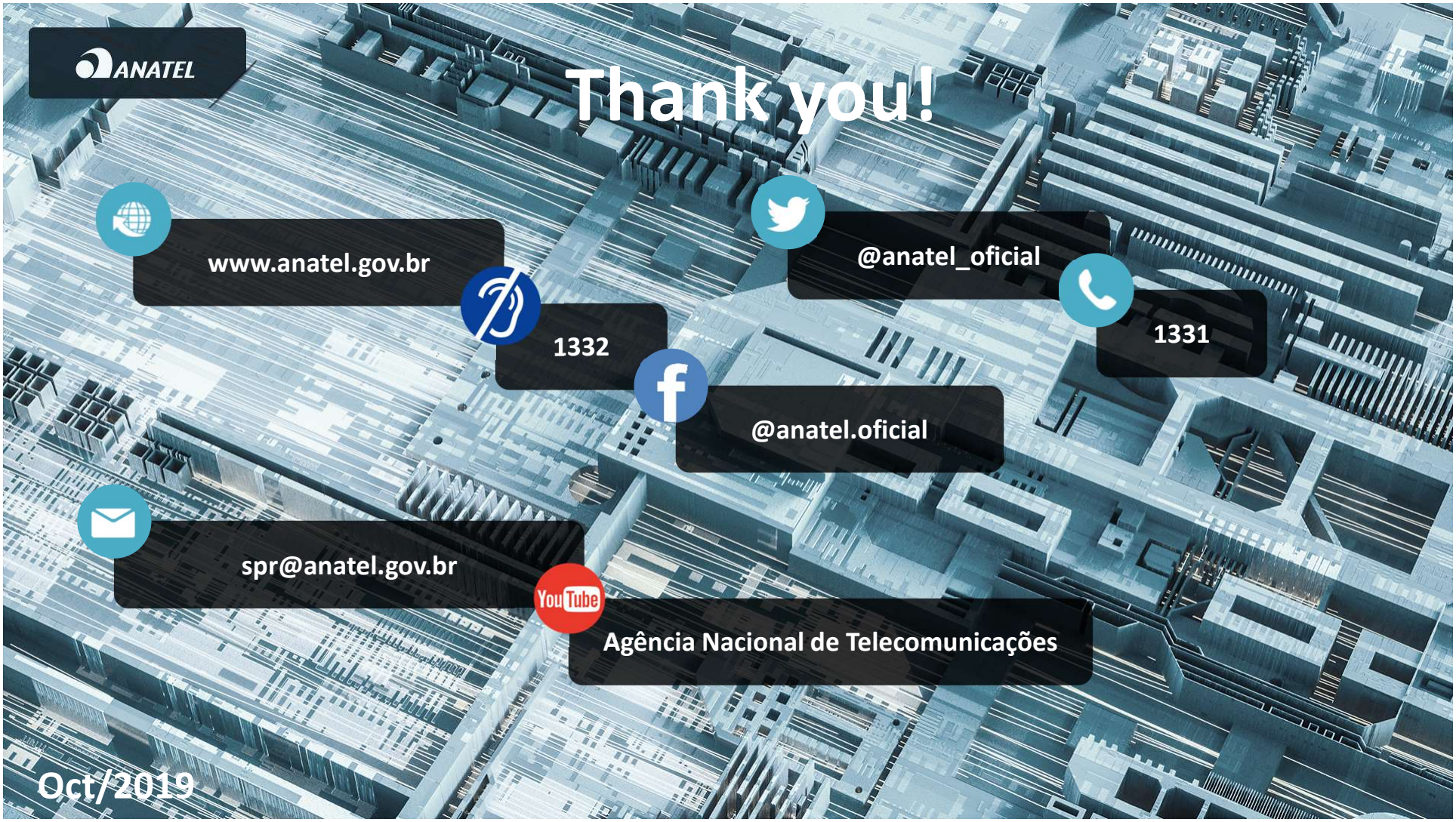
# Regulatory Agenda* 2019/2020

**THE REGULATORY AGENDA IS ALIGNMENT WITH THE STRATEGIC PLANNING OF ANATEL**

✓ **Challenges:**

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

* https://www.anatel.gov.br/setorregulado/agenda-regulatoria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