



Broadband in Europe: How Brussels Can Wire the Information Society

By Richard Marsden

Springer. Paperback. Book Condition: New. Paperback. 220 pages. Dimensions: 9.1in. x 6.0in. x 0.7in. Broadband is a key enabler of the information society, increasing productivity and competitiveness across all sectors of the economy. Unlike traditional narrowband connections, broadband provides high speed, always-on connections to the Internet and supports innovative content and services. Direct consumer welfare gains from mass-market adoption of broadband across the EU could easily reach 50 billion euros or more per annum. This is quite apart from the more profound societal shifts that ubiquitous broadband could bring. It may allow the individual to distribute content and ideas independent of traditional media and bring together communities of interest without regard to borders. Public policy for broadband will have a big impact on whether and how quickly these benefits are realised. Getting policy right could bring large benefits for consumers, firms and the economy at large; getting policy wrong risks slowing both the rollout of broadband and new innovative services, and thus the realisation of the EU's e-Europe vision. In this book, we focus on the residential market for broadband access in EU countries, analysing the current and prospective level of competition and deriving implications for public policy....



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