



## 30.01.09 - Mixed reaction to Digital Britain report >

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REACTION to yesterday's publication of the UK government's Digital Britain report has been mixed and swift.

The 86-page report sets out ambitious targets for the government to make broadband available to all in the UK, reform radio spectrum, and sort out public broadcasting.

Matthew Howett, senior analyst at industry analysis firm Ovum, said the report was well-intended but "severely lacking in the detail", whilst predictably, opposition parties have been negative about the report, by Communications Minister, Lord Carter (the former head of the UK's regulator OFCOM).

Randy Cavaiani, VP Marketing & Business Development at Novarra (the internet mobility company that enhances Vodafone UK and Yahoo's OneSearch mobile Internet offerings) offered something more of an information services oriented perspective arguing that wireless mobile networks need more than just increased bandwidth.

"The Digital Britain report was an encouraging call to action for the mobile industry. However, simply increasing bandwidth is not the only answer. In addition to infrastructure upgrades recommended, operators need to also address content and user experience issues via new technology improvements.

Novarra agrees with the statement that all content should be available... over any network...on any handset... anywhere. More service providers need to recognize that consumers are quickly coming to expect this through accessible devices such as the iPhone. But why should only high end device users benefit?

We are working with a number of service providers, including Tata Indicom, whose mobile internet users already have mobile internet usage rates that eclipse western nations – on handsets that are far less capable.

Some of Novarra's oldest and most successful deployments now have Flash, streaming video and a mobile internet experience more like the PC web. This is important for both success and consumer satisfaction of service offerings, in turn increasing consumer take up.

While investment in next generation networks is important for future bandwidth – operators' immediate attention should focus on network infrastructure and technology to better equip the mobile internet across all devices and bridge the user experience gap between mobile and PC internet. This in turn will relieve the pressure from content providers dealing with device fragmentation costs and issues and remove the time lag allowing more consumers to 'go mobile'."

Read the Digital Britain report here