



Digital Britain: what does it mean for consumers in Scotland?

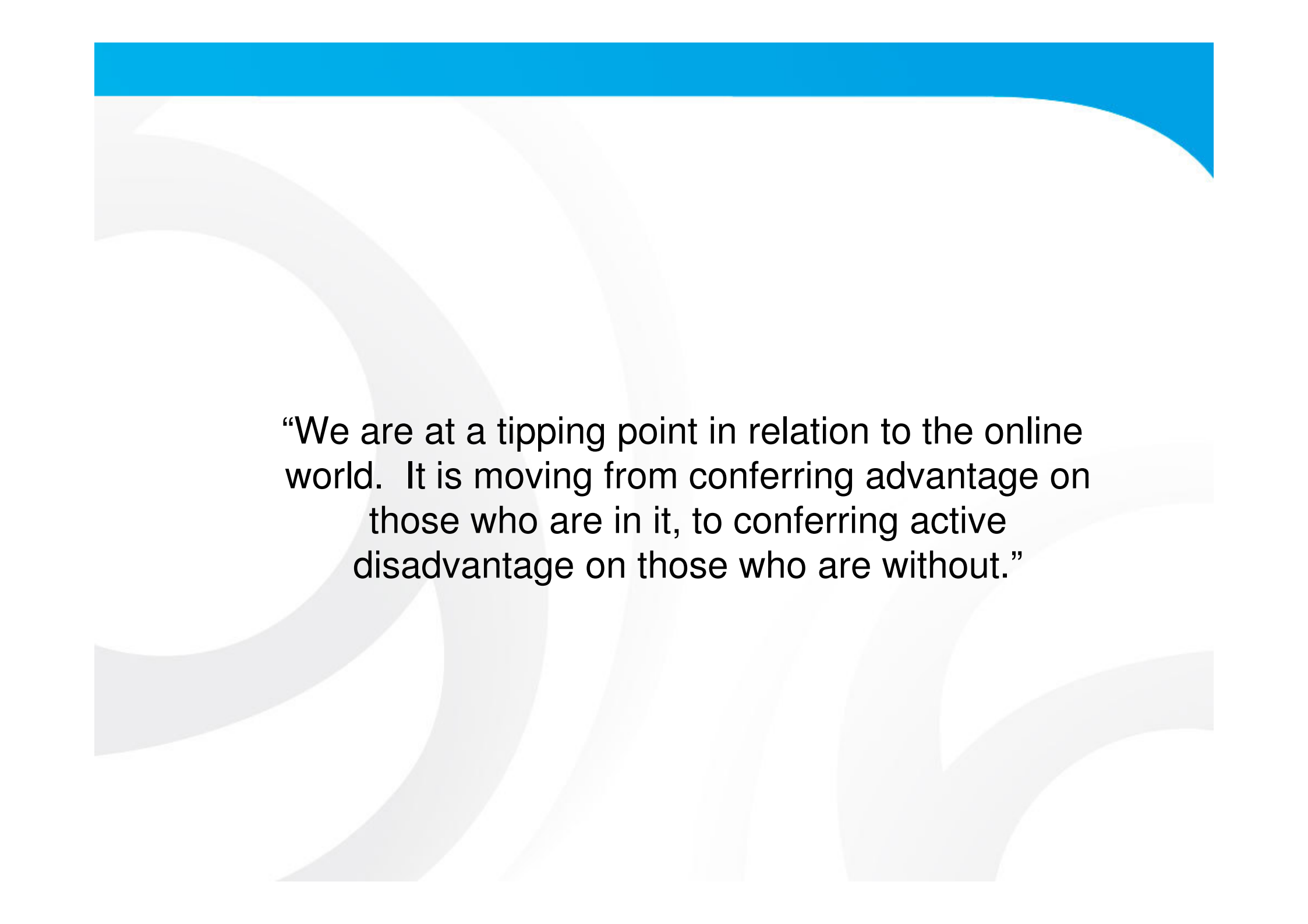
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The Market in Scotland

<u>Ofcom 2009</u>	<u>UK</u>	<u>Scotland</u>
PC ownership	74%	65%
Households with broadband	68%	60% (Glasgow 39%)
Households with mobile broadband	12%	7%
Local exchanges not DSL enabled	4,200 households	3,000 households
Connected to unbundled local exchange	84% of all households	33% of rural households
Postcode districts with 2G mobile coverage	92%	68%
Use of fixed line as main means of making call	58%	64%

Digital Britain – Benefits for Consumers in Scotland

- ▶ Social mobility
- ▶ Financial savings
- ▶ Educational attainment
- ▶ Improved job and salary prospects
- ▶ Democratic engagement
- ▶ Satisfaction with public services



“We are at a tipping point in relation to the online world. It is moving from conferring advantage on those who are in it, to conferring active disadvantage on those who are without.”

Delivering Digital Britain in Scotland – the risks

- ▶ Availability v Accessibility
- ▶ Two-tier service?
- ▶ Who pays?
- ▶ The devolved context

Devolution

- ▶ Overlapping policy responsibilities
- ▶ Critical dependencies
- ▶ Recognition
- ▶ Clarity

Diversity

<u>Digital Britain</u>	<u>Scottish Government</u>
Digital Inclusion Champion & Task Force, funding from BIS	British Irish Council workstream on digital inclusion
Home Access Programme, Ofcom Digital Participation Consortium, CEG report on Internet Access for Disabled People	Local outcome agreements, collaborative procurement, GLOW, member of Ofcom Consortium
Broadband USC & Next Generation Rollout	Scottish Government on UK steering group, Connected Communities, Broadband Reach, Leader, Pathfinders, BT, Project Atlas, Fibrecity,
Next Generation Digital Test Beds	Regular contact
Digital Economy Bill	Regular contact
Digital Switchover of Public Services	e-Government agenda, Local Government Concordats, Public Information Notices Portal

Solutions

- ▶ Digital Strategy for Scotland
- ▶ Ministerial Task Force
- ▶ Level playing field for all – local access criteria
- ▶ Outcome focused success factors
- ▶ Statutory basis