



**A European Information Society for growth and employment
Inclusion, better public services and quality of life**

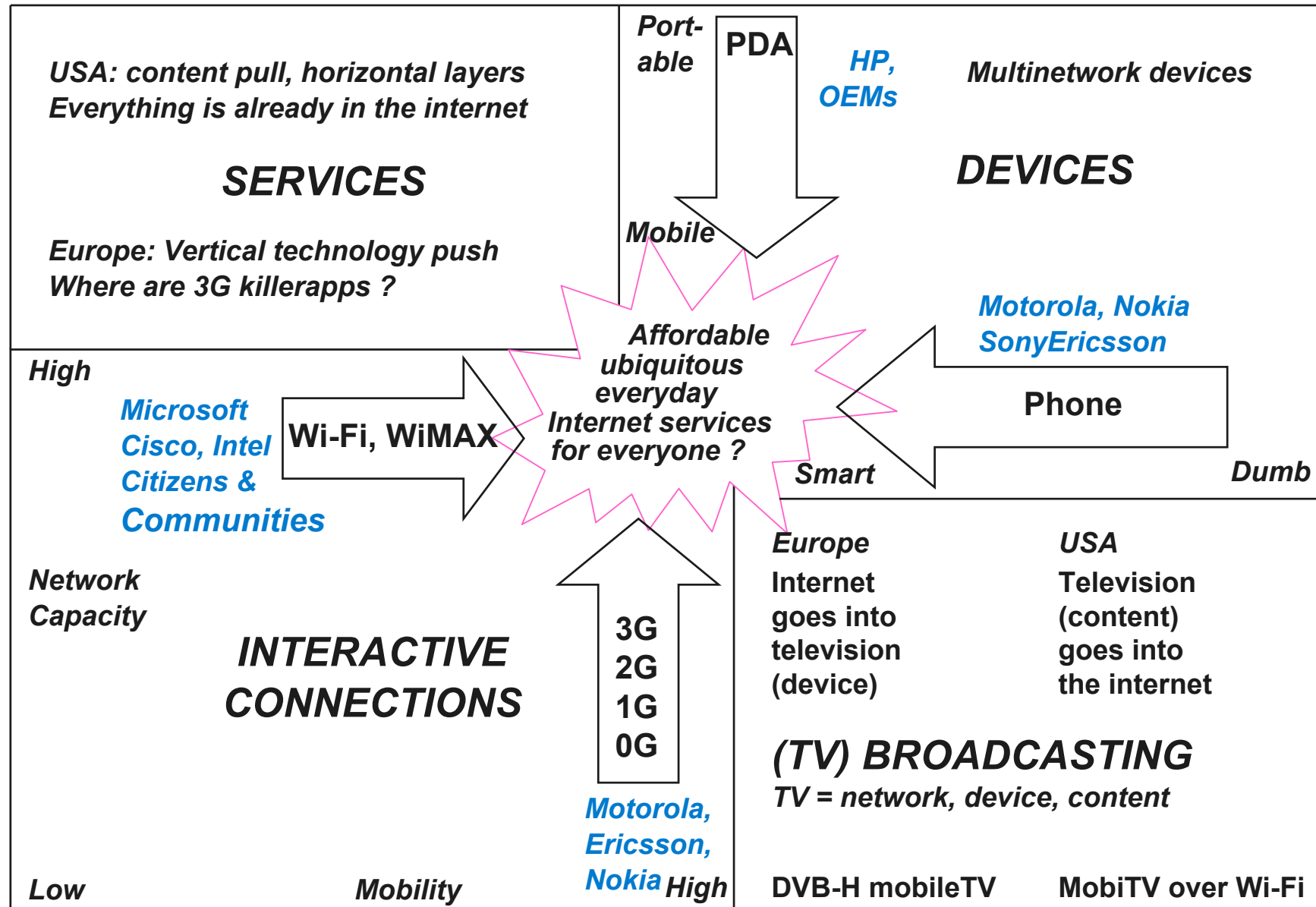


**The goal and the means
Internet connections for all
Internet services for all
Recommendations**

- how to guarantee competition**
- from value chain to value net**
- leverage network effect**
- ensure competition,
leverage network effect**



The goal and the means

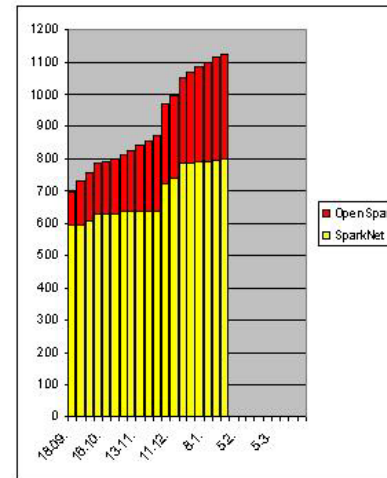
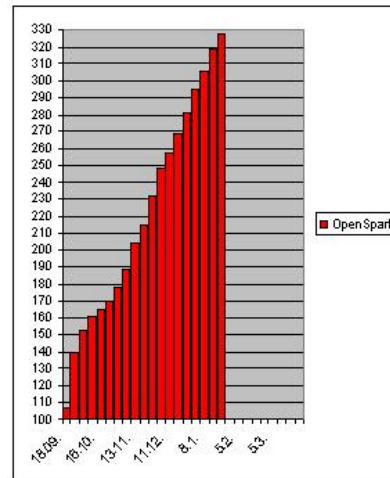


Key: How to guarantee competition



Case study Turku: SparkNet & OpenSpark

- over 1.100 hot spots
- some 100.000 users
- growth: 30 hot spots/week
- free of charge for anyone who shares his/her own Wi-Fi connection with the community



Internet connections

- everywhere
- for everyone
- with an affordable price

AND

Internet connections

- everywhere
- for everything
- with an affordable price

Co-operation

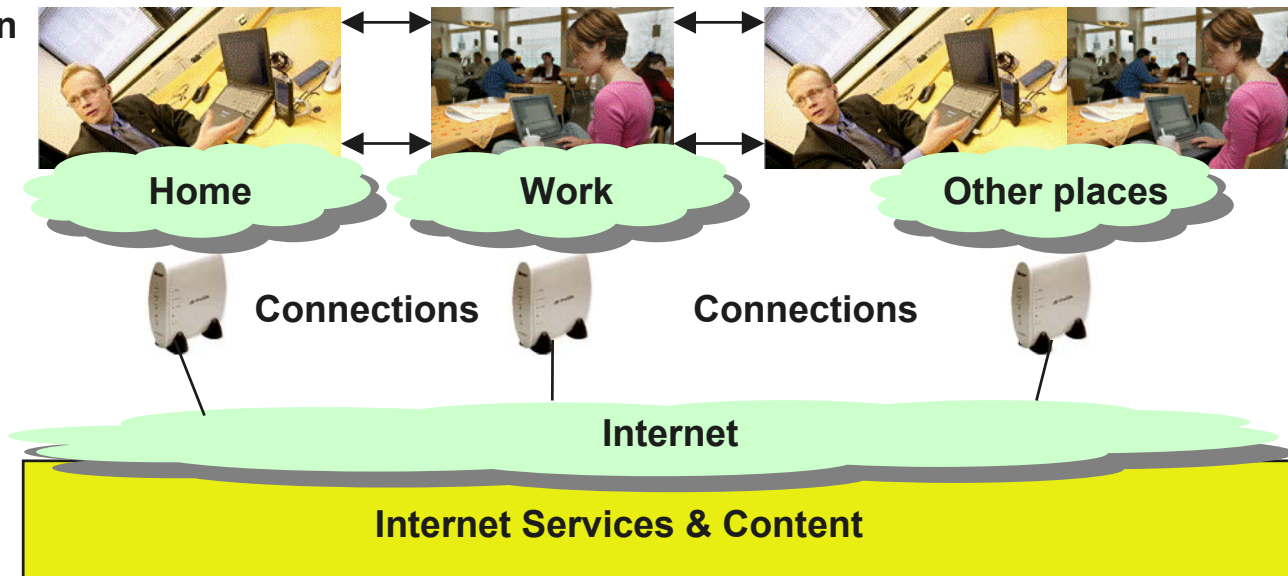
Roaming

Wi-Fi

Broadband

Internet

Services



-> affordable

-> for everyone

-> everywhere

-> every point

-> Internet

-> Services

**Key: From value chain to value net
(from gatekeepers to supernodes)**

Value of an Internet service = autarchy value + synchronization value

- Autarchy value = the value of the service when you use it alone
- Synchronization value = the value of that others use the same service



Network effect = sync value grows exponentially to the number of users

Notice: gatekeeper is the killer of the network effect

The internet is a **scale free network** (Albert, Barabasi et al 1999) which is the most efficient type of network for the diffusion of ideas (Vespignani 2004)

Let also citizens and communities create Internet services to each others :
creating communities, network effect and exponentially added value
to achieve inclusion, better public services and quality of life

Key: Leverage network effect



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Recommendations

- **Ensure competition**
 - **horizontal layers, not vertical integration**
- **Leverage network effect**
 - **create structures for scale free services**