



**Australian Government**  
**Australian Communications  
and Media Authority**

Australia's regulator for broadcasting, the internet, radiocommunications and telecommunications

[www.acma.gov.au](http://www.acma.gov.au)

# ATUG 2008

Lyn Maddock  
Deputy Chair

ACMA  
13 March 2008  
Australian Telecommunications Users  
Group



# Common Issues

- Digital Economy
- Consumer Protection
- VOIP
- Spectrum Planning



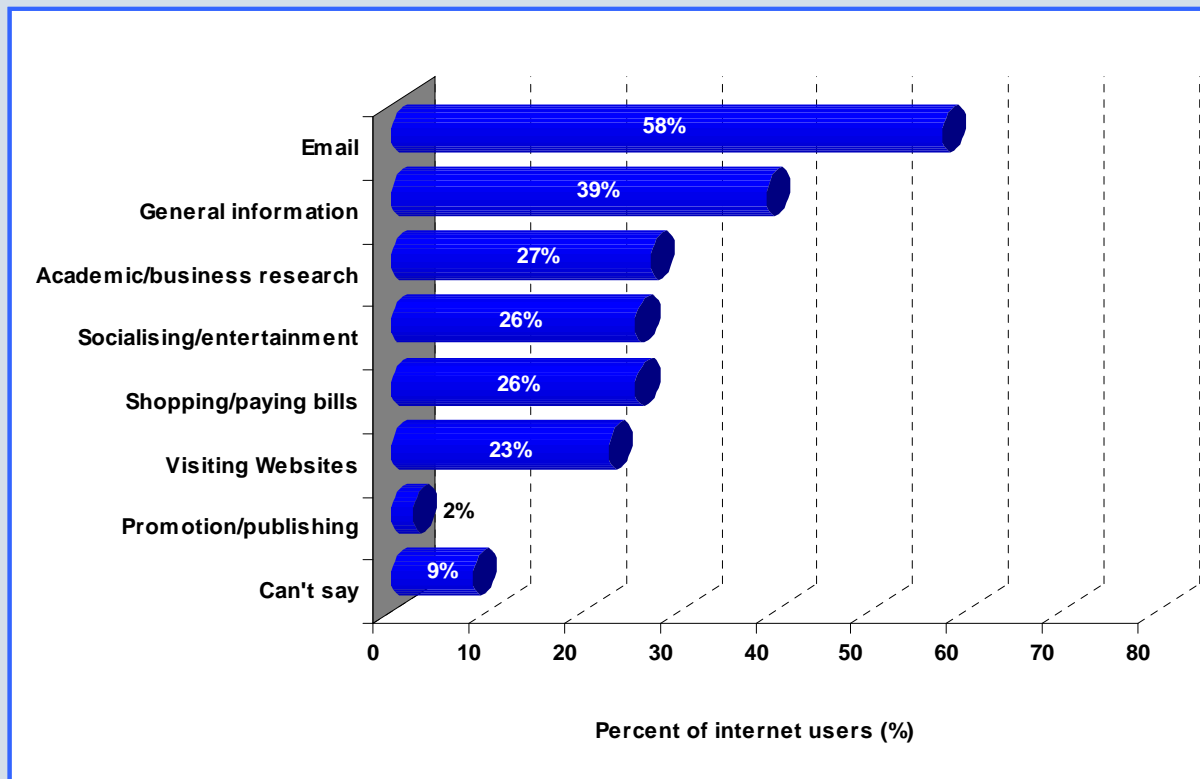
# Digital Economy

- Yorke Peninsula
- Uses by consumers
- Take up by industry



# Main uses of the internet by consumers

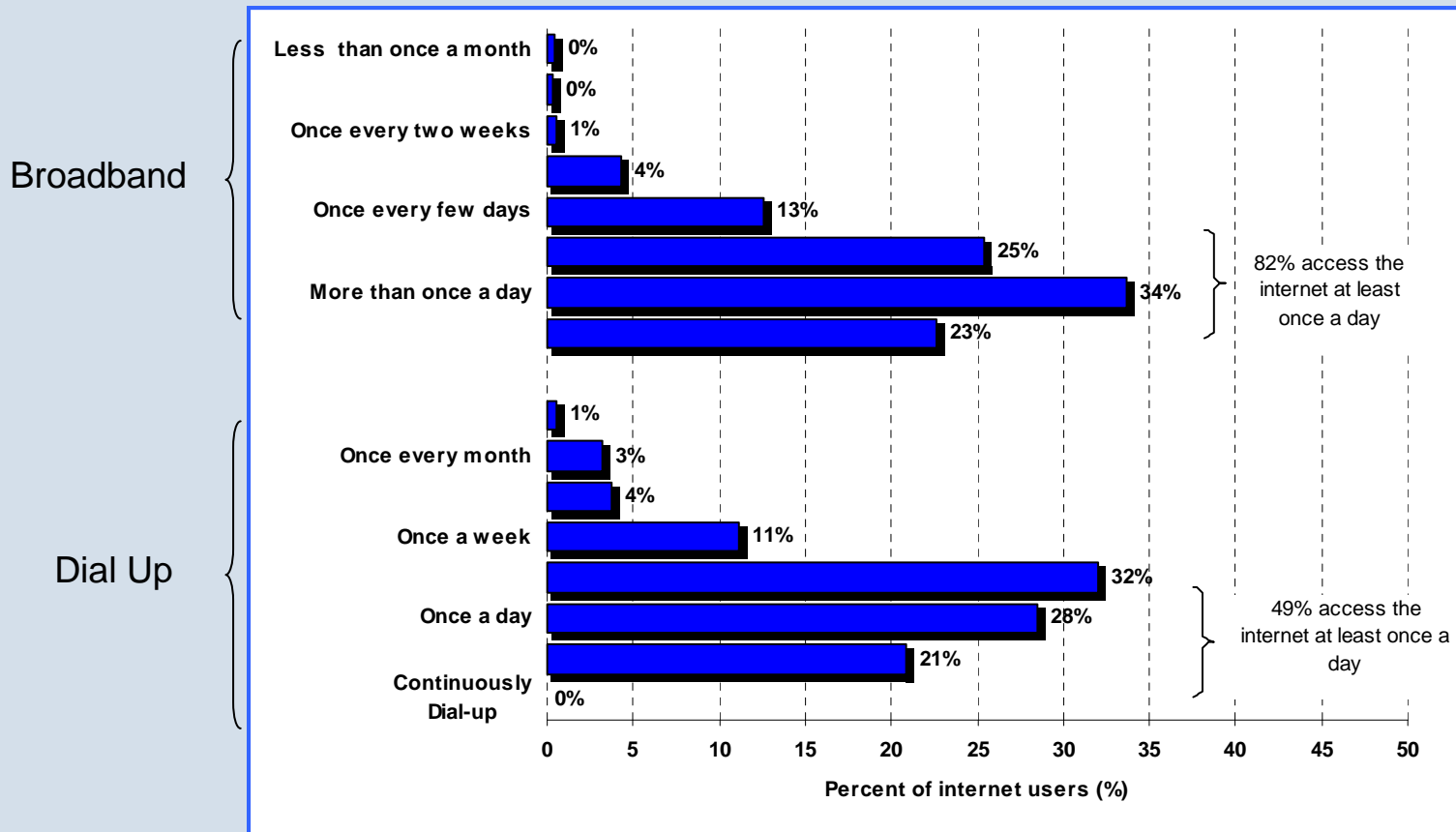
*Telecommunications Today: Consumer attitudes to take-up and use*





# Frequency of internet use

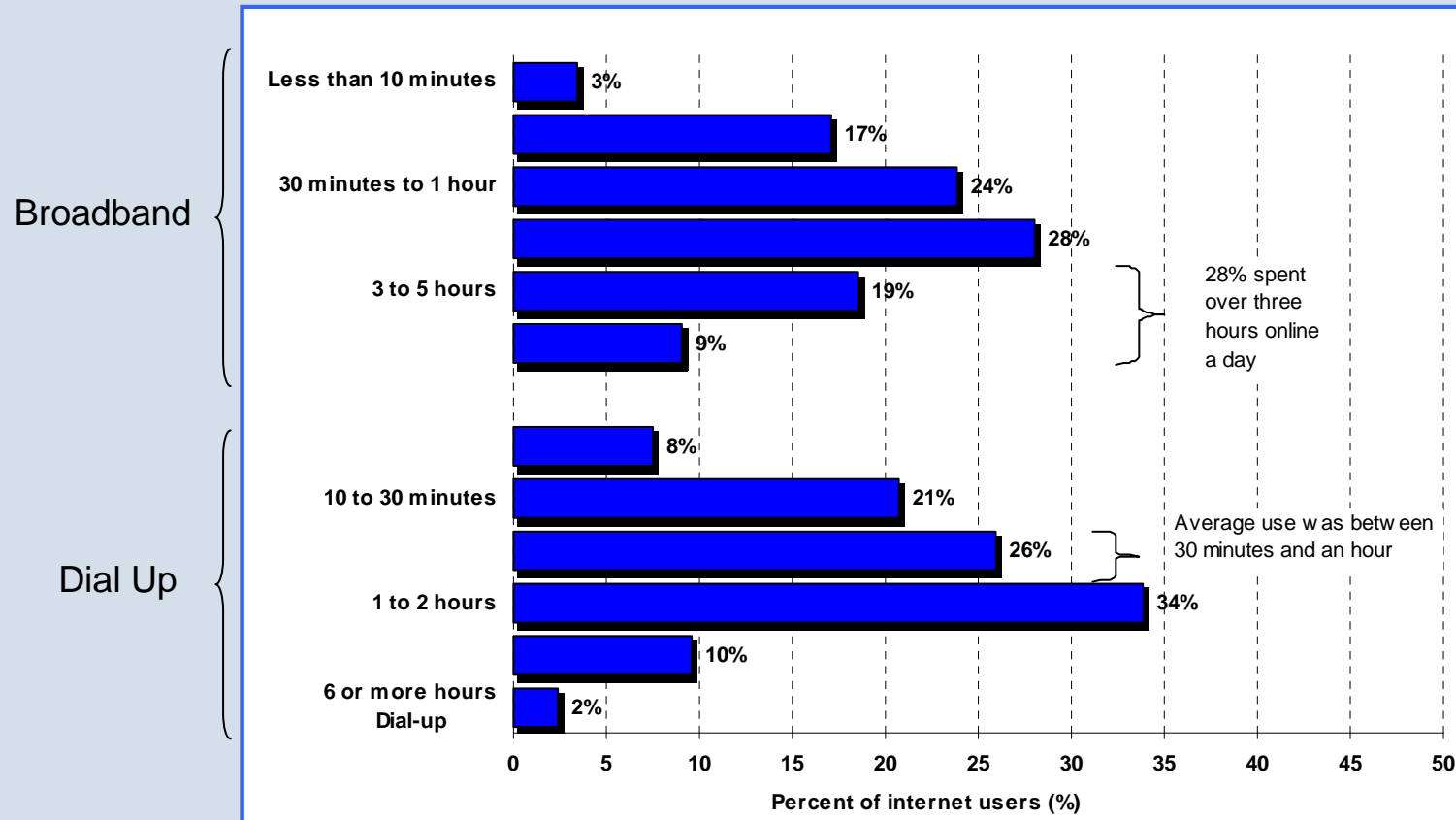
*Telecommunications Today: Consumer attitudes to take-up and use*





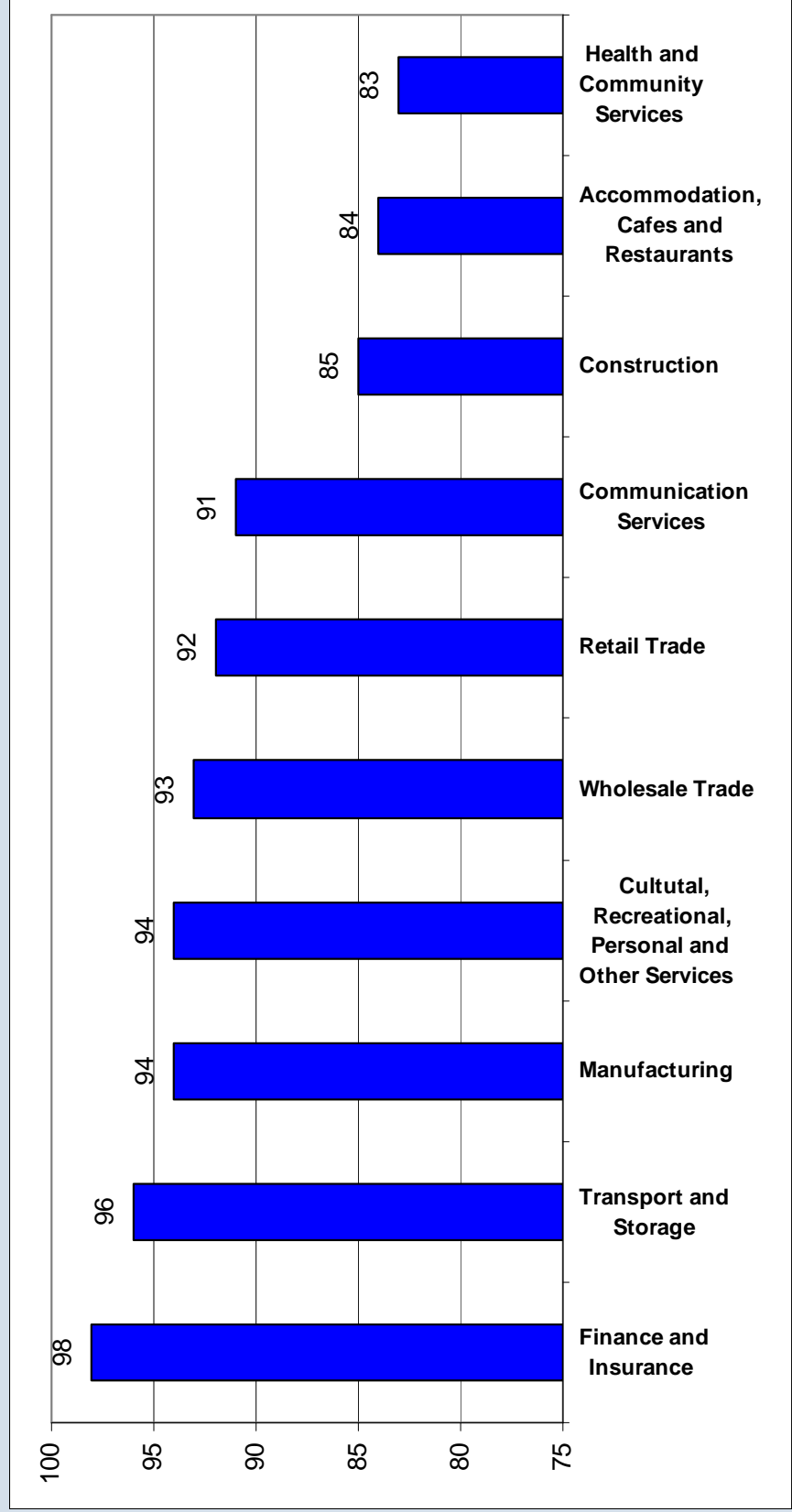
# Amount of time spent on-line by consumers

*Telecommunications Today: Consumer attitudes to take-up and use*



# Broadband take-up by industry 2007

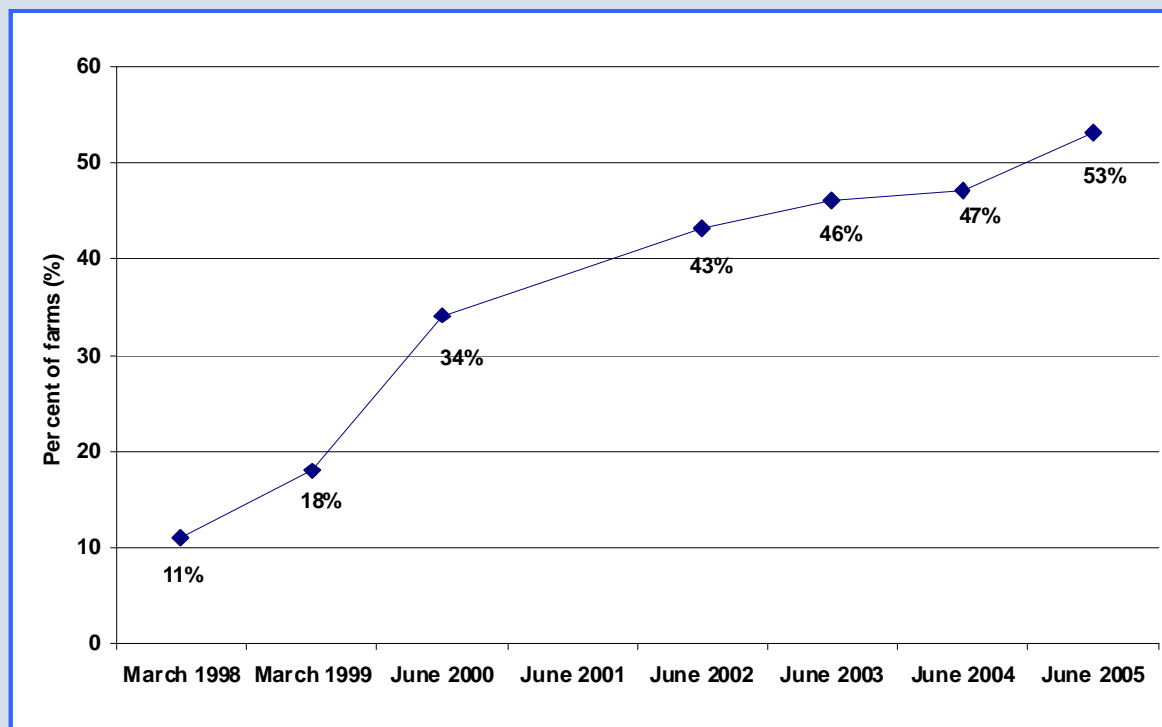
*Telecommunications Today: Take-up by small and medium enterprises*





# Farming sector internet take-up rate

*Telecommunications Today: Farming sector attitudes to take-up and use*





# How the farm sector uses the internet

*Telecommunications Today: Farming sector attitudes to take-up and use*

Use of internet in farming business	Total %
Weather information	47%
Banking	47%
Agricultural information	28%
Market financial information	26%
Livestock and machinery market information	24%
Email	23%
Agronomy information	15%
Selling / Trading	11%
Paying Bills	11%
Purchasing Goods and Services	10%
Education/General Research	8%
Information on world agricultural trends	6%



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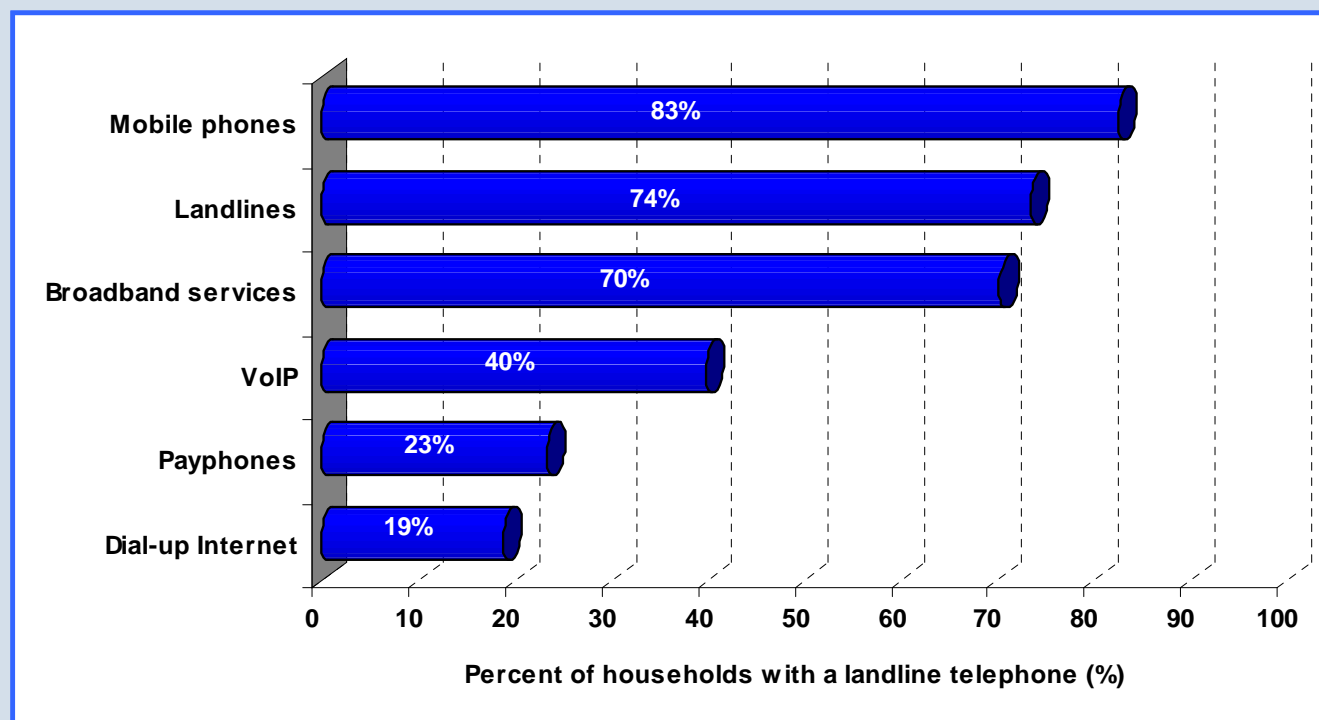
# Consumer Views

- Critical Services
- Satisfaction



# Critical services in the future as perceived by households

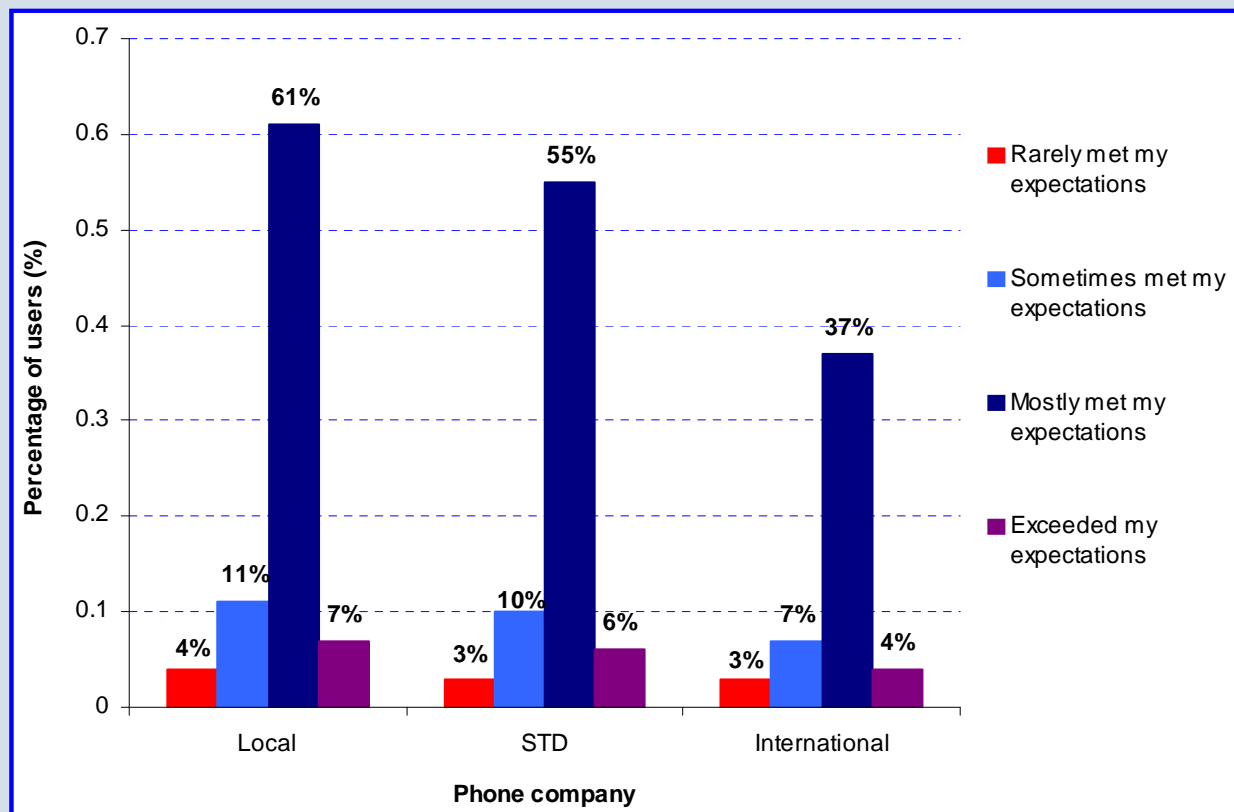
*Telecommunications Today: Consumer attitudes to take-up and use*





## Household consumer satisfaction with fixed line service providers July 2006 to June 2007

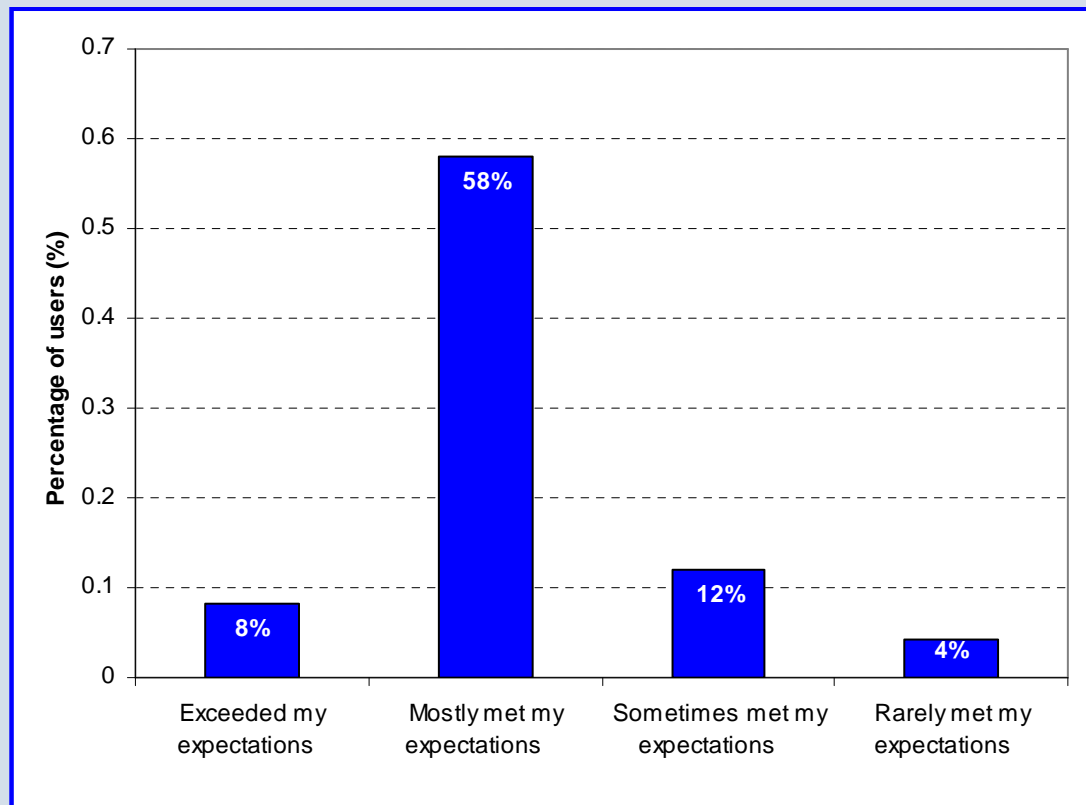
*Telecommunications Today: Consumer Satisfaction*





# Household consumer satisfaction with mobile service providers July 2006-June 2007

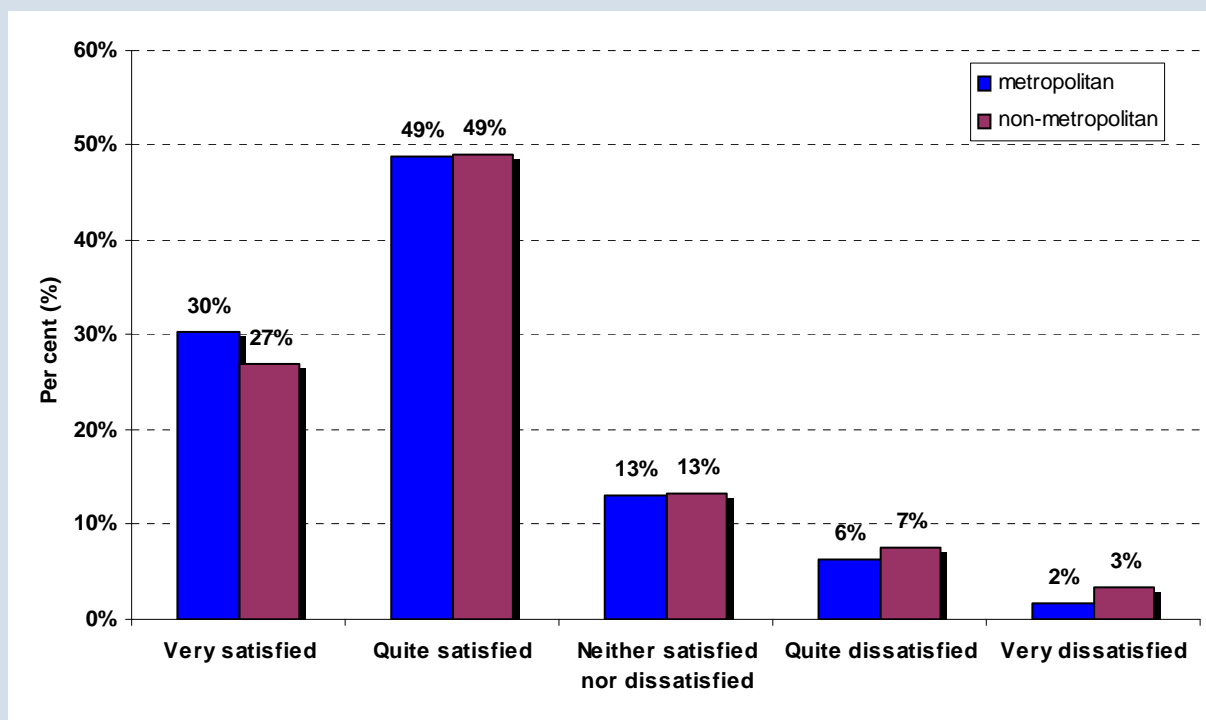
*Telecommunications Today: Consumer Satisfaction*





# SME satisfaction with internet service, May 2007

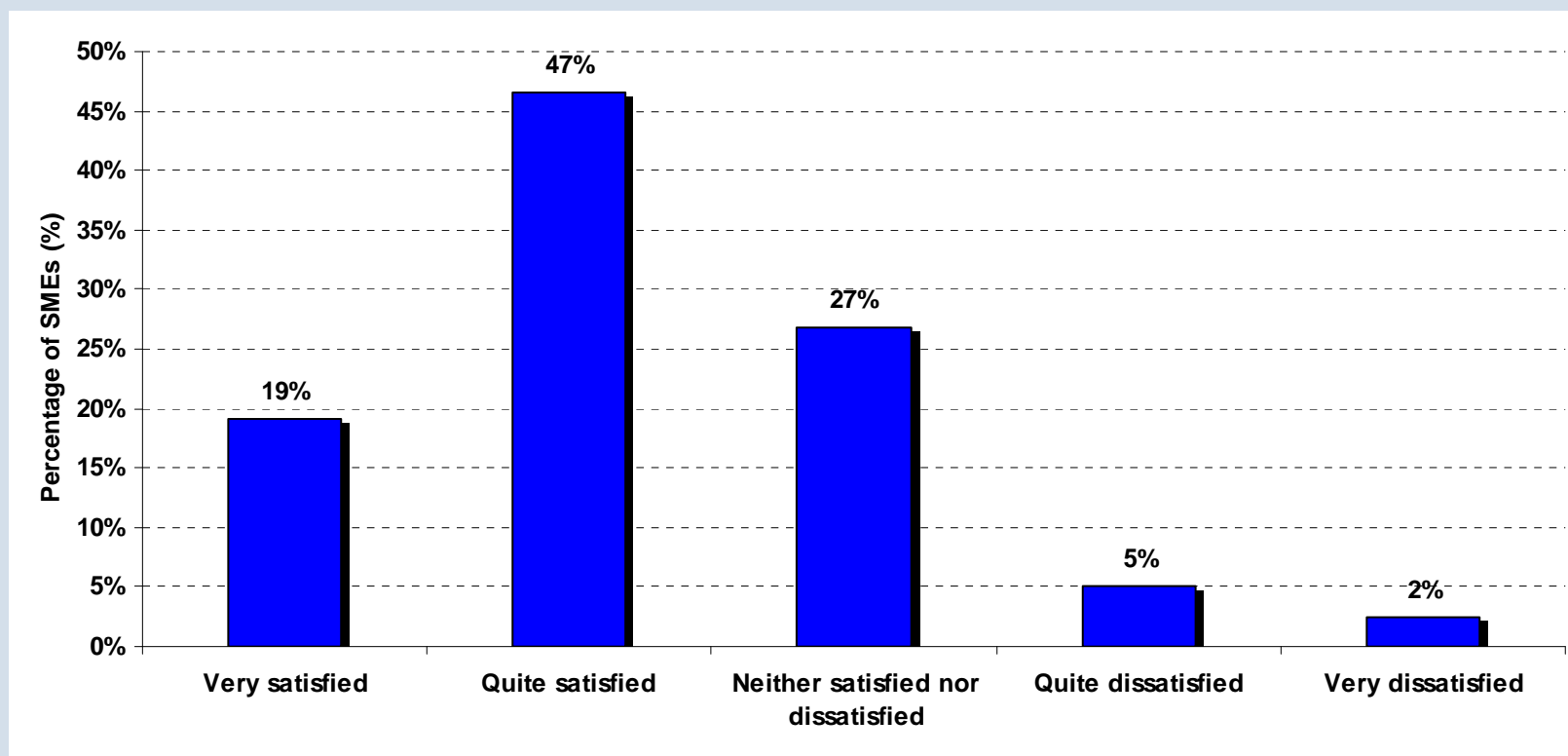
*Telecommunications Today: Consumer Satisfaction*





# SME satisfaction with VoIP Services, May 2007

*Telecommunications Today: Consumer Satisfaction*





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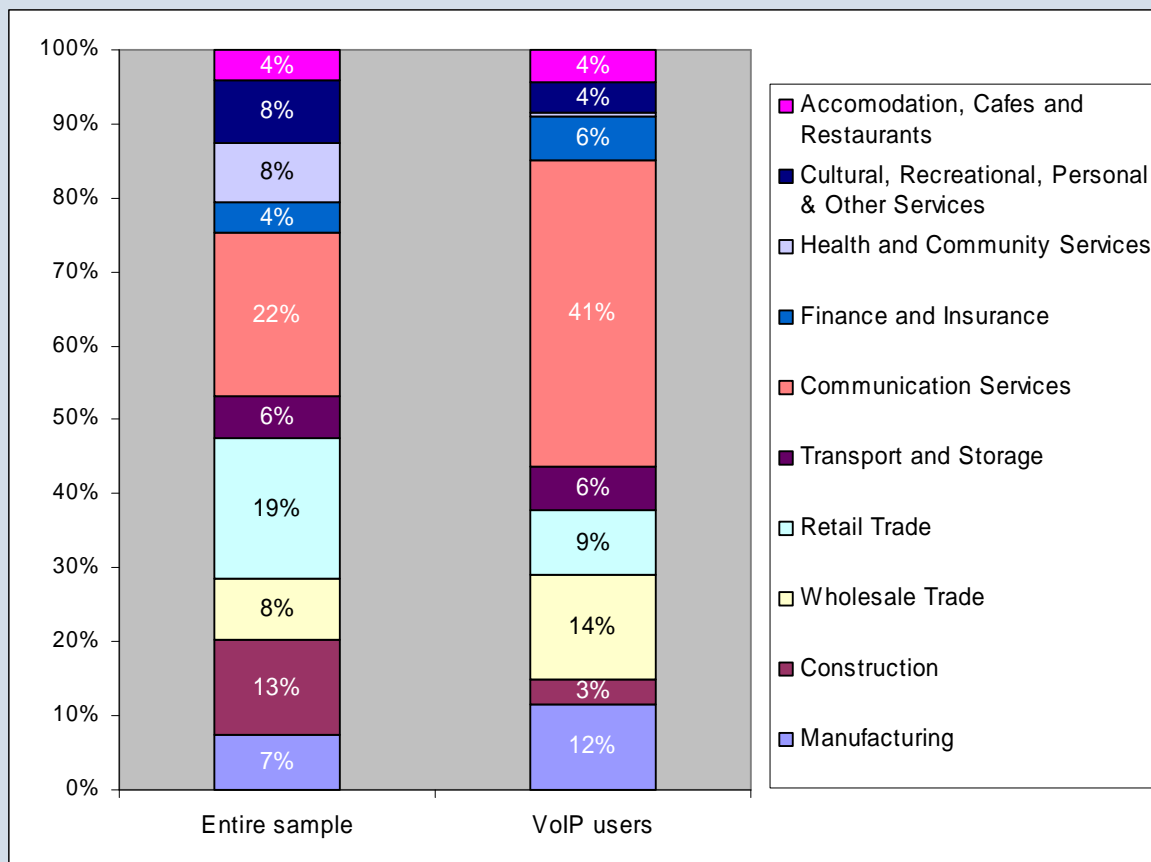
# VOIP

- A current frontier issue



# VoIP users by industry

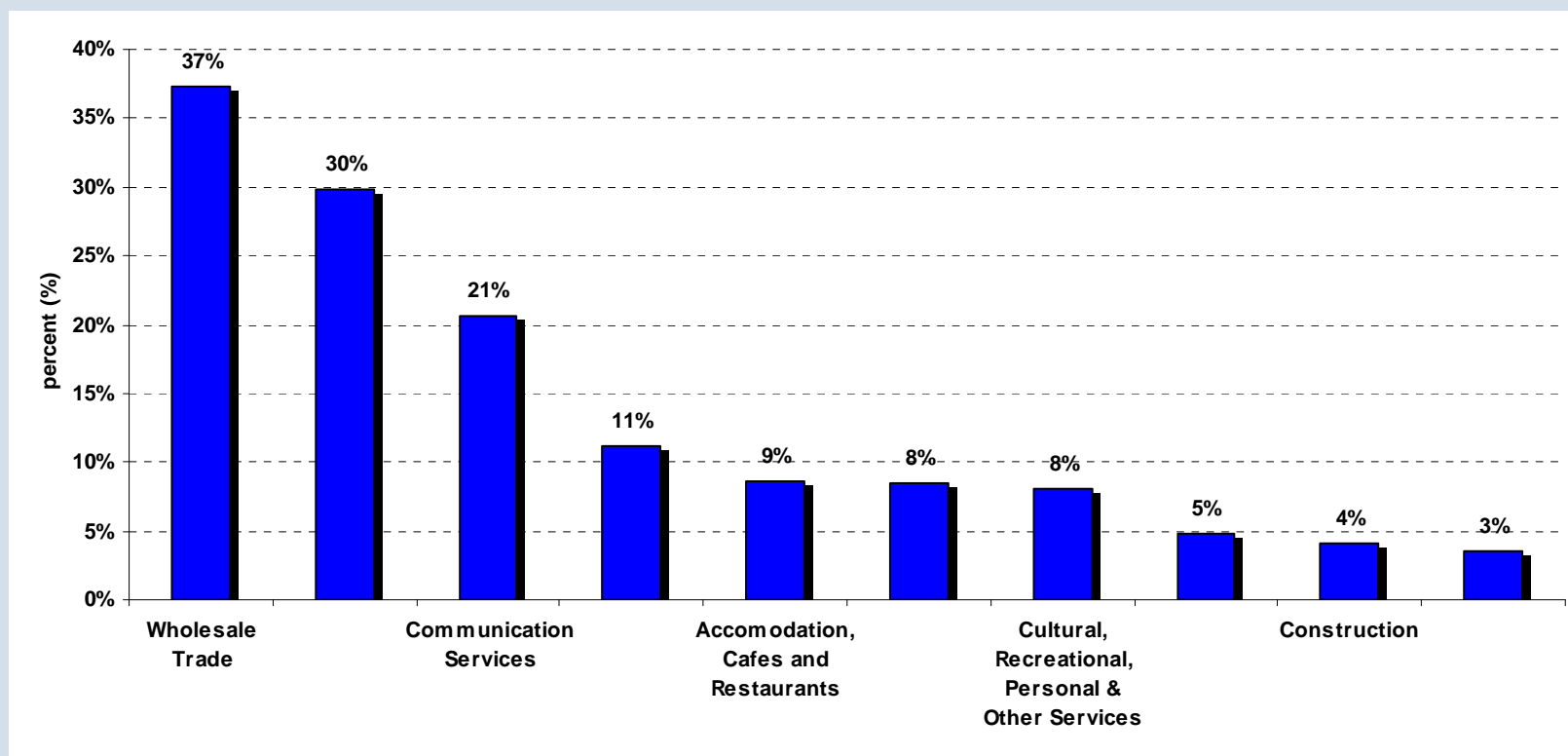
*Telecommunications Today: The Australian VoIP Market –supply and take-up of VoIP in Australia*





# VoIP by SMEs that exported goods in 2007

*Telecommunications Today: Take-up by small and medium enterprises*





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# Spectrum



# Spectrum Issues

- Spectrum Management Framework
- 5 year spectrum strategy outlook
- Government Spectrum Holdings Review
- RadComms08 Meeting Future Spectrum Needs