

Through broadband access the speed is increasing more than ten times, when compared to basic internet. End-users can visit websites faster and download files in just a few minutes, while with dial up connection this would take certain hours. At the same time, users can develop new activities, such as video on demand, implementation of telephone calls and video calls via Internet, as well as teleworking.



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## *Broadband For All*



### **Why broadband?**

Access to broadband, apart from being a faster and more reliable internet service, allows both voice and data to be transmitted - basically, consumers can have both the internet and phone running at the same time.

## Types of Broadband Access

*The two most common ways of accessing broadband services are the ADSL and mobile broadband.*

**1. ADSL Access or Asymmetric Digital Subscriber Line:** it is the most common fixed way of broadband as it uses a standard phone line and is supplied via an Internet Service Provider (ISP). It simply means that by converting your analogue phone line to a digital line (ADSL line) your phone line can now be used to simultaneously transmit data at high speed.

*What does 'Asymmetric' refer to?*

ADSL broadband is asymmetric because data arriving at your computer arrives faster than data leaving your computer, which is why ADSL packages always quote higher download speeds compared to upload speeds.

*What do I need to receive ADSL broadband?*

To receive ADSL broadband you will need:

- a fixed telephone line in an area where the local telephone is ADSL broadband enabled
- a personal computer
- a subscription to an ISP

**2. Mobile broadband:** it is a technology that provides computers with high-speed internet access almost anywhere. Mobile broadband can be used indoors or outside - for example in an office, park, train, or cafe.

*How does mobile broadband work?*

Mobile broadband uses the high-speed wireless data networks (known as 3G networks) to connect your computer to the internet. A 3G network is a high-speed data network used by a mobile phone company to deliver mobile broadband. That means that you can use mobile wireless broadband where there is 3G coverage.

*What equipment do you need to get mobile broadband?*

The most common way to connect your computer to the mobile broadband network is with a USB mobile broadband stick, also known as a USB dongle or modem, which can be plugged in to any USB port on your computer.

*What are the advantages and disadvantages of mobile broadband?*

By using mobile broadband you can connect to the internet just about anywhere - perfect when you are travelling or just outside home. Mobile broadband is also ideal for homes or offices where there is no cable or telephone-based internet service available.

The biggest disadvantage of mobile broadband is ubiquitous service availability and capped data offers

**3. Other types of broadband access:** Additional types of broadband access less common are satellite internet access, optical fiber networks and wireless fixed networks.

## Broadband for Citizens

**Some of the most important uses of broadband services for citizens include the following:**

- ♦ Find general information about a subject: The Web is like a huge encyclopedia of information - in some ways it's even better. The Web offers many different perspectives on a single topic. There are also many free encyclopedias that may give you a cut-down version of what you would find in a complete encyclopedia.
- ♦ Access information not easily available elsewhere: One of the great things about the Web is that it puts information into your hands that you might otherwise have to pay for or find out by less convenient means.
- ♦ Correspond with faraway friends: Email offers a cheap and easy alternative to traditional methods of correspondence. Additionally, there are more interactive ways of communication, such as Voice Over IP (VoIP).
- ♦ Educational purposes: Online distance education courses can give you an opportunity to gain a qualification over the Internet.
- ♦ Find software: The Internet contains a wealth of useful downloadable shareware. Some pieces of shareware are limited versions of the full piece of software, other are time limited trials
- ♦ Electronic transactions: The security of on-line shopping is still questionable, but as long as you are dealing with a reputable company or Web Site the risks are minimal.



## Broadband for Businesses

Switching your business broadband to a more suitable package will not only save you money, it can also make a real difference to the way that you communicate with customers, clients and suppliers.

*Why get business broadband?*

Broadband for your business is a vital commodity in today's competitive markets and whatever type of company you run, your company will benefit from a business broadband package. As well as a fast internet for business connection, the right business broadband package will come with a whole host of additional benefits that will help your company become more efficient.

*What to look for in a business broadband package*

A good broadband package is invaluable to your company. Here's what you should look out for when choosing business broadband.

- ♦ **Download speed:** Most business broadband packages offer speeds of up to 8Mb - which is fine for most companies - but faster connections can also be found.
- ♦ **Download allowance:** Make sure your download allowance can accommodate your needs or you could end up being charged extra or have your connection's speed reach a minimum.
- ♦ **Priority customer support:** If something goes wrong with your business broadband connection you need immediate support - and a priority helpline will be essential.