19 February 2009

PLANO TECNOLÓGICO
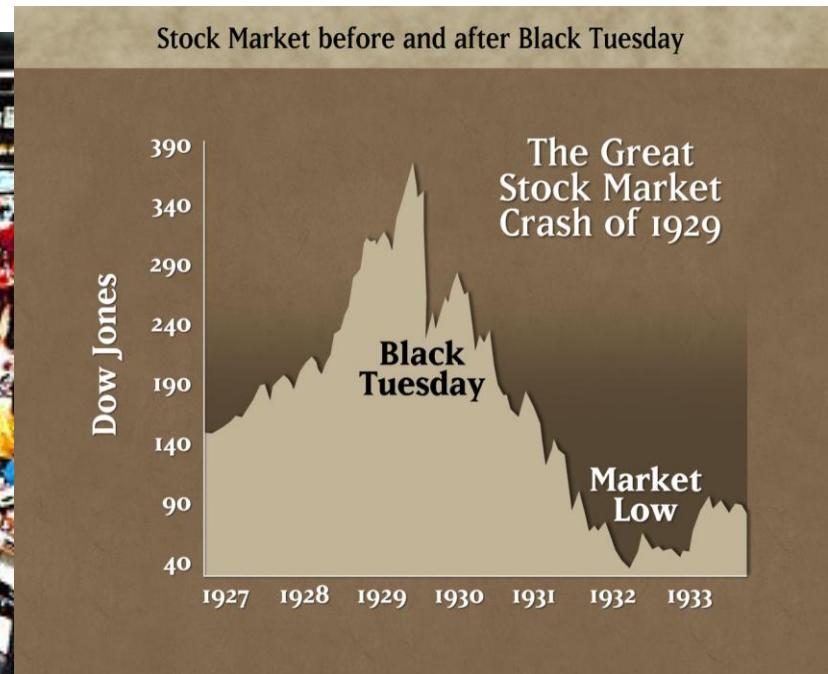PORTUGAL A INOVAR...

Developing Mobility, Technology & Talent

Measuring Mobile/Wireless Service Data
Culturgest, Lisboa – OECD, ANACOM

Criatividade e Inovação
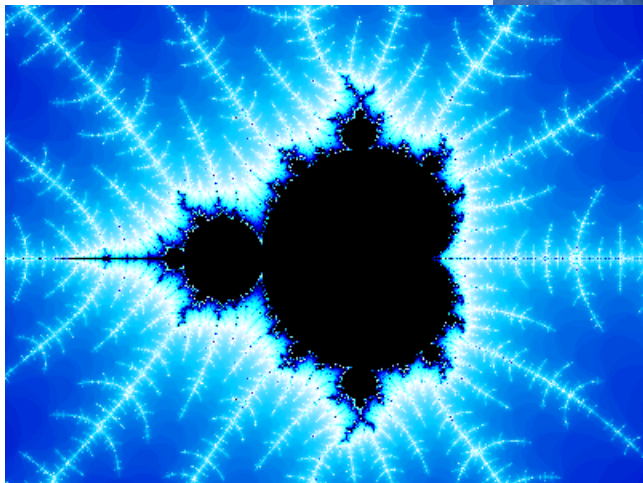Ano Europeu 2009

The world is unpredictable…

Stock Market before and after Black Tuesday

The Great Stock Market Crash of 1929

Black Tuesday

Market Low

Change happens…

Everyday Everywhere

Sometimes, change has patterns...

Even beautiful patterns…

The world was never truly global as it is today...

TALLINN, Estonia

Google Earth

© 2008 Europa Technologies
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© 2008 National Geographic Society
Data © 2008 Tracks4Africa

Streaming |||||||||100%

©2007 Google™

Eye alt 58607.15 km
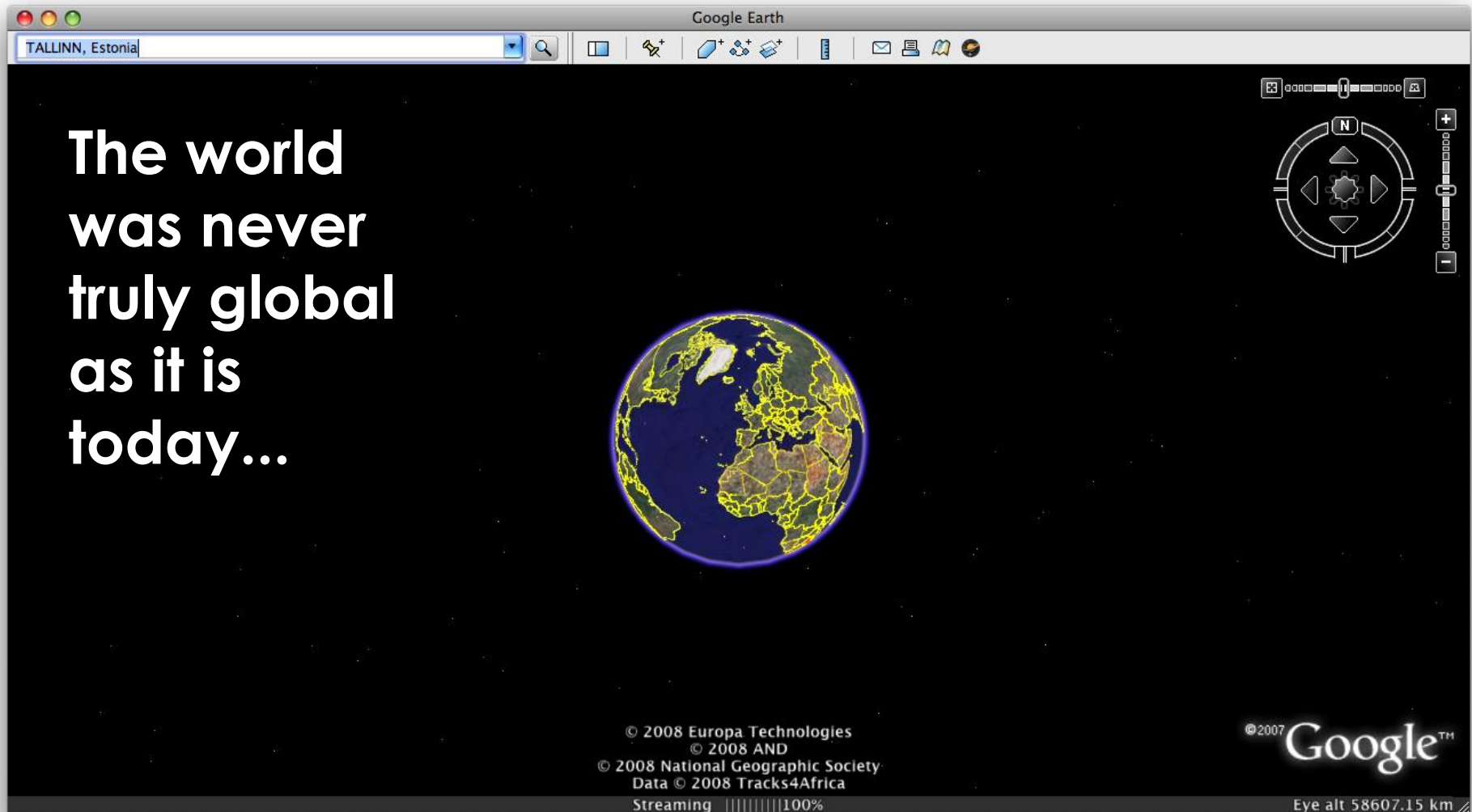
Because the web is changing the rules of change

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PORTUGAL
A INOVAR...**

The Net Generation is reinventing the web...
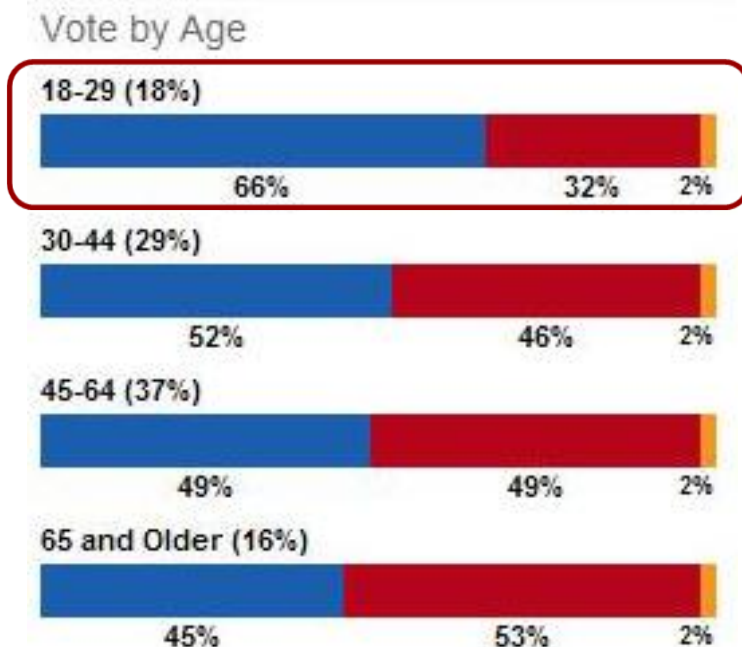
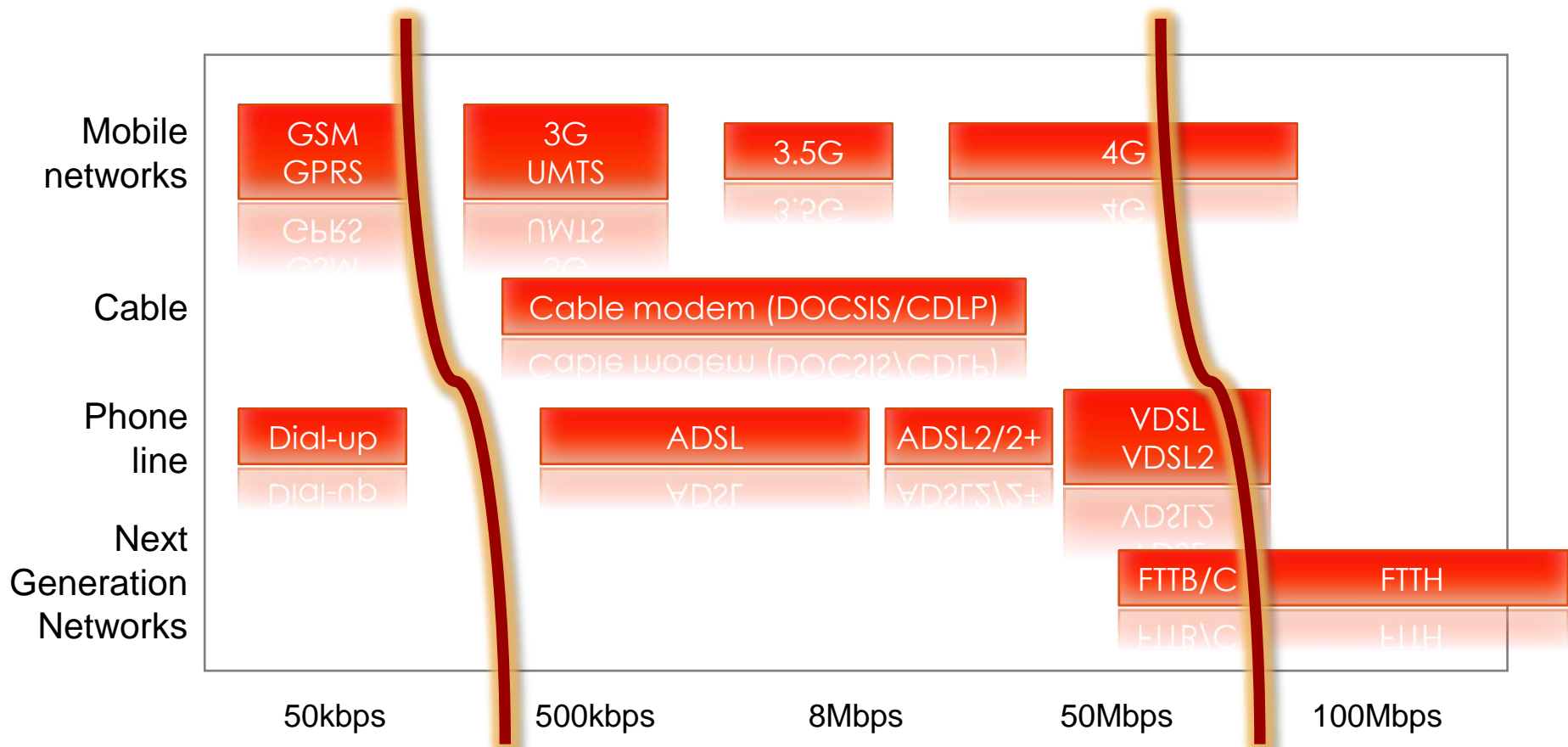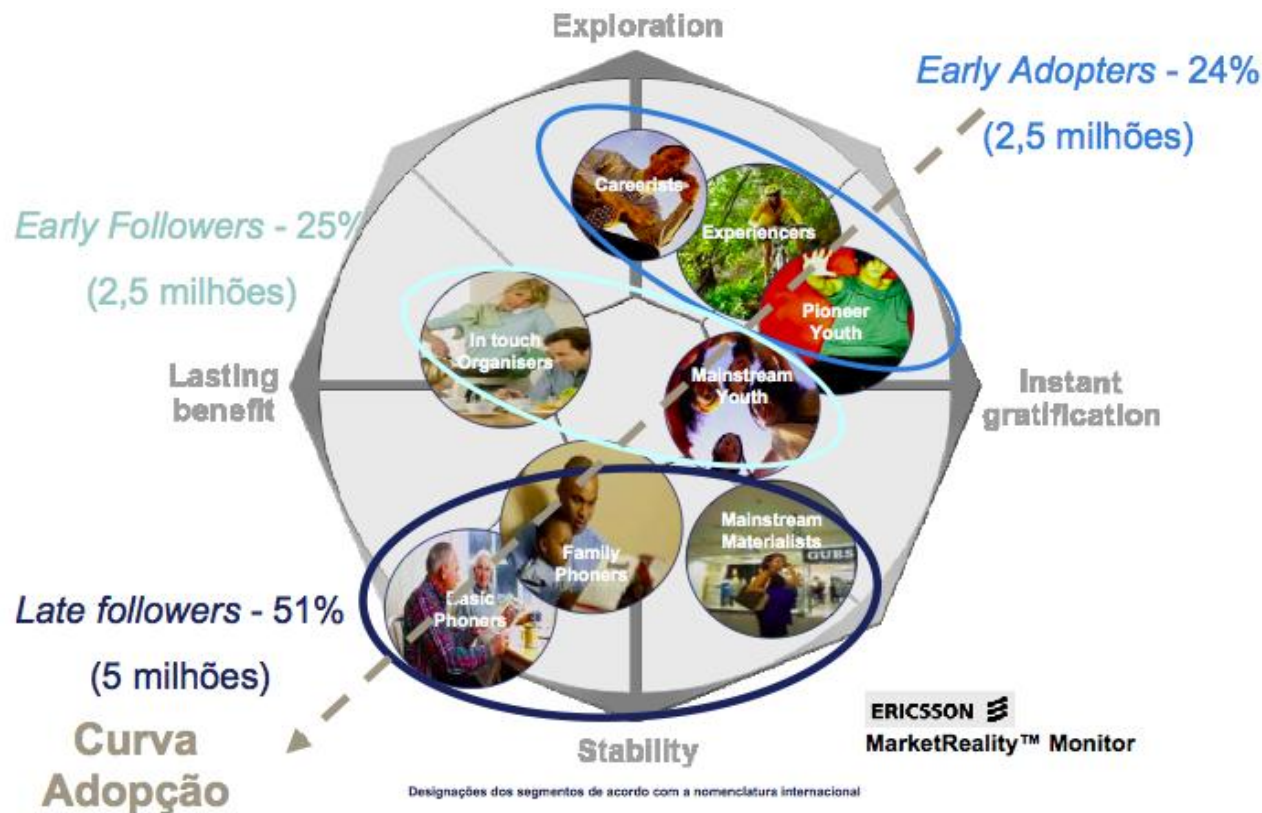| Web 1.0	Web 2.0
•Browse (Yahoo!) •Publishing (Britannica Online) •Download (mp3.com) •Mass publicity (DoubleClick) •One to many (Akamai) •Personal websites •Content management •Taxonomy&Directories •Stikiness •Pageviews	•Search (Google) •Participation (Wikipedia) •Share (Napster) •Context adds (Google AdSense) •Many to many (BitTorrent) •Blogs •Wikis •Tagging ("Folksonomy") •Syndication (RSS feeds) •Participants (Hi5, Orkut, LinkedIn, Facebook, etc.)

Adapted from http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html

And that generation is likely to change the world

New technologies create new opportunities...

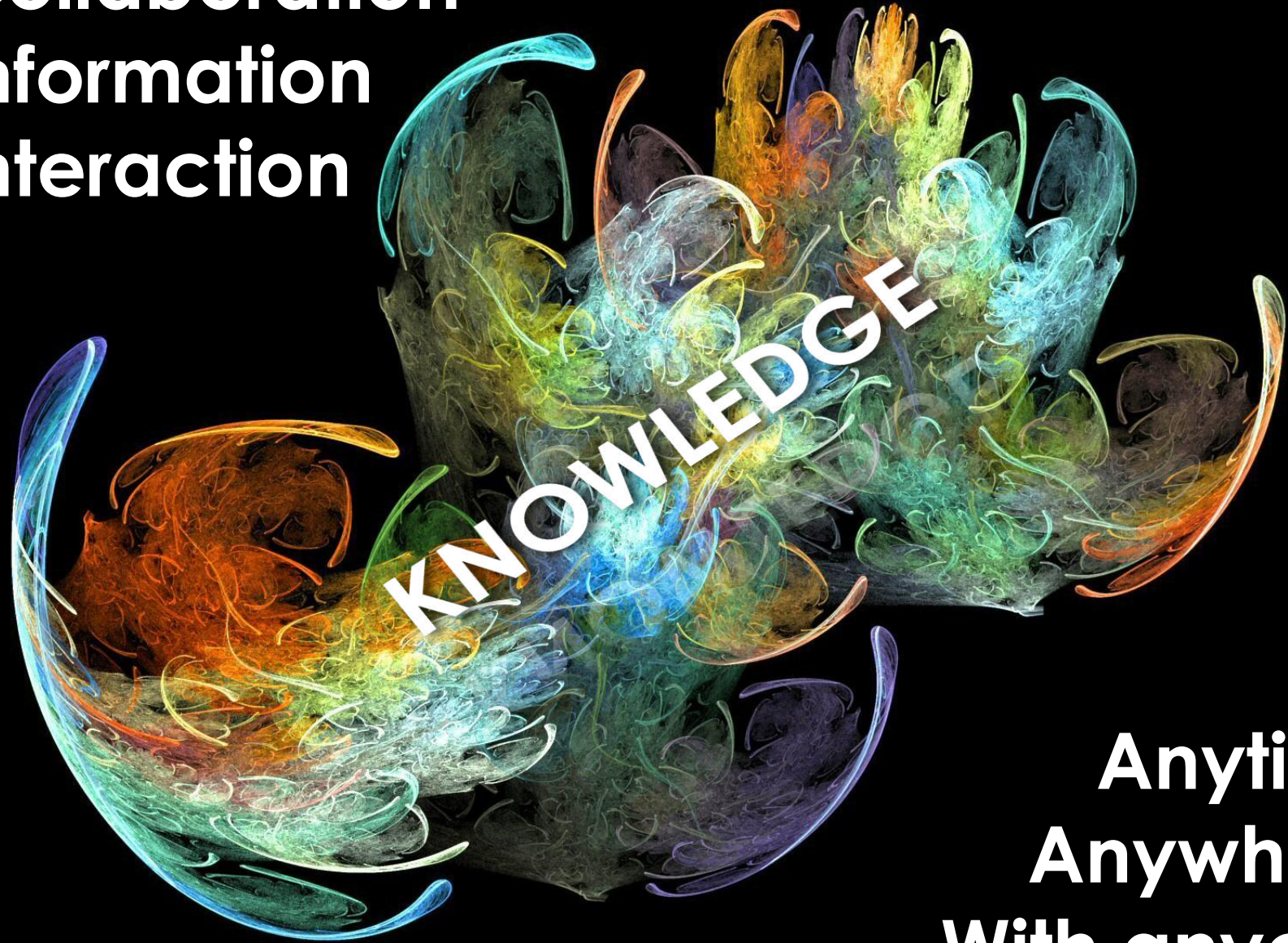|	50kbps	500kbps	8Mbps	50Mbps	100Mbps
Mobile networks	GSM GPRS	3G UMTS	3.5G	4G	
Cable		Cable modem (DOCSIS/CDLP)			
Phone line	Dial-up	ADSL	ADSL2/2+	VDSL VDSL2	
Next Generation Networks				FTTB/C	FTTH

Nearly half of Portuguese consumers are early adopters or early followers

Source: Ericsson ConsumerLab 2008

Collaboration
Information
Interaction

KNOWLEDGE

Anytime
Anywhere
With anyone

Measuring Mobile/Wireless Service Data

Roger Johnston

How can Portugal find a role
in this changing world?

A "Network Country", based on knowledge exchange and intercultural relationships

THE AGE OF DISCOVERY

Spain and Spanish Discoveries .... Red
Portugal and Portuguese Discoveries ___ Green
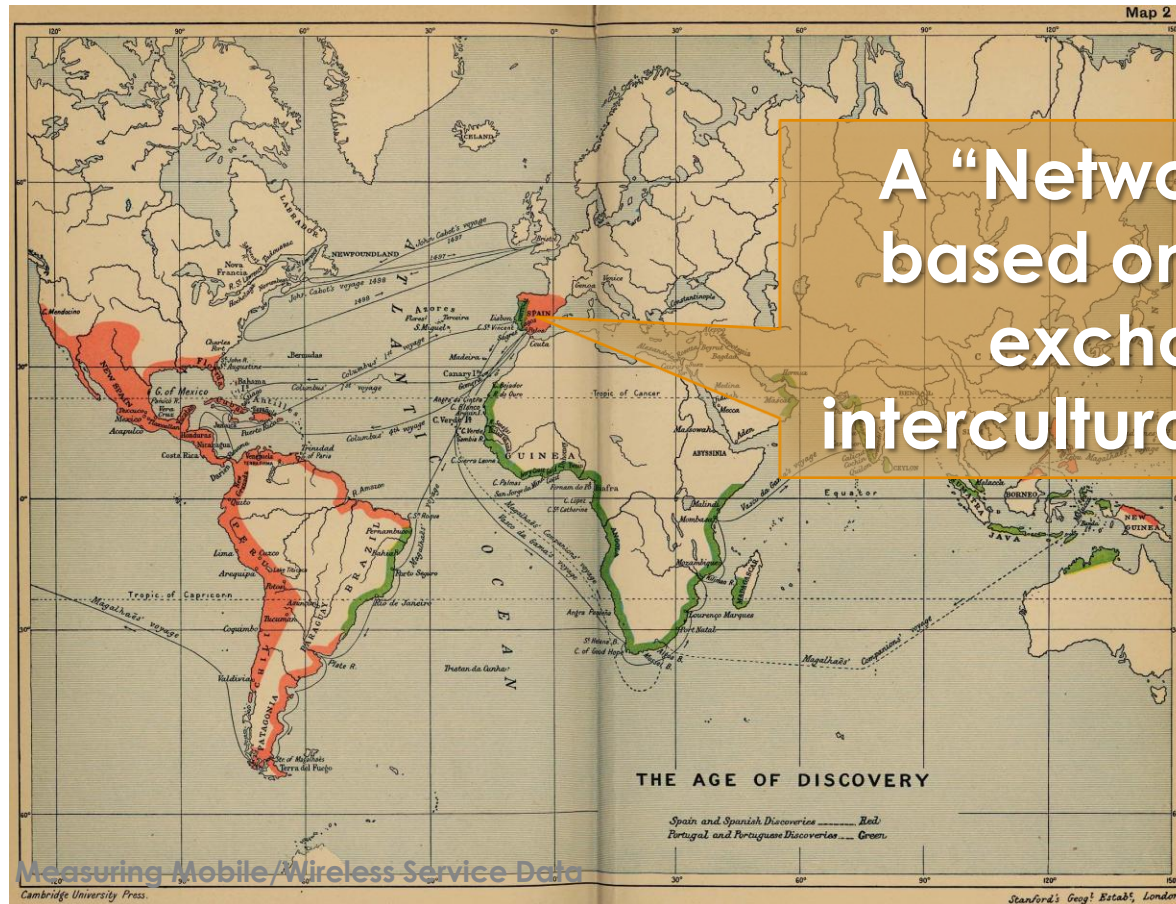
Trying to create a virtuous cycle of competitiveness

- The **Technological Plan** was launched to address the key competitiveness issues:
  - Knowledge and Identity – qualified individuals
  - Technology and Mobility – flexible communities
  - Creativity and Innovation – a competitive society

- Through an action plan, whose coordination reports directly to the Prime Minister, the whole Government is involved in making it happen, as well as private partners

- Bridging the digital divide is key to build a network country prepared to succeed in the 21st century

The 'tipping points':
Key issues for structural change

Scientific development
Partnerships with the MIT, CMU, Harvard, Austin, Fraunhoffer, etc.

Focus on qualifications
"New Opportunities" to enroll 1 million people in lifelong learning

Better public administration
Rising from 16th to 3rd in the EU ranking of online public services availability

Less bureaucracy
"On the spot firm" to create a company in less than one hour

Innovation networks
Public initiatives for collective efficiency embedded in Structural Funds support

Bridging the Digital Divide
Providing access and training to those excluded from the information society

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Bridging the digital divide requires decisive action

- The **e. escola** offer...
  - A cutting-edge laptop for 150€
    (or 0€ for students needing economic support)
  - Mobile broadband for 5€ bellow the best monthly market price (17,5€), with reduced monthly fees 5€ or 15€ for students needing economic support
  - Latest software included
  - E-skills training bundled in the offer
- …to reach 750.000 people until 2010
  - Students enrolled in secondary education
  - Teachers in primary and secondary education
  - Adults enrolled in lifelong learning

The strength of a shared strategy built into a public programme

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Public Partners:

MOPTC

Ministério da Educação

MTSS

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@.escola

Private Partners:

tmn   vodafone   OPTIMUS

(mobile operators)

Microsoft   (intel)

(industry partners)

When the UMTS licenses were granted, the mobile operators became committed to promote the information society. This programme fulfils that commitment.

Rolling out the programme: Moving ahead fast

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| June 2007 | September 2007 | February 2009 | @ escola |

The programme is announced, with immediate availability for adults enrolled in lifelong learning

Laptops are delivered to the first teachers and students

Over 350.000 laptops delivered to address growing demand!

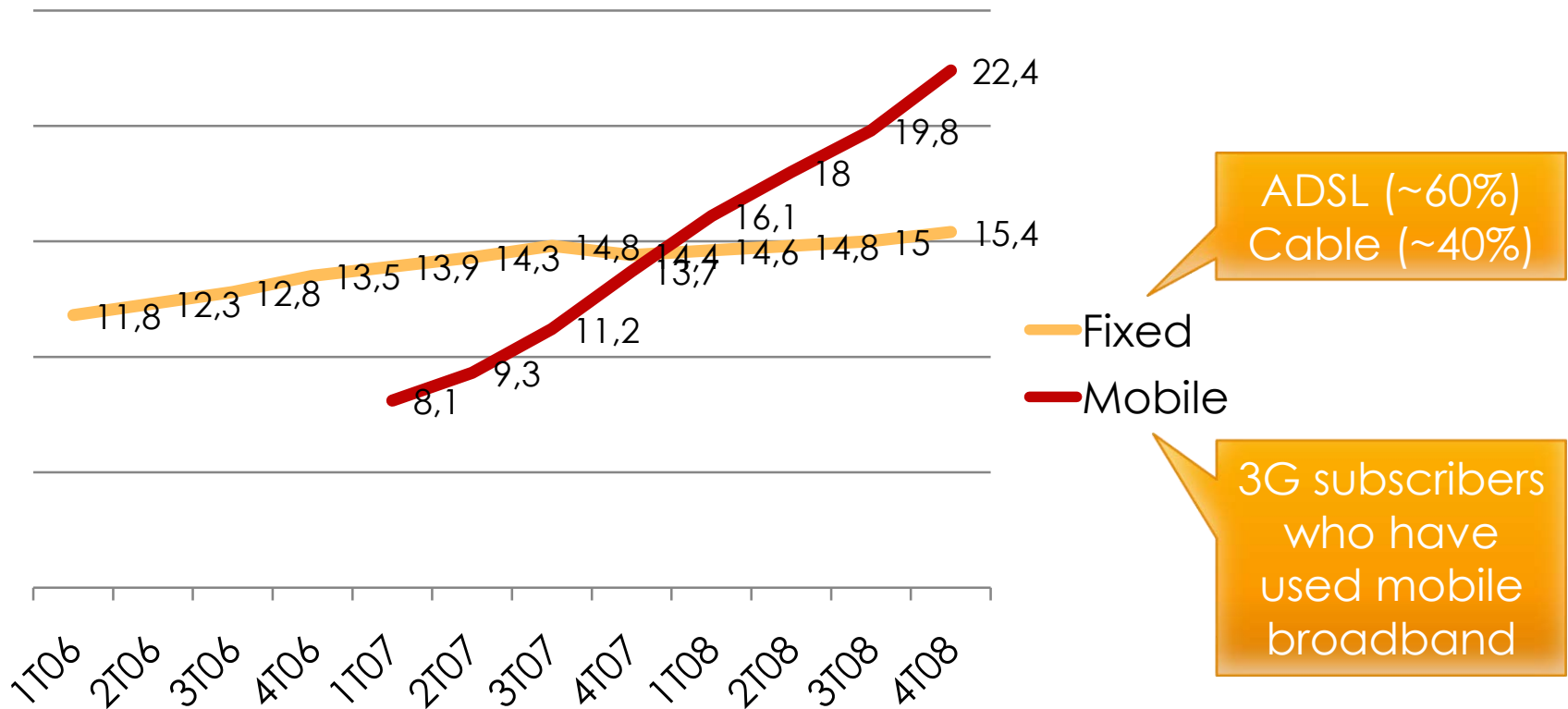**Prime Minister José Socrates handing out one of the first laptops**

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One step further:
The magalhães initiative

- Building on the **e-escola** experience, the Portuguese Government announced in July 30th a strategic partneship with **Intel** to develop the Magalhães initiative:

  - Introducing the Magalhães laptop, **made in Portugal** based on the Intel Classmate platform

  - Making it available to the **500.000 students** enrolled in primary education with a low subsidised price (0 to 50€)

  - Exploring **possibilities abroad** to use Magalhães to bridge the digital divide

  - Over **150.000 computers were already delivered**

Measuring Mobile/Wireless Service Data

How are these programmes changing the broadband scene in Portugal?

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Fixed

Mobile

ADSL (~60%)
Cable (~40%)

3G subscribers who have used mobile broadband

Source: Anacom

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rui.grilo@cnel.gov.pt

www.planotecnologico.pt

www.criar2009.gov.pt

videos.sapo.pt/planotecnologico

twitter.com/ptecnologico

Chief of Cabinet of the National Coordinator of the Lisbon Strategy and the Technological Plan

Deputy Coordinator of the Technological Plan