

## Nicole Timperley

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**From:** John Deridder [Deridder@bigpond.com]  
**Sent:** Thursday, 14 April 2011 9:19 a.m.  
**To:** telco  
**Subject:** Draft TOR - Demand Study

Dear Sir,

The Draft TOR relate to a “demand study” but we suspect that you are interested in these only to the extent that a regulator can exert any influence over them. The Strategic Networks Group (SNG) is a world leader in identifying gaps and opportunities in relation to the adoption and utilisation of broadband. Our clients are usually state governments and regional planners. The focus of our work is to help drive adoption and utilisation but our experience can also be used to inform you about what we found in relation to drivers, barriers and competition. Perhaps, the Final TOR could make clearer that ComCom’s interest is in study outcomes that can guide its own actions?

The state of broadband policy - beyond the remit of the ComCom - seems to be unsettled at this time. There is a fine line between a study recommending changes to policy and changes in regulation. Does the scope of regulation that is expected to sit with ComCom need to be clarified in the Final TOR?

With the UFB/NBN deployments in NZ/Australia, there seems to have a shift in focus from promoting infrastructure competition to promoting service competition. If you agree, it has ramifications for access pricing and other regulation. The Final TOR could acknowledge this but add that the focus of the study should be on changes to regulation that will promote adoption and utilisation of broadband.

We look forward to seeing the Final TOR and the opportunity to bid for a study.

Kind regards,

John

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John de Ridder



Australia: + 61 2 4981 0953 or (Mob) 0409 804 278  
[jderidder@sngroup.com](mailto:jderidder@sngroup.com)

Visit our website at [www.sngroup.com](http://www.sngroup.com)

**Strategic Networks Group (SNG)** is a group of broadband economists who develop strategies for most effectively leveraging broadband investments. We help make the most broad-reaching and transformational impacts that broadband can bring to businesses, communities and regions. Our goals: economic development, social advancement, increased productivity and competitiveness.

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