

# Initiatives to empower users

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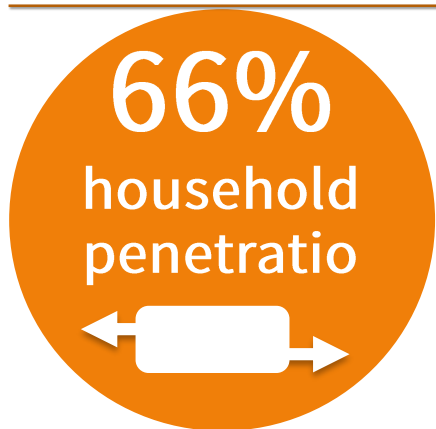
National communications Commission, Taiwan

IIC IRF-ASIA 2019, Feb. 12 – 14, 2019

## ◆ Broadband in Taiwan



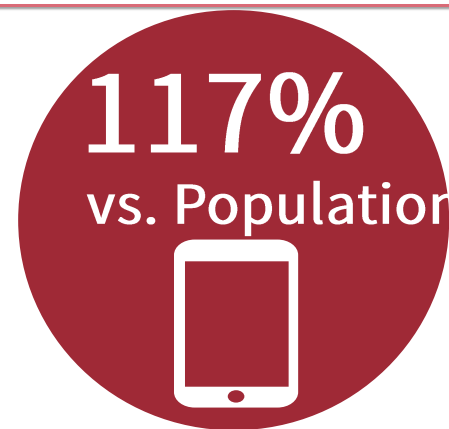
### Fixed broadband



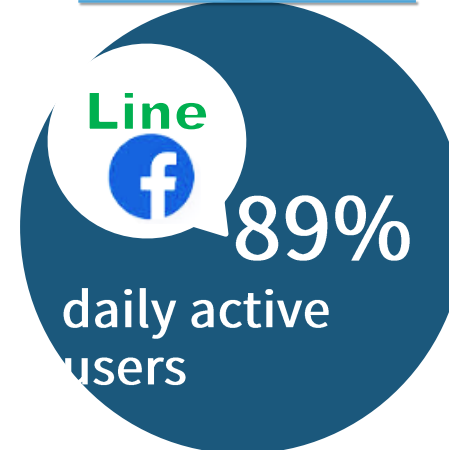
### Universal policy

- Household 97%
- 12Mbps (Availability)
- Every village has access to 100Mbps
- Every township will reach 1Gbps in 2020

### 4G Mobile broadband



### Social media





## ◆ Consumer Concerns

**Customers are sensitive to -**

- **Competitive environment:** laws, regulations, market
- **Package Prices:** transparency
- **Network performance:** coverage, speed tests
- **Expectations in line with Advertisements:** 7-day trial
- **Safety and Reliability**
- **Interaction (Personalization)**

## ◆ Ensuring a secure digital environment

- Cyber security



- Protection of Privacy



**Personal Information Protection Act**



**Cross-Border Privacy Rules**



**General Data Protection Regulation**

# Conclusion

Keeping consumer benefits in mind for long-term business!

of the people, by the people, for the people -  
Abraham Lincoln

## Broadband Access



- *Availability*
- *Affordability*
- *Accessibility*

## Certificated Reliability



- *Privacy protection*
- *Cyber security*

## Co-operation Interaction



- *Listen & understanding*
- *Self regulation*
- *Private + Public (PPP) model*
- *Cooperate with Consumer groups / Cross-countries*

## Transparency Clear and Easy



- *Terms and conditions*
- *QoS / QoE*
- *Compensation*
- *Inclusion*
- *Empower consumers*

# Taiwan- Case Studies

## 1 ) Opposing base stations vs. poor signal quality



dilemma

## 2) Price wars (unlimited plan for US\$16.6 )

