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Author: Silvia Selandari [1], published in DAE blog [2] on 07/06/2013
Welcome to the DAA Blog on Broadband demand stimulation: the impact of cloud! The cloud changes the broadband demand and increased broadband capacity is needed for cloud services. Broadband demand stimulation by the public sector is also needed.
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Welcome to the Digital Agenda Assembly [3]Blog post on Workshop 4 [4] (Broadband demand stimulation: the impact of cloud) that will take place on the 19th of June in Dublin.

Cloud services [5] are already widespread and they will skyrocket in the future. We all use cloud services for our work and for our entertainment and we increasingly rely on them even if sometimes we are not even aware that we are using them!

Cloud has definitely changed broadband demand [6]. The current broadband capacity should be increased to enable cloud services such as content-sharing, online gaming and high-definition TV. The required broadband specifications depend on its use. High throughput is necessary for big data and content delivery while low-latency is need for recreational activities such as real time gaming and instant communications.

Cloud applications are increasingly used on mobile devices and smartphones. The current generation of mobile communications technology (3G) is not sufficient to guarantee satisfactory quality of service. The European Commission plans to support 5G [7] deployment under the upcoming research programme H2020.

The public sector has a crucial role in stimulating broadband demand. This should be done at the European, national governments and other bodies. The public sector should play a key role in fostering Next Generation Network deployment both by subsidies and tax breaks.

Cloud services will boost the economy and make people's lives easier. High-speed broadband is needed to make both cost-savings and "fun" activities possible.

For further information please visit the Digital Agenda Assembly website [8].

Engage in the online debate on Cloud and broadband [9]

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