Looking at the telecomms supply chain

David Clark
MIT
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My picture of industry structure
A reminder of vertical integration
Money is not the whole picture

Dependencies outside the supply chain:
- PCs depend on broadband and content

Dependencies that are financially blocked:
- How can health care contribute to broadband?

Dependency on common standards.

Leads to:
- Whining
- Indirect manipulation
- Market failure
Non-financial linkages
Non-financial linkages
The residential broadband story

- Components
- Network equipment
- Facilities owners
- Spectrum
- ISPs
- Gov’t Policy
- Content & Apps
- Sector svcs (health, edu, etc.)
- Enterprise
- Consumers
- Direct Investment
- Construction
- Debt service

PC

Spectrum
A helping hand to broadband

CSTB (National Academies) study on broadband. Looked at technology issues as they relate to alternative business models. Initiated a study of public sector broadband initiatives.
The advertising cycle

- Adverts
  - $flow
  - Free Content
    - $flow
    - New value
      - $flow
      - Consumers
        - $flow
        - More customers
          - ISPs
            - $flow
            - E-Biz
How might we help advertising?

Frame alternative business models.
Get Sloan e-business consortium to focus on issues.
Get W3C to consider if new standards might help.
Lots of coordination problems

Quality of service.
Home networking.
Rights management.
Open wireless.
Security.

Our goal: help the industry make progress.