INTERNET /
GAP BETWEEN RURAL & URBAN

VU Hoang Lien / Vietnam Internet Asociation - VIA

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Internet and Digital divide

Potential demand of the rural

Solutions

- **Infrastructure**
- **Access**
- **Interactive**
- **Information**
- **Support**

Project: Internet for the Rural

VIA

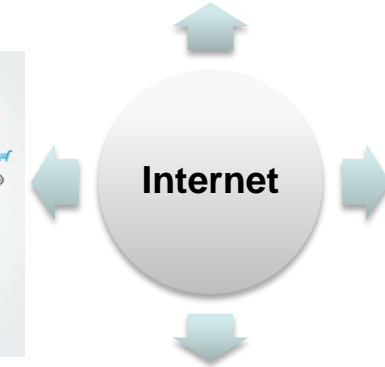# 1.Internet and Digital divide
Disadvantages in rural area

Traffic

Information

Internet

Public Infrastructure

Public Services
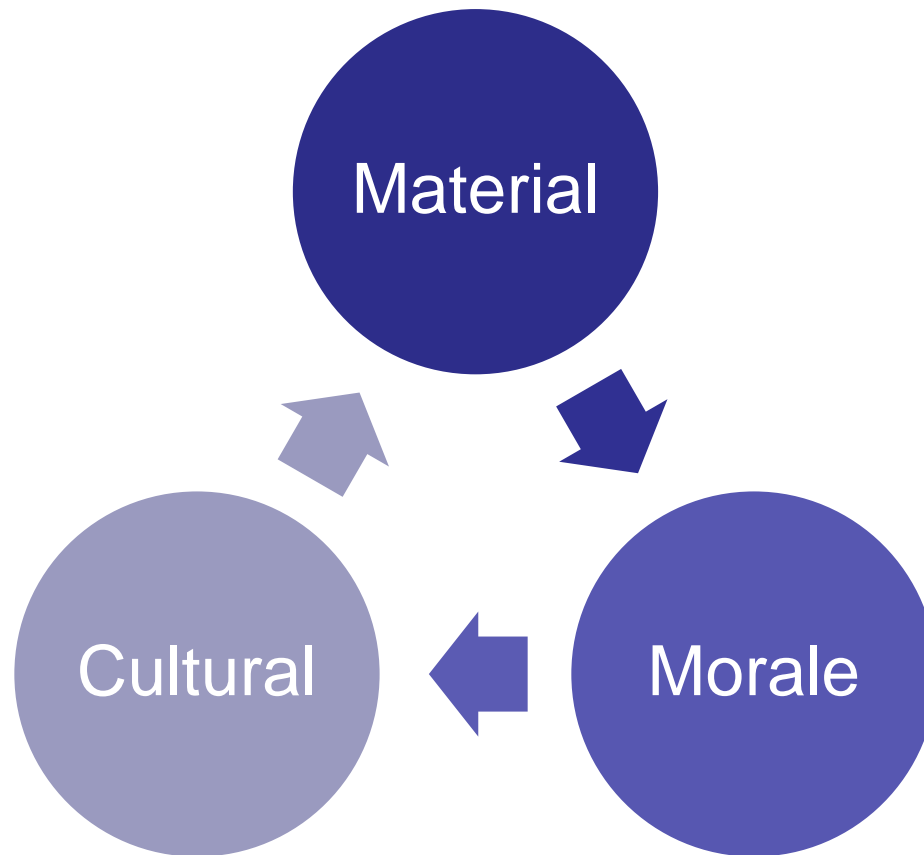
1.Internet and Digital divide
Communication and Knowledge

1. Self development

2. Attracting interest from outside

3. Welcome cooperation
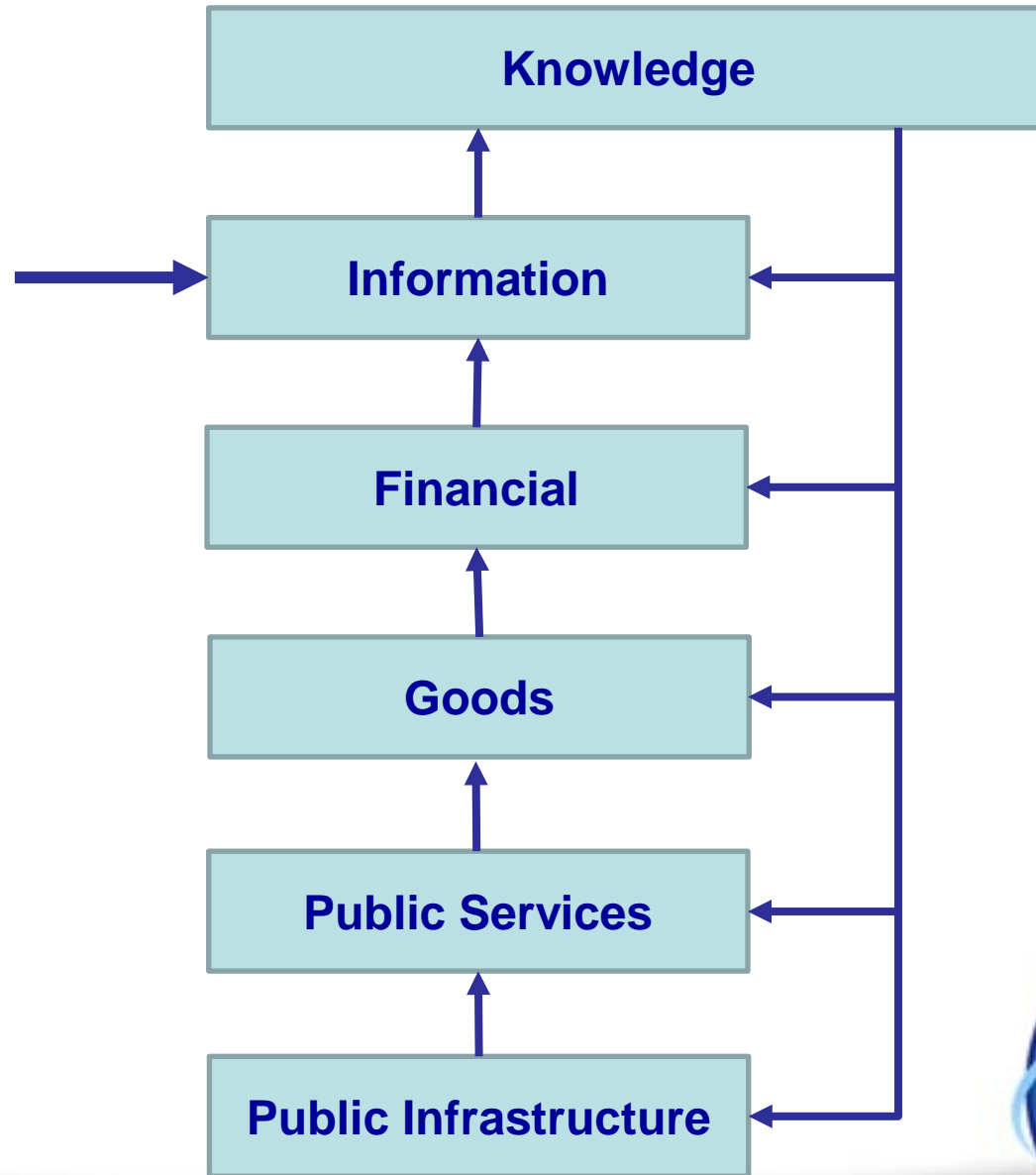
4. Exchange value

5. Opportunities outside

1.Internet and Digital divide
Information as motivation of evolution

1.Internet and Digital divide

Knowledge

Lever of the development → **Information**

Financial

Goods

Public Services

Public Infrastructure

2. Potential demand of rural

Information needs are unlimited

Limited demand because of ***ignorance***

Knowledge raises demand of life

Potential more than urban

Business / Charity

Internet – Converge platform

3. Solutions
3.1 *Infrastructure*

Wireless + Optical Wireline

Price & Quality

Barter

Advertisement

Public welfare Fund

Socialization of investment

Social nonprofit enterprises

3. Solutions
3.2 *Accesses*

Cheap devices

Secondhand devices

TV++

Warranty & Insurance

Sharing resources

Access points

Access Points

- Government Public service
- School
- Games booth
- Village P&T Culture House
- Internet Café

Ecolife Café / Vietnet ICT

3. Solutions
3.3 *Iterative – Browse & Media*

- Web
- Social media
- Online service
- Application
- Conferencing
- Email
- SMS
- Messaging
- Chat
- Forum
- Blog
- + + +

3. Solutions
3.3 *Iterative*

Listing online browsers & medias

Typical browser

Mashing browsers & medias

Online + broadcasting, publishing & events offline

Building the Community

3. Solutions
3.4 *Information*

Efficiency of existing information

Improve Feature of services for rural

Planning information for rural

Collecting and ordering information

Creativity

Reusable information data

E-government

Smart Veleage / IoT

3. Solutions
3.5 *Support*

Local

Remote

Experts

3. Solutions
3.5 *Support*

Spontaneous: Onsite + Online

Service provider

Government

School model

Universities/Institutes

Volunteers
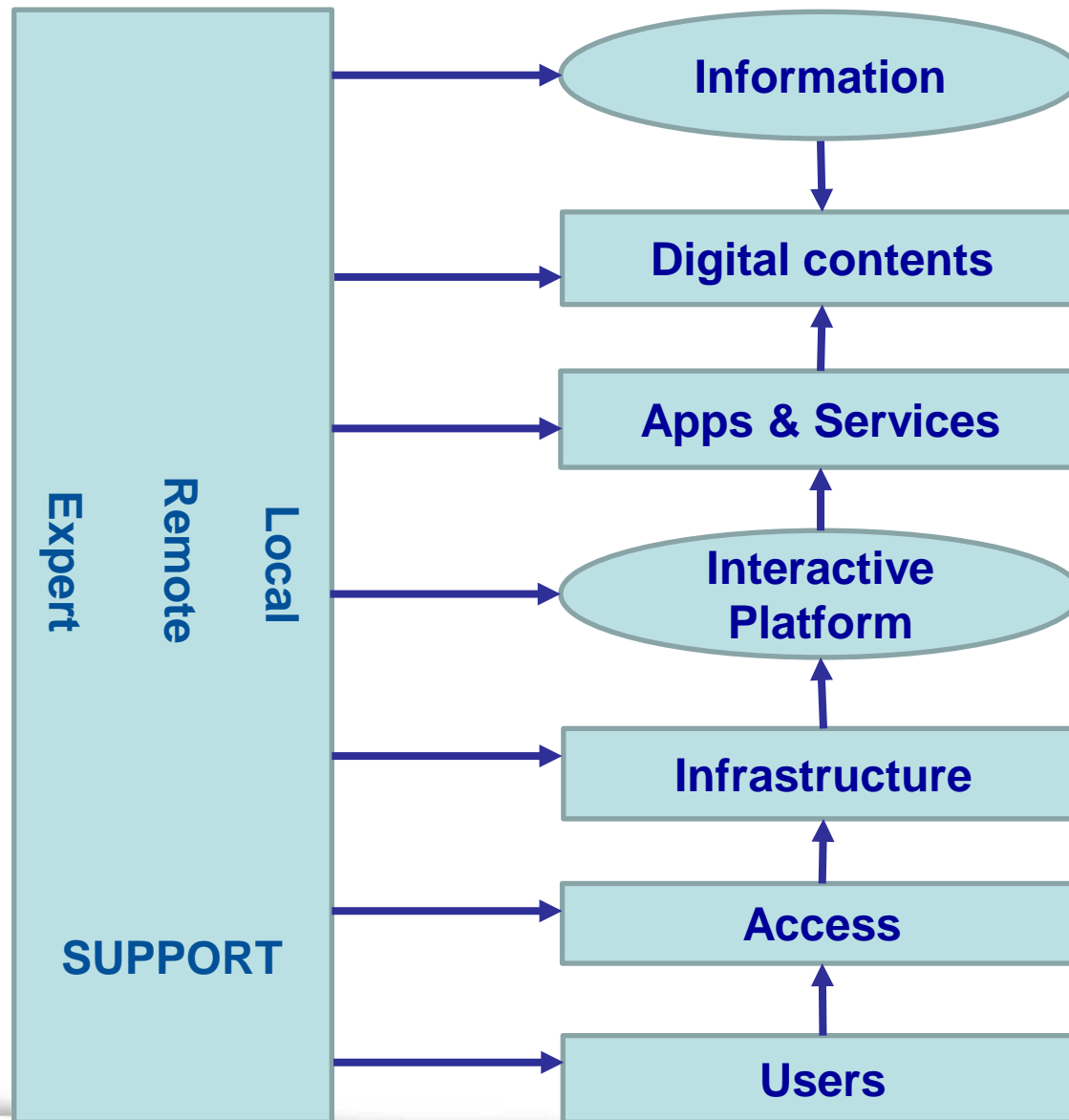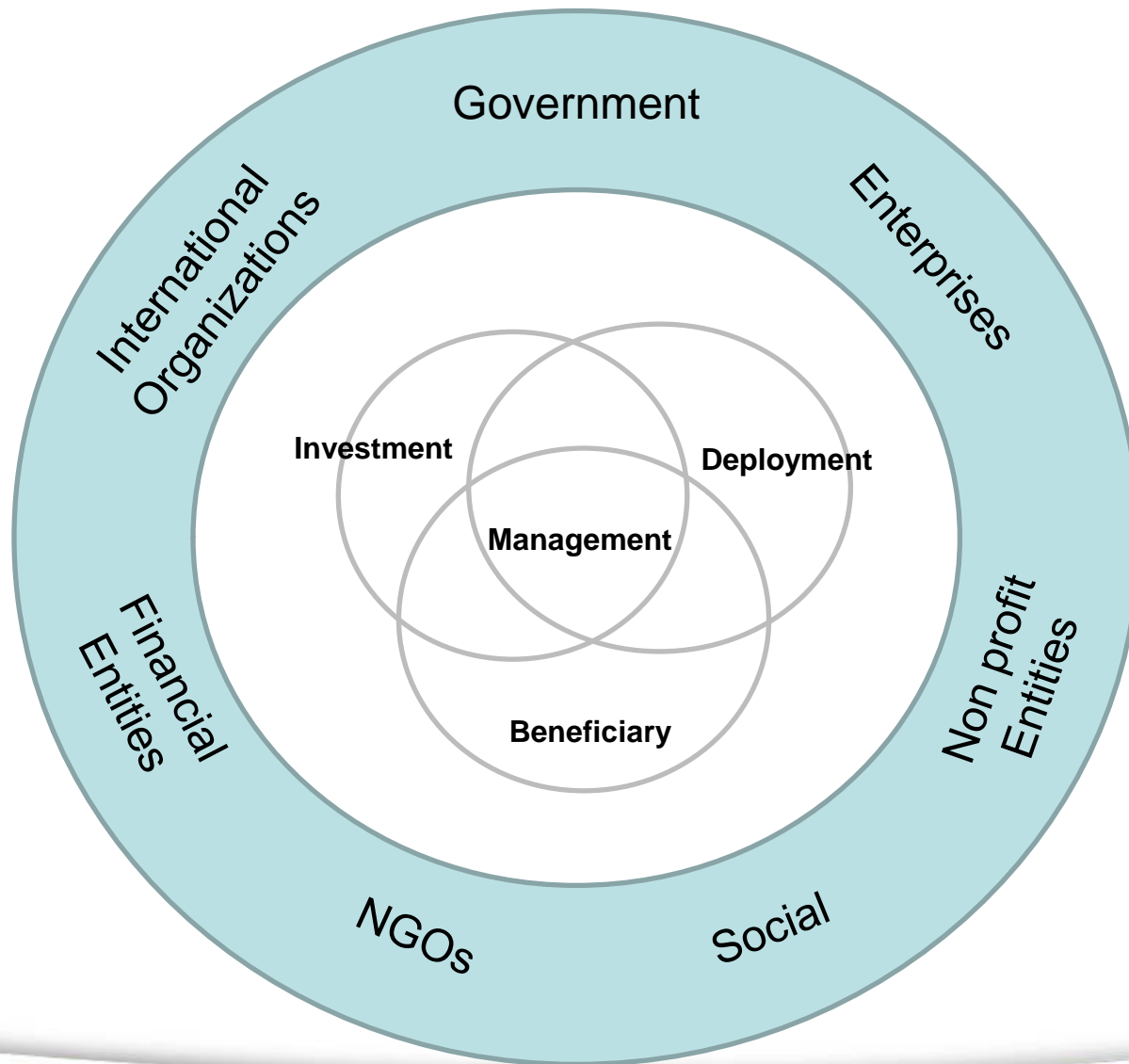
Experts

International organizations

4. Project

Internet for the Rural

Internet for the Rural - Solution

Internet for the Rural - Model

Role of Associations

- Communication
- Connection
- International cooperation
- Associations
- Encourage
- Regulatory environment
- Projects
- Complement

5. Vietnam Internet Association - VIA

- Found 2010 – youngest NGO in ICT sector
- 106 enterprise members
- All bigest service provider in: telecom, mobile, Internet, PayTV, SI, Software, VAS, CP, Domain, SEO, E-Com, E-Marketing, E-Pay,
- Benefit for the members + Legal envirement + Social community
- Connecting, Consulting, Training, Technology, Standard, Startup, Trading promotion, PR, Project, Loby,
- Events: ICT Com exhibition-Jul, 4G Summit-Aug, Security Bootcamp-Sep, Startup Festival-Oct, Internet Day-Nov,

Vietnam Internet Association - VIA

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Thank you

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