



# How can ICT regulators support market competition?

“ Policymakers and regulators have significant power to shape market conditions and promote broadband development.”

A4AI Affordability Report 2019



**589 million**

Number of people around the world living in countries where a lack of competition keeps internet prices too high



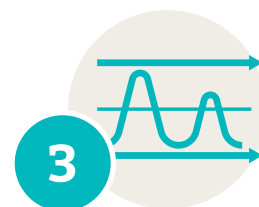
## Fair Market Rules

Policymakers should set fair rules for entry into the market, with clear licensing requirements for traditional providers and community networks. Effective operating rules are also necessary for service providers to plan long-term network investments.



## Evidence-Based Policies

Policymakers and regulators should base their decisions on publicly-available evidence and consult all stakeholders in inclusive processes, including businesses and civil society groups.



## Dynamic Competition Policy

Policymakers and regulators should apply dynamic pressures to markets as they change to support positive and sustainable market competition.



**As Myanmar** has opened its market for private investment over the past decade, the regulator has supported foreign direct investment, awarded new licences to grow the number of operators in its mobile broadband market, and priced spectrum fees at competitive rates that allow operators to invest more in network development.



**In Ghana**, a single submarine cable for international connectivity enabled a monopoly and limited the development of its broadband market. Using first-of-its-kind licensing permissions, policymakers established a public-private partnership to finance a second cable to encourage more competition at the backhaul level.