

**From:** David Rudko  
**Sent:** Saturday, 22 March 2008 10:51 PM  
**To:** National Broadband Network Taskforce  
**Subject:** Simple and transparent (for consumers), please

Dear abcde,

I find the market sadly confused when Optus, BigPond subscribers outnumber Wholesale (resellers like aaNet, Exetel, TPG etc) subscribers by at least 20:1

The richest, most expensive (in terms of offering value), corporations are finding large customer volumes while hard slogging, innovative companies increasingly go under/are reduced .... Does Australia look forward to a future broadband entry level charged for at \$100 per month?

I'd rather see consumers looked after and Graham Samuel/ACCC a vetting power. As with any indispensable facility (water, electricity) the base must be low, and the arithmetic needed calculate usages easy to understand and follow.

For the tender I urge Government to consider modeling from Exetel Pty Ltd concept of a residential grade service;

\* ONE Monthly access charge is \$30.00 - simple, good. I don't think anyone appreciated the need for speed breaks

\* Data priced at a known and accessible value eg \$2.00/gb - and rapidly falling with future economies. So as a tender for fiber is considered monopolies must be reduced

The next important step to take is to outlaw contracts. It is not unreasonable where the consumer pays equipment and monthly fee in advance, however I would like to see more prepaid product in this market. Simple, effective, no tricks.

The capacity constraint of having data delivered from overseas as identified by local industry and acknowledged by members of Government deserves full consideration and effective scrutiny.

With some industry issues to be resolved addressed I look forward to Australian users realising the internet to full potential much like our Asian counterparts. And so we should find enjoyment in interaction engaged in High Definition conferencing, sharing video with family and friends, multiple stream sending of any large media, and further, utilise *synchronous* speeds to deliver powerful web meetings, training sessions and medical applications the future may equip end user with.

Concerned broadband subscriber,  
David Rudko.