

minute to begin with and we can scale it up further if needed." Making it an ideal way to reach across to prospective voters and give an alternate way to reach to the masses this time around.

Music, messaging, gaming to be big biz, bets Nokia

Music downloads on mobiles, messaging on the go and gaming are going to be the next big hooks for mobile phone users in India bets the major mobile handset maker Nokia as it plans big for these sectors in coming days. The Hindu.com has all the details on these services in store

from the house of Nokia.

Here comes Skype on mobiles



Skype, the internet enabled calling service, is reportedly venturing into mobile phones like on Apple's and Blackberry's by developing Skype software for mobiles. As with computers, Skype would be free on mobiles also provided it is in WiFi zones.

Access & Connectivity in INDIA

March 2009:

Total Telephone Connection: 429.72 million

TRAI reported in April that the total number of telephone connections (both Wireline & Wireless) reached **429.72 million** at the end of March 2009 as compared to **413.85 million** in February 2009. The overall tele-density thus reached 36.98 at the end of March 2009 as against 35.65 in February 2009.

The total wireless subscribers (GSM, CDMA & WLL(F)) base stood at **391.76 million** at the end of March 2009. A total of **15.64 million** wireless subscribers have been added during the month of March 2009 as against **13.82 million** wireless subscribers added during the month of February 2009.

In the wireline segment, the subscriber base has increased to **37.96 million** in the month of March 2009 as against **37.73 million** subscribers in February 2009 registering an increase of 0.23 million.

March 2009:

Total Broadband Subscriber: 6.22 million (@ 60 per cent growth)

According to TRAI, the Broadband (256 Kbps download) subscribers base has reached **6.22 million** by the end of March 2009 as compared to **5.85 million** by the end of February 2009, almost **60 per cent** growth from 2008 to 2009.

Cost of broadband access:

As per InternetWorldStats website, broadband policy and other initiatives by the IT and Telecom Ministry encourage increased adoption. A monthly broadband subscription costs as little as **199 rupees**.

Speed of broadband access:

The broadband policy typically defined the broad-

band as "always on" connection with speeds over and above **256 kbps**. Other ways to access the same could either be through ADSL, VSAT or cable.

Number of registered internet cafés, community telecenters:

According to a report on OJR website, while easy entry into the cyber cafe business has caused an enormous boom in Internet cafes in India - some estimate there are about **300,000 cafes** nationwide. Besides, there are informal estimates of about close to **75,000 community telecenters** across India including Common Service Centers and ITC's e-Choupal.

The average price to access the internet from an internet café:

A web page on IndiansOnNet reveals that, about 3 years ago, Cyber Cafes in metropolitan cities like Mumbai, Delhi, Chennai, Kolkata and other large cities like Bangaluru, Pune, Hyderabad, Ahmedabad etc, were charging anywhere between **Rs 60 to Rs 80** per hour for Internet Surfing. Lately, the rates range from **Rs 10 to Rs 25 per hour**. Cyber Cafes owners are looking to different avenues, as margins are slim.

Number of PCO (public call offices), village phone entrepreneurs

As per TRAI, after constantly increasing the number of PCOs till September 2008, by the end of 2008, in December 2008, the total number of PCOs declined to **5.98 million**. This is because of the rapid penetration of mobiles, especially in rural areas where the growth of penetration is that more than **30 per cent of all news users are users from rural India**.

PC penetration:

According to MAIT (Manufacturers' Association for Information Technology): PC sales in India crossed **7.3 million** units in fiscal 2007-08 with **16 per cent** growth rate.

Notebook/Laptop:

1.8 million units, with a growth rate of **114 per cent**. Notebooks accounts for a quarter of the total PC penetration.

MAIT estimates the PC market to touch **8.5 million** in fiscal 2008-09, continuing to grow at **16 per cent** per annum.

Internet @ Large:

According to Juxtconsult's November 2008 report, India Online statistics is a mixed bag of cheers and concern:

- >> 'All' Internet users — **47 million** (39 million users in urban India + 8 million users in rural India)
- >> Exclusive Cyber Café user base — **6 per cent** of all Internet users
- >> Only 2 out of 3 computer user use Internet
- >> Almost **4 million Internet users** access it through Mobile Phones
- >> **91 per cent** of all regular online Indians 'shop' online (search or buy)
- >> **74 per cent** of travel buyers have bought train tickets, **34 per cent** air tickets

(Sources: <http://www.pluggd.in/india-internet/india-online-market-report-39271> and Juxtconsult)

However, According to MAIT-IMRB source, for the fiscal year 2007-08, the total number of Internet users **exceeded 52 million**, with **7.2 million active Internet entities**, which means active Internet connection owned by individual or establishment where the users numbers could be multiple.