

# Recent Pattern of Internet Usage in Bangladesh



*Presented by*

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# AGENDA

Preamble & Synopsys

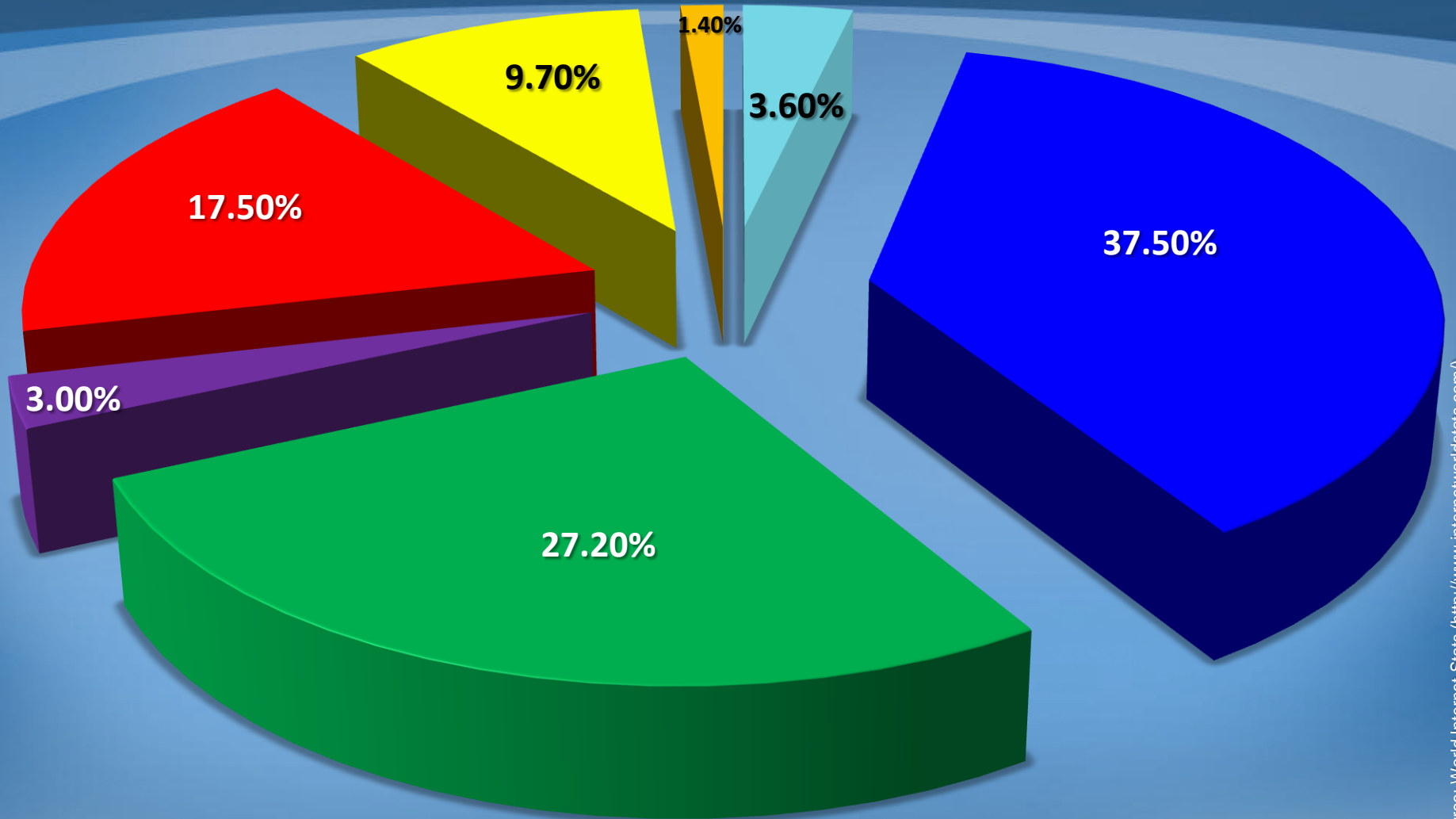
User & Traffic Content

Usage Pattern

Local vs International Content

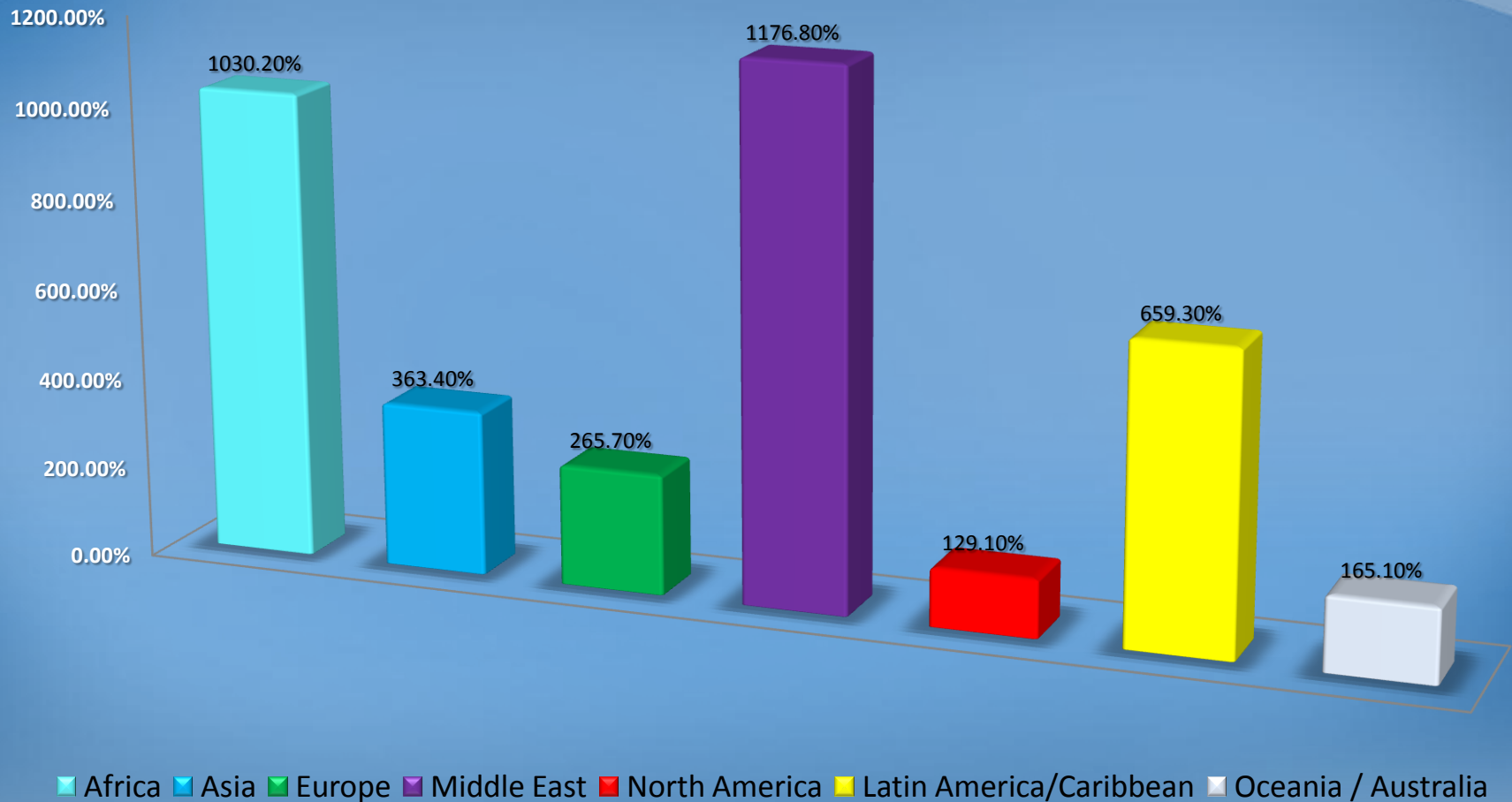
Conclusion – Driving Force

# Internet Usage – Current Trend

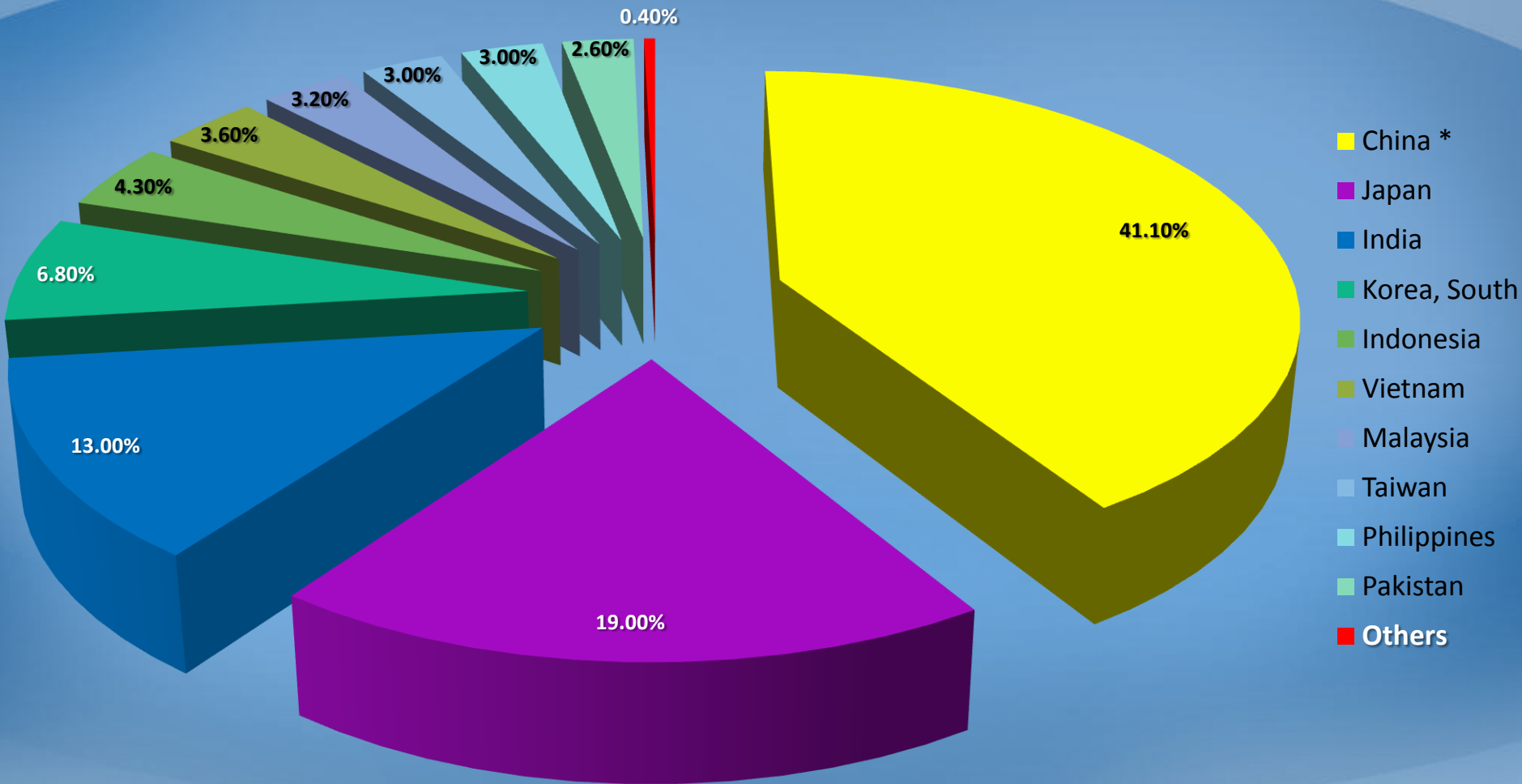


- Africa
- Asia
- Europe
- Middle East
- North America
- Latin America/Caribbean
- Oceania / Australia

# Internet Usage % Growth 2000-2008











# Internet Usage – Asia Trend



# Preamble

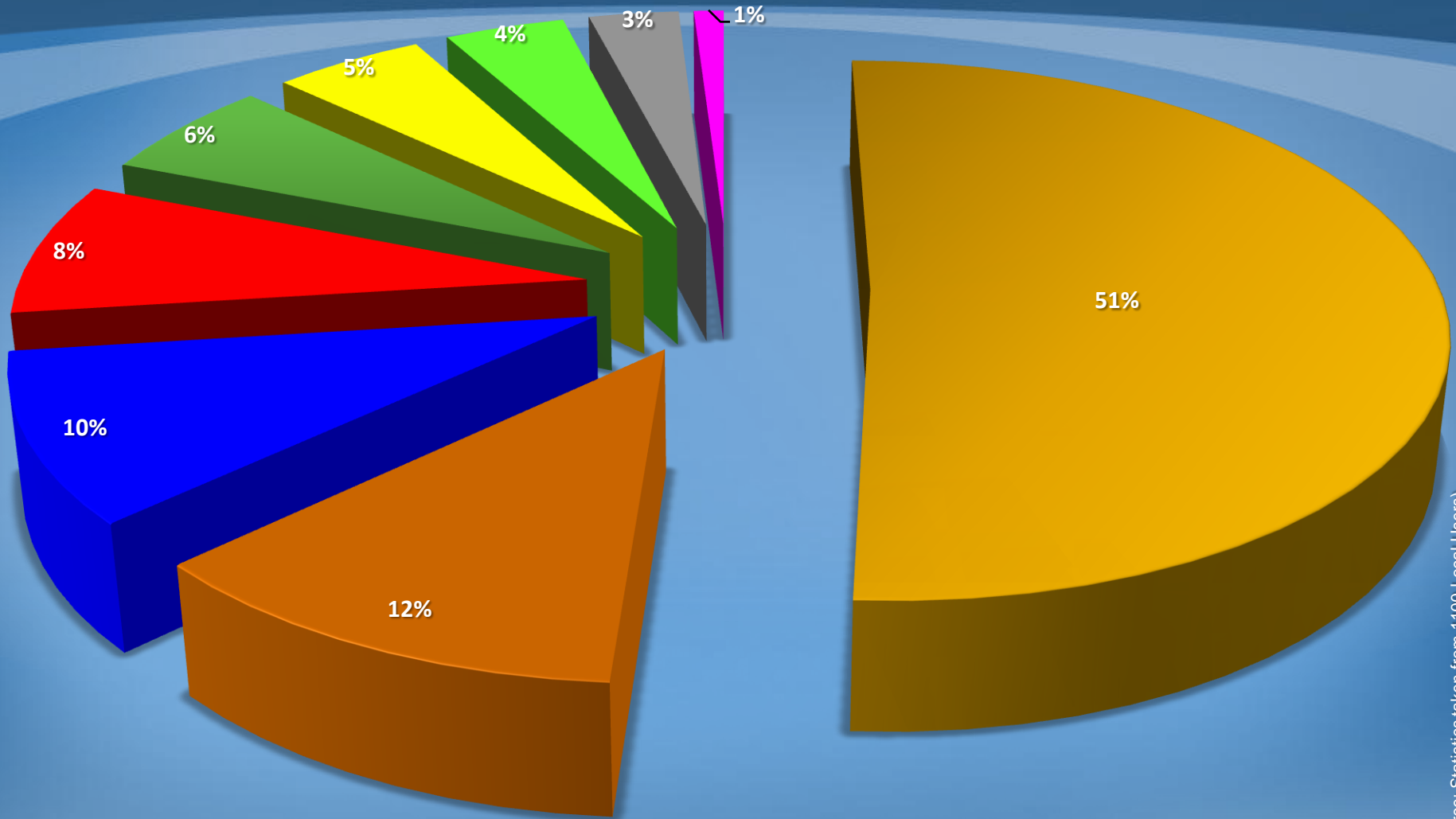
## Bangladesh

-  Area: 147,570 sq km
  -  Population : 16,40,00,000
  -  Internet Users : 750,000
  -  Penetration : 0.45%
- 
-  Missed the Internet train in early eighties.
  -  Started in private sector in 1993 via UUCP
  -  Online presence started in 1996 via VSAT
  -  Submarine cable is connected at the end of 2005

# Synopsis

- Internet usage pattern of Bangladesh
- Major category of users
- Major category of content
- Need for local content development
- Reason behind expensive Internet
- Driving force to increase local content
- Presentation based on simple statistics

# %Users



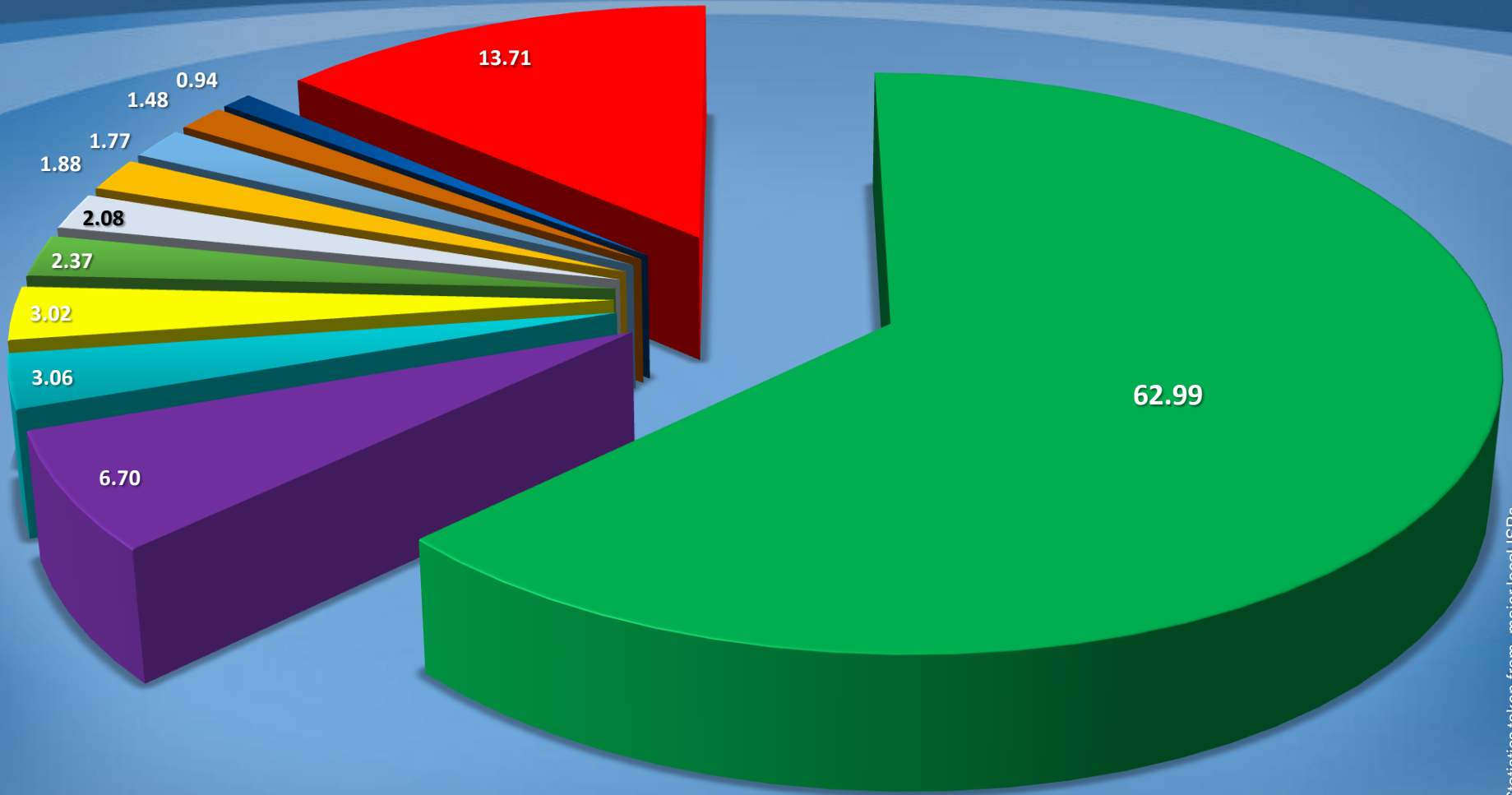
Students  
Physicians  
Businessmen

Computer Professionals  
Managers  
Lawyers

Engineers  
Teachers  
Government Officers & Others

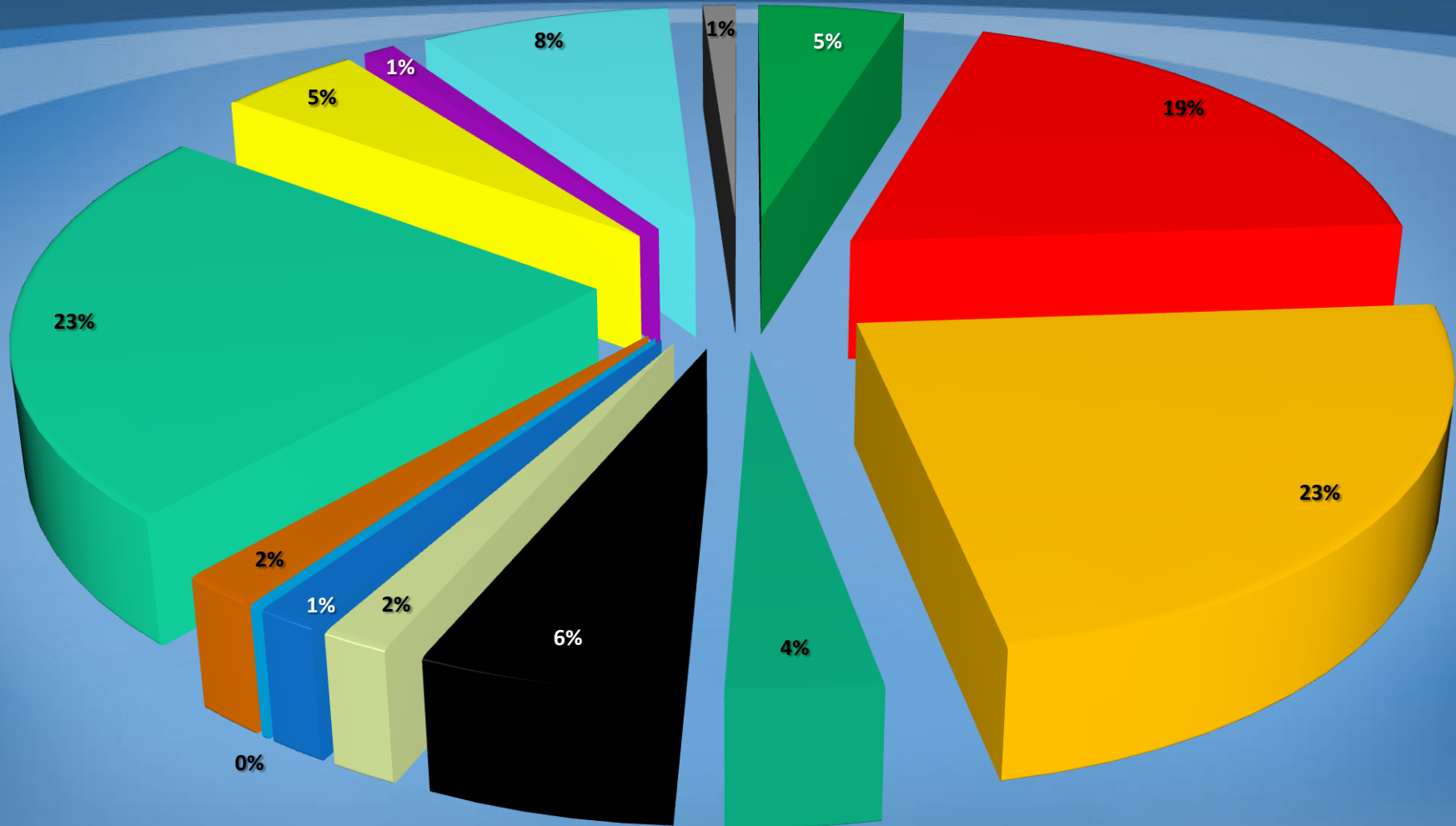


# Average In+Out BW (%)



■ HTTP ■ SMTP ■ POP3 ■ Other P2P ■ SSL ■ Youtube TCP ■ BitTorrent ■ IP/TCP:37458 ■ GNUTELLA ■ IP/TCP:4161 ■ Other

# % Bytes (Web Data)



■ image/gif

■ application/x-javascript

■ text/css

■ text/plain

■ image/jpeg

■ image/png

■ application/octet-stream

■ application/zip

■ text/html

■ text/xml

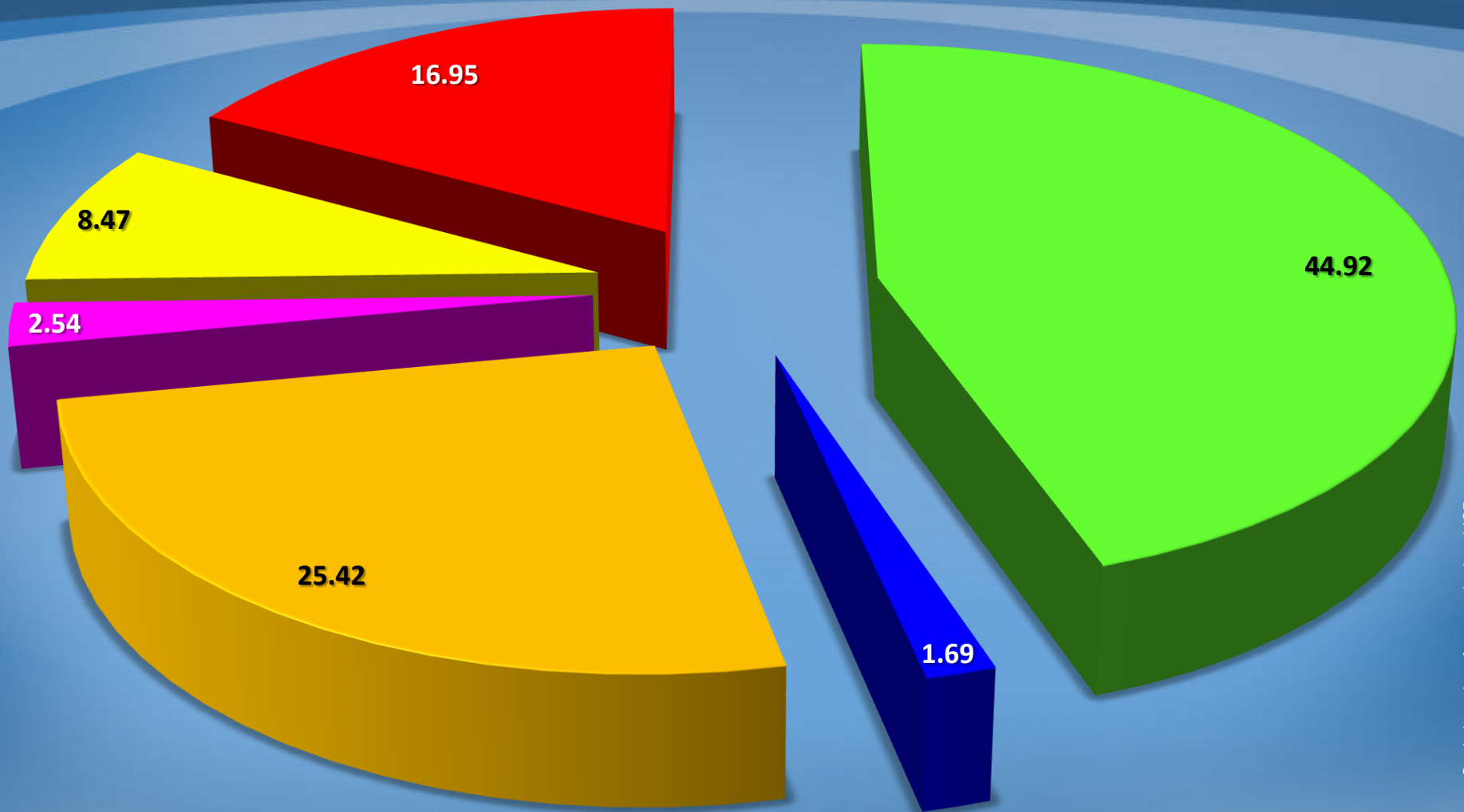
■ application/x-shockwave-flash

■ none

■ application/x-msn-messenger

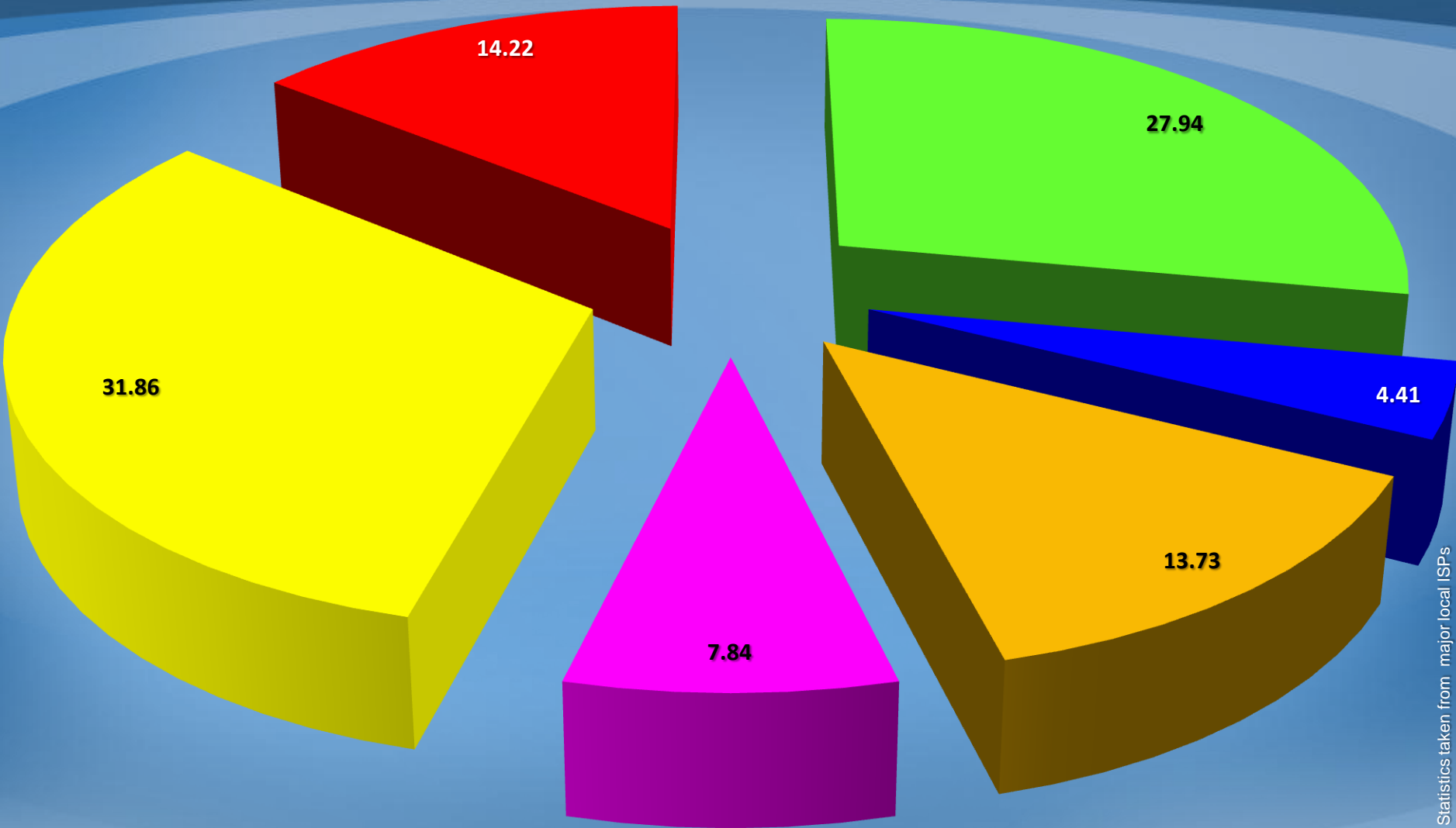
■ text/javascript

# %Request (Web Traffic)



■ Social Network ■ Search Engine ■ News ■ General Sites ■ Commercial Sites ■ Others

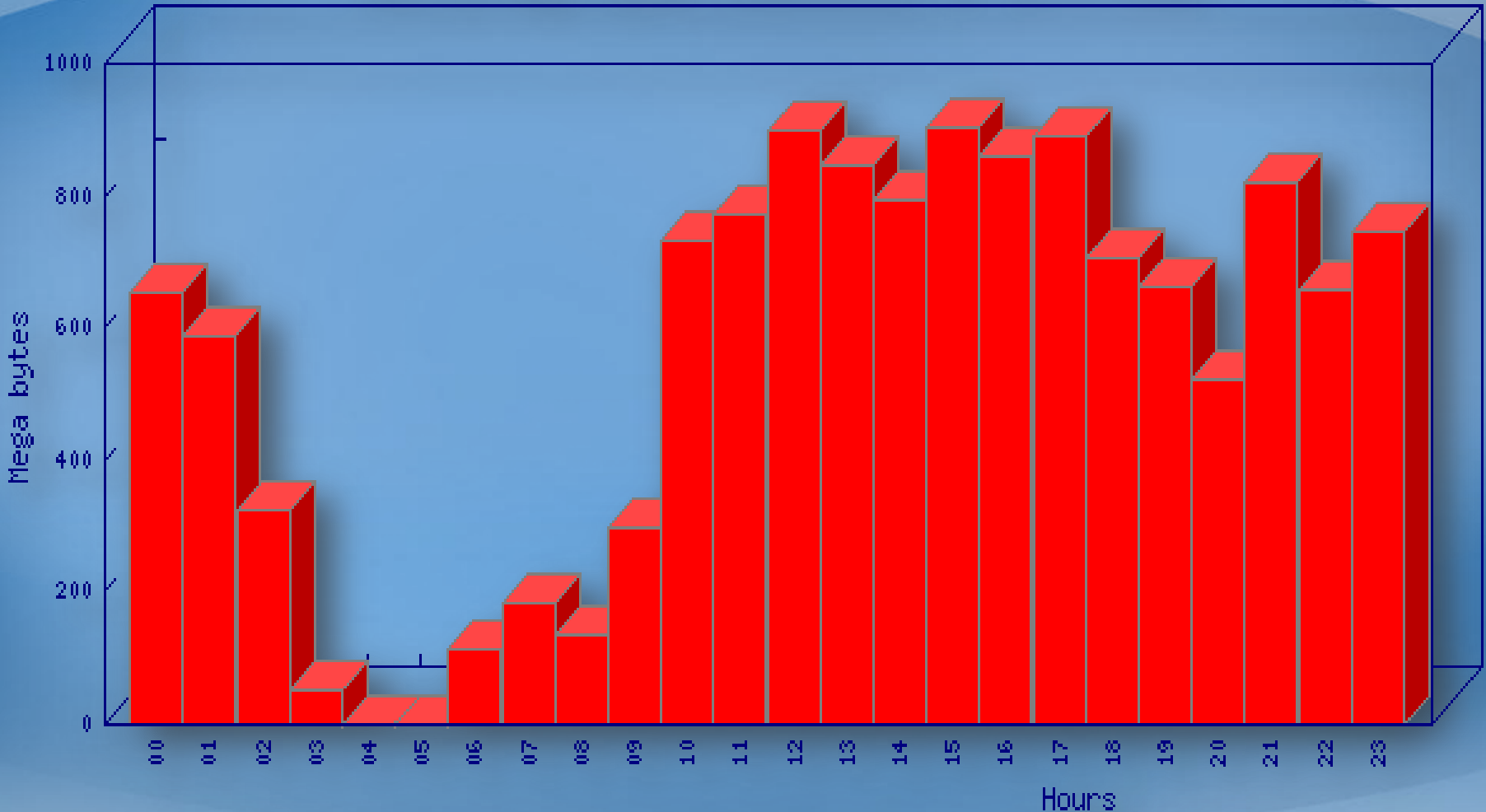
# %Bytes (Web Traffic)



■ Social Network ■ Search Engine ■ News ■ General Sites ■ Commercial Sites ■ Others

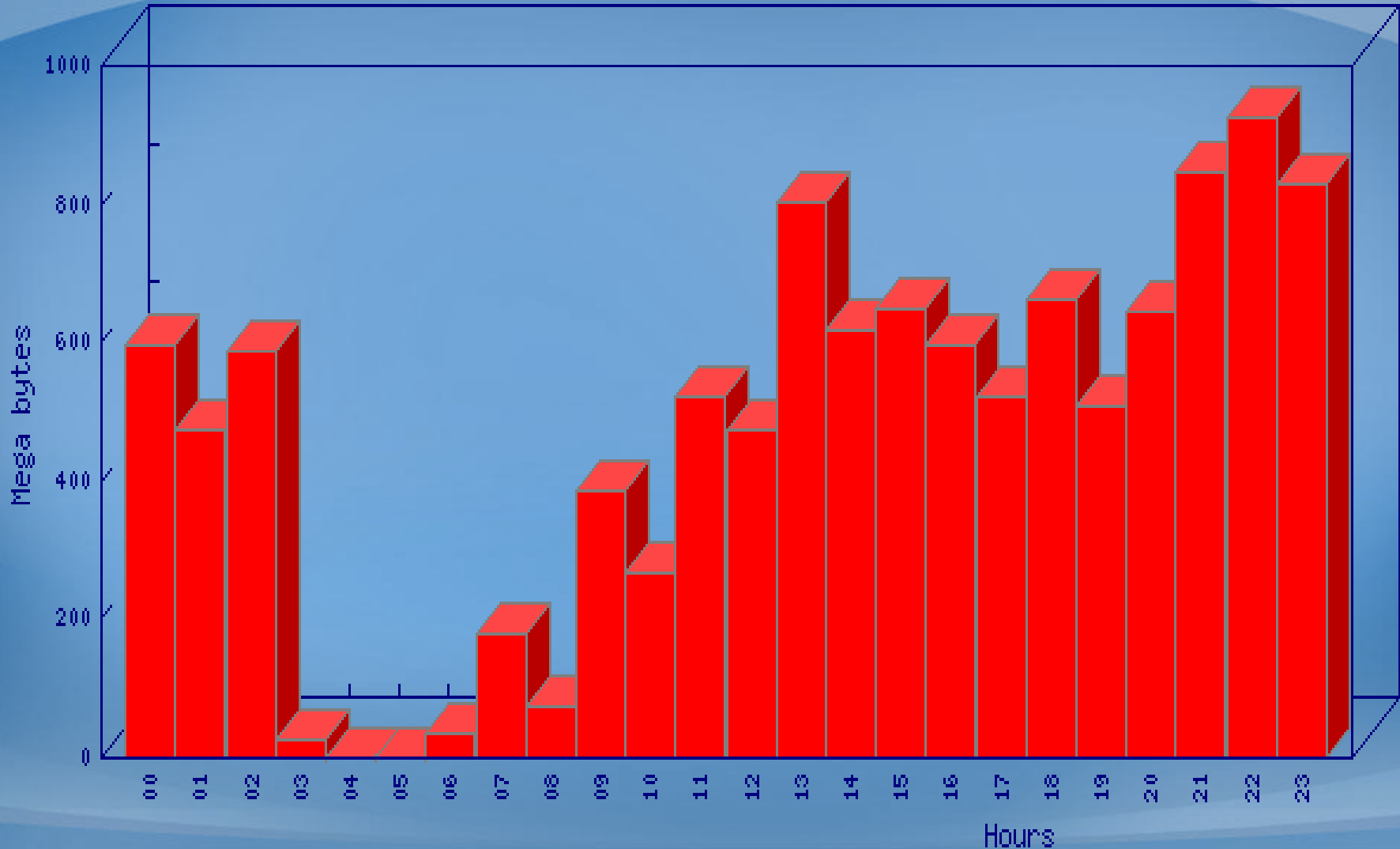
# Hourly Usage Pattern (Week Days)

Hourly Mega Bytes statistics on 16-07-2008

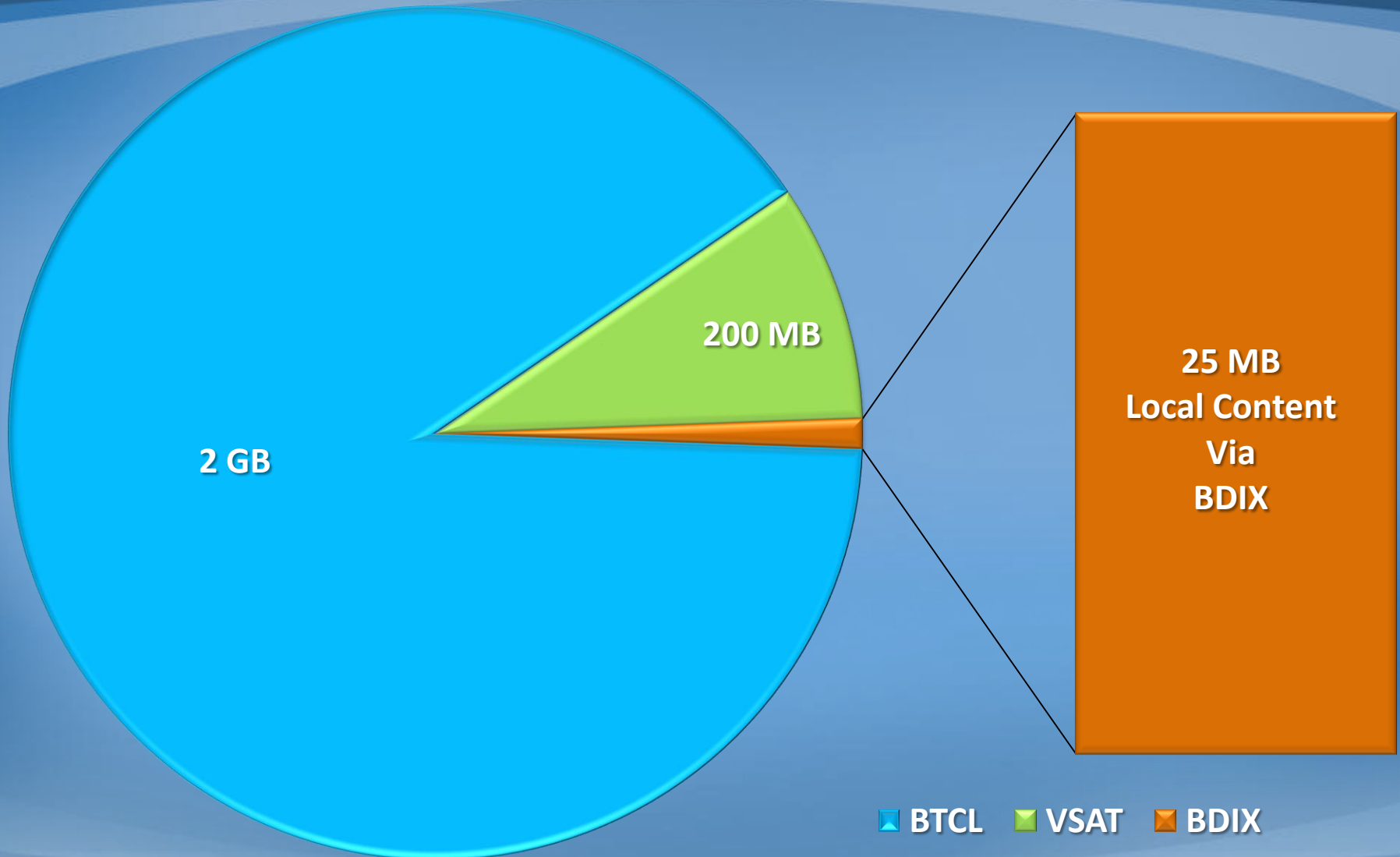


# Hourly Usage Pattern (Holy Day)

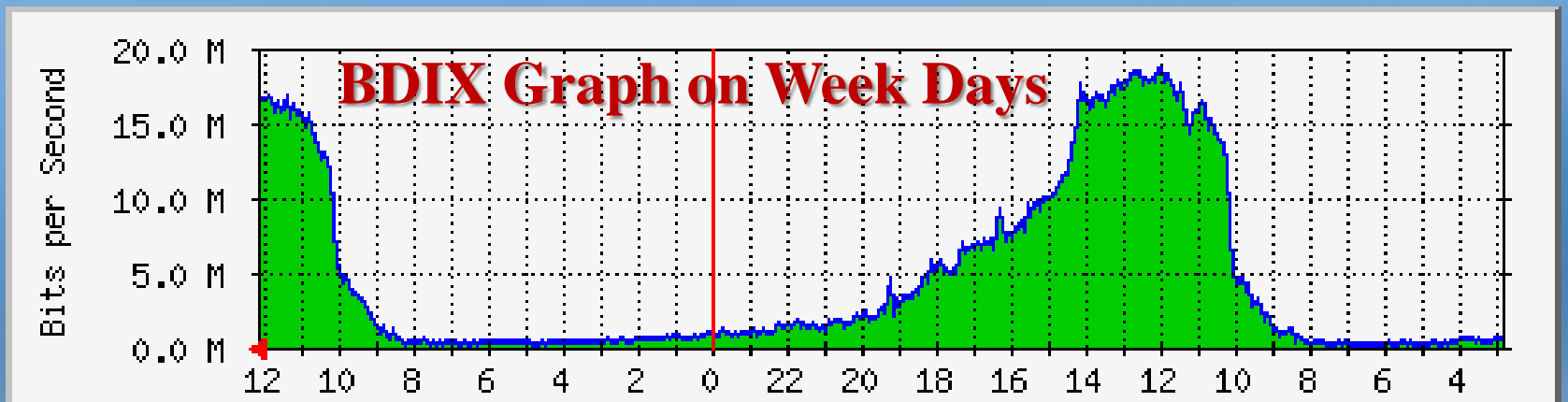
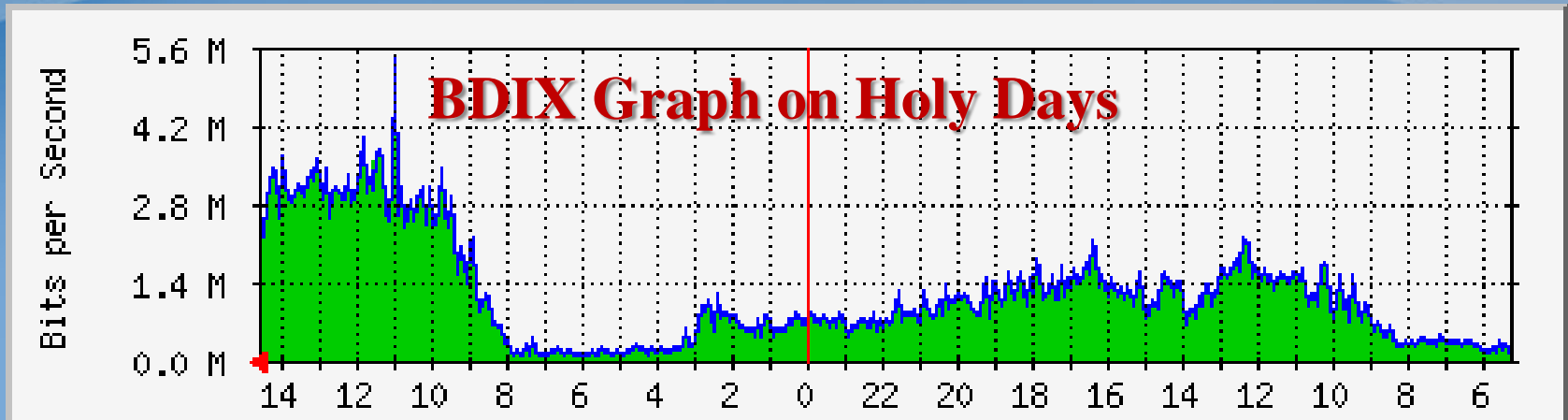
Hourly Mega Bytes statistics on 01-08-2008



# International vs. Local



# Local Content Usage





# Community Access

- ❖ At present Government do not have any Community e-Centers program
- ❖ Ministry of Science and ICT has taken a program to set up few centers as pilot basis in cooperation with ADB and Commonwealth Secretariat.
- ❖ Some NGOs and SDNP of UNDP has setup very few centers where access to internet by community available
- ❖ Cyber Cafes are working as Community e- Centers
- ❖ Approximately 500 Cyber Cafes are in operation, most of them are located at Dhaka and Chittagong City
- ❖ Some are in other District HQ
- ❖ A very few are in the Sub district level

# Constrains

- ❖ Widespread poverty; 80% people live below poor standard.
- ❖ Underdeveloped IT industry
- ❖ Low computer penetration (1.5 PCs /1000 Peoples)
- ❖ Poor telecommunications infrastructure
- ❖ Low Tele-density - 2.90 line per 100 people (PSTN & Mobile)
- ❖ Weak data communication infrastructure, Lack of efficient use of the existing network, limited direct access to the information super highway
- ❖ Limited Points of Presence (PoPs) of ISPs
- ❖ Internet access expensive
- ❖ Absence of legal infrastructure
  - ❖ No law against cyber crime
  - ❖ No law of electronic authentication
  - ❖ No electronic certification authority
- ❖ Lack of public awareness about ICTs
- ❖ Low-level of computer literacy; Lack of adequate human resource
- ❖ Bangla interface lacking, Lack of software or content in the Bengali language
- ❖ Brain Drain

# Some Positive Steps

- ❧ **National ICT Policy**  
**aims at building an ICT driven knowledge based society by the year 2010**
- ❧ Introduction of E-Governance in Government and Private sectors ; Launching of websites of Government, (e.g. [www.bangladesh.gov.bd](http://www.bangladesh.gov.bd)) Ministries/Divisions Legislature, Judiciary and Local Government institutions
- ❧ Abolition of state monopoly in Telecom, BTTB recently turned into BTCL.
- ❧ E1 connection availability in all most all the 64 districts
- ❧ IP Telephony and BWA policy
- ❧ Exemption of tax on computer items
- ❧ Distribution of computers to schools
- ❧ Computerization of Government offices
- ❧ Use of computers at the sub-district level

# Driving Force

- ❖ 1800 KM fiber optic cable under Bangladesh Railway is being utilized by the private mobile telephone operator; financial constrain has to be removed for public use.
- ❖ Fiber optic link between few districts exists under BTTB; need for much expansion.
- ❖ Packet Switching Exchange in 9 big District HQ established for data communication by BTTB; 64 districts under trial, primitive technology used.
- ❖ Establishment of DDN Node in 64 district under progress; financial barrier is again the main constrain for public.
- ❖ Fiber optic link between all district is planned by BTTB; yet to see the dawn.
- ❖ Villages and Unions where 80% of the rural peoples lives are still out of reach of internet facilities; GPRS is becoming very popular in these areas.



**Thanks**

**Any Question ???**

