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It's not all about speed

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Over the years, demand and usage of internet among Indian consumers has grown significantly. Research reports suggest that India has the third largest number of internet users in the world, next to the US and China. What's more, the numbers are expected to triple by 2016, from 125 million in 2011 to 330 million by 2016 as suggested by reports. One also notices significant shift in the usage patterns of internet user. Internet is moving from the desktop, a shared device, to personal devices like smart phones, notebooks and tablets. We are already seeing that usage is doubling every 18 months for every user and it is estimated by different research reports that the average data usage per person or per home is expected to multiply 100 times of the current usage levels, before it settles down.

This is leading to a shift in the preferences or the buying mindset of a user. While earlier, a consumer would feel privileged to get a broadband speed of 512kbps, today even a 1Mbps connection may not meet their satisfaction level.

The vast pool of content besides videos and social media applications available on the internet has further raised doubts in the users mind – what should they look for in a plan? What aspects should they consider while opting for specific packages? Is speed the only criteria or should there be a balance struck between speed, GBs and budget?

The 'luxury' of speed in internet usage depends on what exactly the user wants to derive from it given that internet usage is different for different users. So, a user surfing and accessing basic internet content might require something totally different in terms of speed compared to, say, a user who wants to stream or download rich media content on a regular basis. Simply put, for users, it is important to question the utility of the product before paying for it.

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