

1. Record Nr.	UNINA9910962428403321
Autore	Fletcher Paul <1965->
Titolo	Wired brown land? : Telstra's battle for broadband / / Paul Fletcher
Pubbl/distr/stampa	Sydney, : New South Wales University Press, 2009
ISBN	1-74223-181-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (272 p.)
Disciplina	621.3820994
Soggetti	Broadband communication systems - Australia Broadband communication systems - Government policy - Australia
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Acknowledgments; Prologue; 1. A generous offer from Telstra; 2. Creating a monster - and trying to tame it: 1990-2000; 3. Telstra holds back the broadband tide; 4. 2004 to 2006: The game changes; 5. 2007: A broadband backwater?; 6. Broadband 6 gets political; 7. Why our broad band infrastructure matters: What is the prize?; 8. Preparing for the new world; 9. The way forward; Epilogue; Notes; Index
Sommario/riassunto	Describes the commercial and political battle between Telstra and everyone else to control Australia's broadband infrastructure, a struggle that escalates as the Government prepares to spend 43 billion on a new broadband network.