Briefs: India urges better broadband content

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India's communications minister is urging an improvement in content to help spur broadband growth in the country.

Dayanidhi Maran said in a speech Thursday that Indian consumers will likely stick with cheaper dialup connections unless broadband starts offering them a significant advantage in terms of content.

"If we are to boost the broadband penetration in the country we need content in English as well as in all other regional languages," Maran said. "After all only 5 percent of the people speak English."

Press Trust of India reported that Maran told the New Delhi audience that the government's three-pronged broadband campaign included better connectivity and availability of personal computers as well as improved content.

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