

FUNCTIONING OF THE POLISH MARKET MECHANISMS FOR ACCESS TO INTERNET

Summary

The dynamic development of electronic communications, especially the Internet, telecommunications technologies have brought to the level of essential goods. Observed over the last decade the development of broadband has contributed not only to increase interest and consumer expectations, as well as new customer acquisition strategies used by telecommunications companies. Network users are already aware of their capabilities, they know well their negotiating positions. Providers have to earn. Although the struggle of both would be uneven, forcing the industry innovation, and more generally leads to the development of information society.

Translated by Marcin Cichy