Abstract
This article aims to analyze the importance of broadband as a development issue that has been highlighted at regional and international meetings. As a result of these concerns, in 2010 UNESCO and ITU set up the Broadband Digital Development Commission aimed at promoting the use of this resource related to the objectives of development Goals, MGs, as proposed by the United Nations Development Programme, UNDP. Data is also provided regarding the broadband in Mexico, availability of factors support the view that there exists a digital division in this area and the absence of public policies consider it a factor of development. Working together explains beyond broadband access and positioned as a key player in processes of technological appropriation that encourage social and cultural changes.

Keywords
Broadband, development, public policies, appropriation, social change.