MOBILIS the First 3G Operator in Algeria

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3G Manager
Outlines

- Introduction
  - Algerian market context
  - Telecommunication industry context
- MOBILIS
- 3G Customer perception
- 3G inside MOBILIS
  - Why?
  - Radio planning methodology
  - Interface with existing 2.5 G system
  - Interconnectivity
  - Getting used with 3G
- Applications

...et que chacun parle.
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Introduction: Algerian Market context

- Area (million km²): 2.4
- Population (million): 32
- GDP: 6.5%
- Urban pop. density: 58%
- Education rate: 70%

Algeria is a big country with various opportunities and demands, especially in telecommunication services.

...et que chacun parle.
Mobile density: 45% (Dec 2005)
Landline density: ~ 12%
Internet users: 1,900,000
Regular Internet users: 500,000
Low ADSL penetration
Mobile operators: 3

MOBILIS awarded as the first Operator, with country-wide radio network coverage (ARPT 2005)
MOBILIS is the first and only one mobile operator in Algeria providing multimedia and voice services for more than 6 million subscribers
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“MOBILIS” is the trademark of Algerie Telecom Mobile, which is a subsidiary of “Algerie Telecom” since 2003.

“MOBILIS” is the first mobile operator in Algeria providing numerous services for voice, data and content (MMS, GPRS, Wap portal).

The network architecture of MOBILIS ensure a high QoS through different nodes from end to end.

The innovative policy of MOBILIS, makes technological evolution true and available for more than 6 million subscribers.

In December 2004, MOBILIS launched the first WCDMA trial network in Algeria... it is still the only one.

“MOBILIS” is:
- A country wide coverage network with 2900 RBS
- 20 high capacity MSC’s
- 6.2 million subscribers
- 3G/GPRS technology
Let’s talk about our 3G experience...
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3G User perception

Let’s talk about user’s expectations:

- Video calls
- High speed access to multimedia services
- New contents: video-on-demand, TV
- Internet access with high speed browsing: ADSL-like
- Connected while mobile
- 3G handset with new facilities: email access, desktop synch, office tools — Mobile connected office

...et que chacun parle.
3G User perception

Show me how you smile!

Unchain your internet

Your thumb is your TV remote controller

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3G Inside MOBILIS: Why?

Let’s talk about MOBILIS’ 3G perception:

- High-end market penetration
- Make services and offers wider and more attractive
- Compete with ADSL “fixed” providers thanks to “mobility”
- Going over GPRS: Technological leap ahead
- Natural and easy migration from 2G to 3G

More than voice, more than image: MOBILIS is Multimedia
3G Inside MOBILIS: Radio planning methodology

Main idea: **GO** and **FIND** the High-End user!

- Down town RF covering in big cities
- Hot spot planning procedure
- Making costs lower, thanks to a co-siting 2G/3G deployment policy
3G Inside MOBILIS: Radio planning methodology

*Hot spot coverage: corporate and high end users*

*Continuous coverage in down town for big cities*

...et que chacun parle.
Main idea: **Layered Architecture** over 2.5 G system

- UMTS Release 4 new core network:
  - MSC Server
  - Media Gateway
  - GPRS Nodes: SGSN - GGSN
  - Platform for various services: Streaming, WAP portal, etc...
- All nodes are HSDPA capable (Media Gateway, GPRS nodes, RNC, etc...)
...et que chacun parle.
3G Inside MOBILIS: Interconnectivity

Main idea: **Ensure** service **Continuity** between 3G system and 2.5 G, **Whatever** you are.

- Seamless connection between GSM/GPRS and UMTS:
  - Inter-technology roaming, HO, for both CS and PS services
- Number portability from 2.5 G subscription to 3G
- All enjoyed services under 2.5 G system are available inside 3G
- Outside a 3G cell, you may access all 3G services: Portal, messaging, browsing but with lower speed.

...et que chacun parle.
Main idea: **Take it Easy** … but:

- Software upgrade needed inside common 2G/3G nodes: Provisioning system, billing, OTA, etc..
- New “sale” and “customer services” approaches needed
- Sales need a technological IT knowledge
- Customer education: 3G demos and exhibitions as many as possible
- New approach for communication and advertisement
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3G Inside MOBILIS: Applications

- Video calls
- Real time streaming: TV
- Video and Audio Streaming: Video-on-demand, music, etc
- WAP Portal: various information and content download
- High speed internet browsing, up 384 kbps with PCMCIA Data cards
- Multimedia messaging

... Let’s experience it!
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Thank You!

...et que chacun parle.