

Global Standards Symposium 2012, Dubai

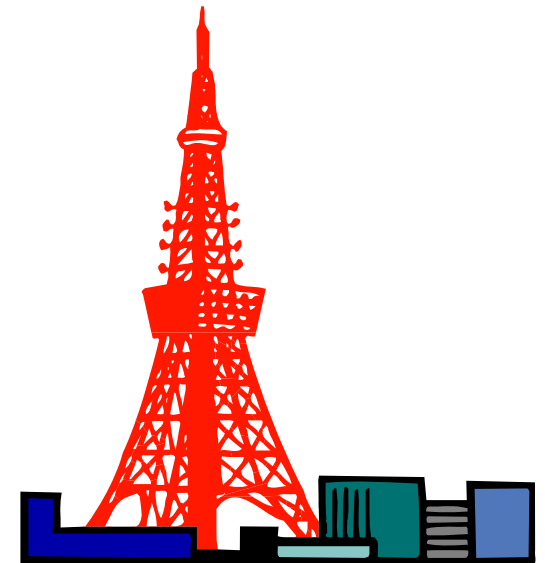
Challenges in TTC for Smarter Communication

November 19, 2012

Yoichi Maeda

CEO and SVP, TTC, Japan

yoichi.maeda@ttc.or.jp



Contents

- ❑ What is TTC?
- ❑ Background of business
- ❑ Challenges in TTC Organization
 - ❑ Inter-Industry Innovation Center
 - ❑ New Working/Advisory groups
 - ❑ Promotion for Bridging the Gap
 - ❑ Global collaboration

Appendix

- ❑ Proposed future study issues in Global Standards Collaboration

What is TTC?

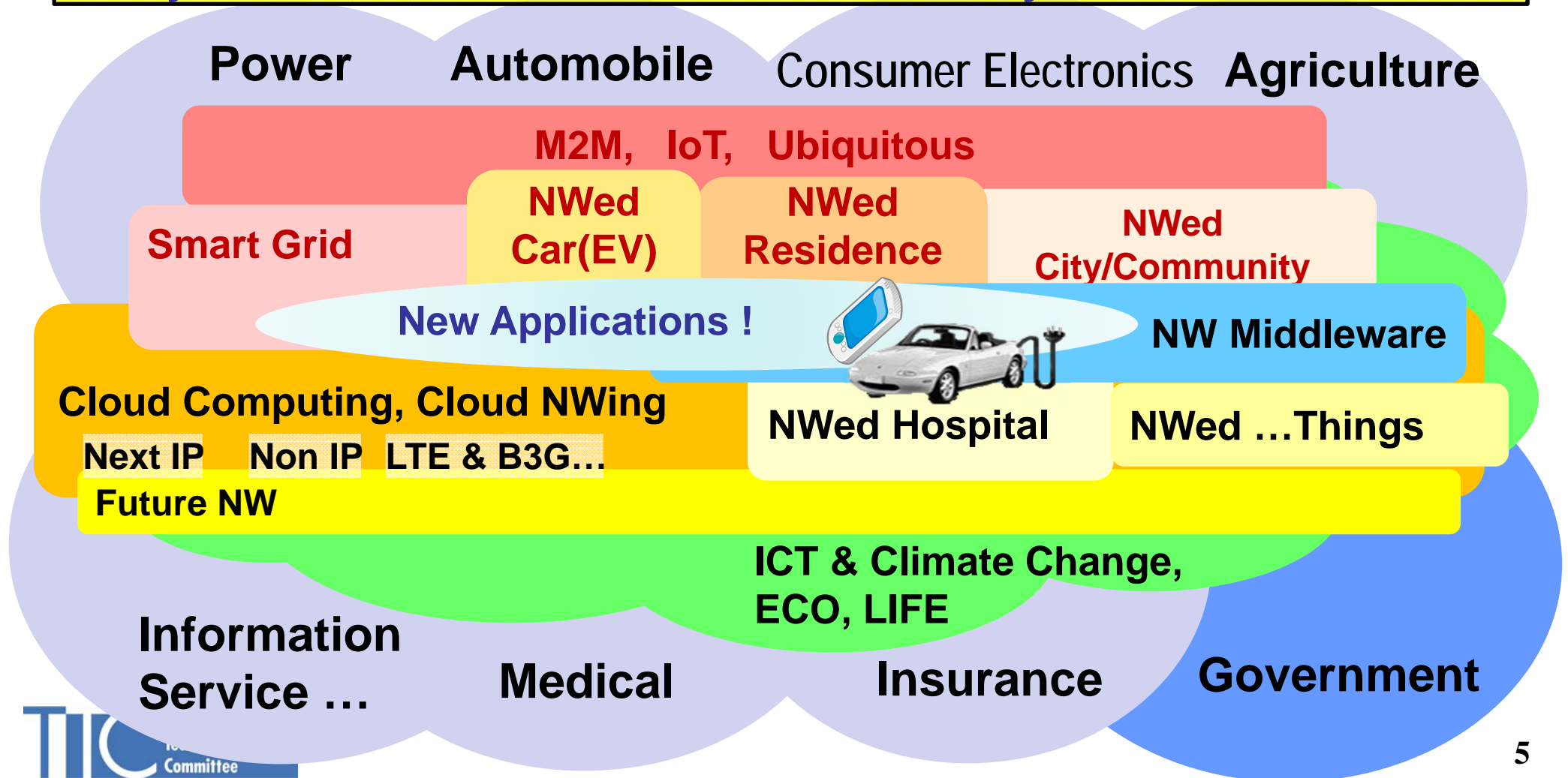
- **TTC is :**
a private and non-profit organization accredited by the Japanese Administration as an SDO (standards development organization) in Japan since 1985 and qualified by ITU-T Rec. A.5 and Rec. A.6.
- **Mission is :**
to develop and disseminate the TTC standards and their applications/solutions on ICTs (information & communication technologies) applicable both in Japan and in other areas, in particular in the Asia-Pacific region.

Necessity to have National standards

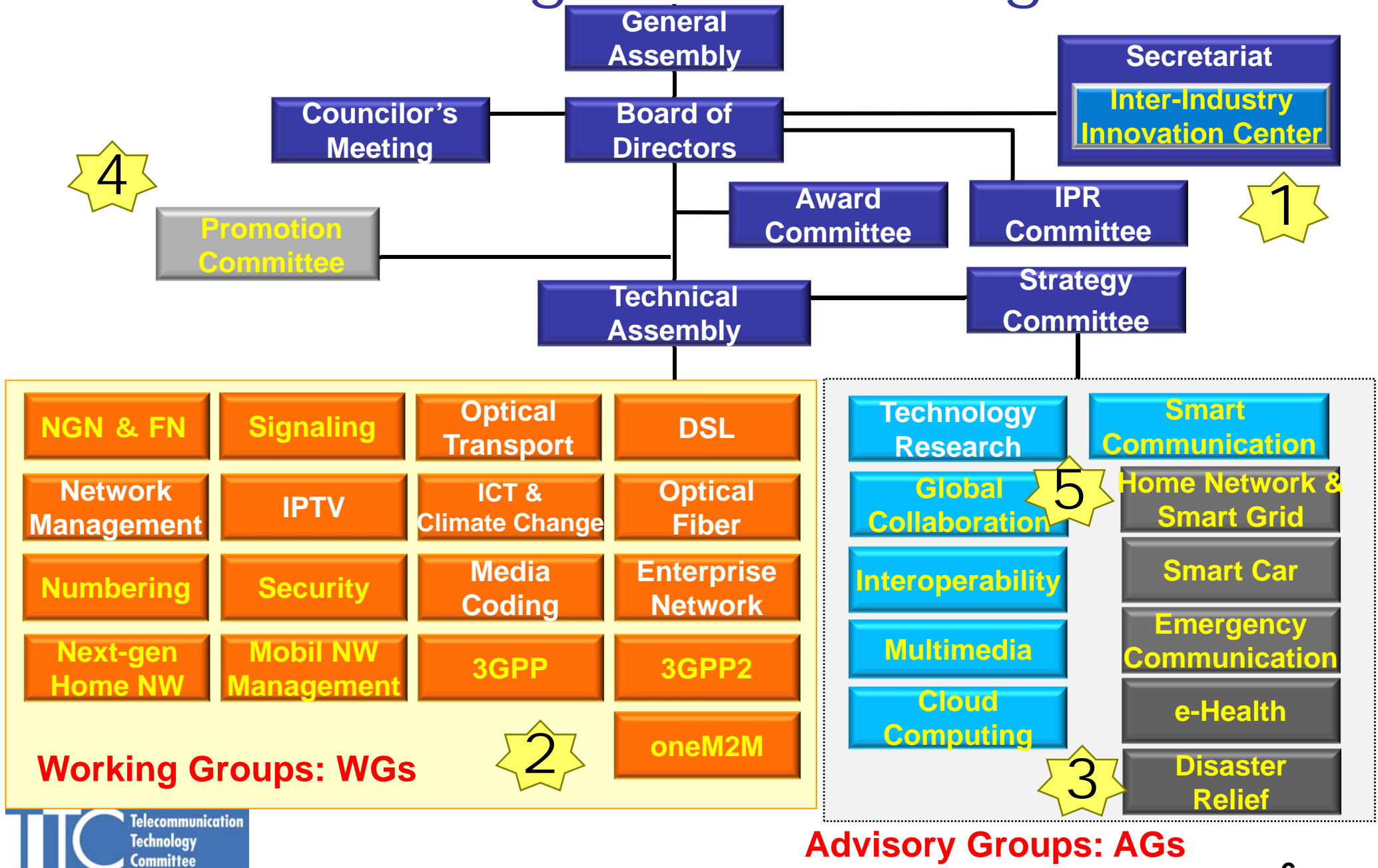
- ◆ Int'l standards are essential for international procurement and trade based on **WTO Agreement on TBT (Technical Barriers to Trade) Article 2.4**, but ----
- ◆ Int'l standards may sometimes be a product of compromise which result in "**many options**".
- ◆ Int'l standards do not always reflect adequately "**national specific**" requirements and regulations.
- ◆ Int'l standards may sometimes be "**ambiguous**" in the sense of interoperability and may be understood in a different manner when applied to the practical implementation.

Vertical & Horizontal Inter-Industry Innovation and Collaboration

The business of standards-making becomes more complex and costly, and SDOs must work collaboratively.



Recent challenges in TTC Organization





Inter-Industry Innovation Center

- Shift gears of global standardization **from intra-industry innovation to inter-industry innovation** such as Cloud Computing, M2M/IoT, ITS (Smart Car), Smart Grid, Smart Home and Disaster relief and emergency communications.
- Inter-industry collaborative businesses based on ICTs should contribute to make our world happier, safer and healthier.
- TTC has established, in its Secretariat, "**Inter-Industry Innovation Center (I3C)**" which manages the scheme for the inter-industry collaboration, identifies the areas for TTC to play an active role of innovation, and develops new strategies of ICTs.

2 WGs to develop Standards

- ❑ NGN & FN (Future Network) WG
- ❑ Signalling WG
- ❑ Network Management WG
- ❑ 3GPP WG
- ❑ 3GPP2 WG
- ❑ Mobile Network Management WG
- ❑ Optical Transport Networks and EMC WG
- ❑ DSL WG
- ❑ Optical Fiber Transmission WG
- ❑ Next-generation Home Network System WG
- ❑ IPTV WG
- ❑ Media Coding WG
- ❑ ICT Climate Change WG
- ❑ Enterprise Network WG
- ❑ Numbering Plan WG
- ❑ Security WG (new)
- ❑ oneM2M WG (new)

Keys of the M2M Consolidation

1. Attractive gimmicks for the verticals
2. Flexibility for future paradigm shifts
3. Relationship with ITU
4. Harmonization with other SDOs
5. Cost-effective standards management

3 AGs for Inter-Industry Innovation

- ❑ Technology Research AG
- ❑ Global Collaboration AG
- ❑ Interoperability AG
- ❑ Cloud Computing AG (new)
- ❑ Multimedia AG (new)
- ❑ Smart Communication AG (new)
 - Home Network & Smart Grid WP (new)
 - Smart Car WP (new)
 - Disaster Relief WP (new)
 - Emergency Call WP (new)
 - e-Health WP (new)

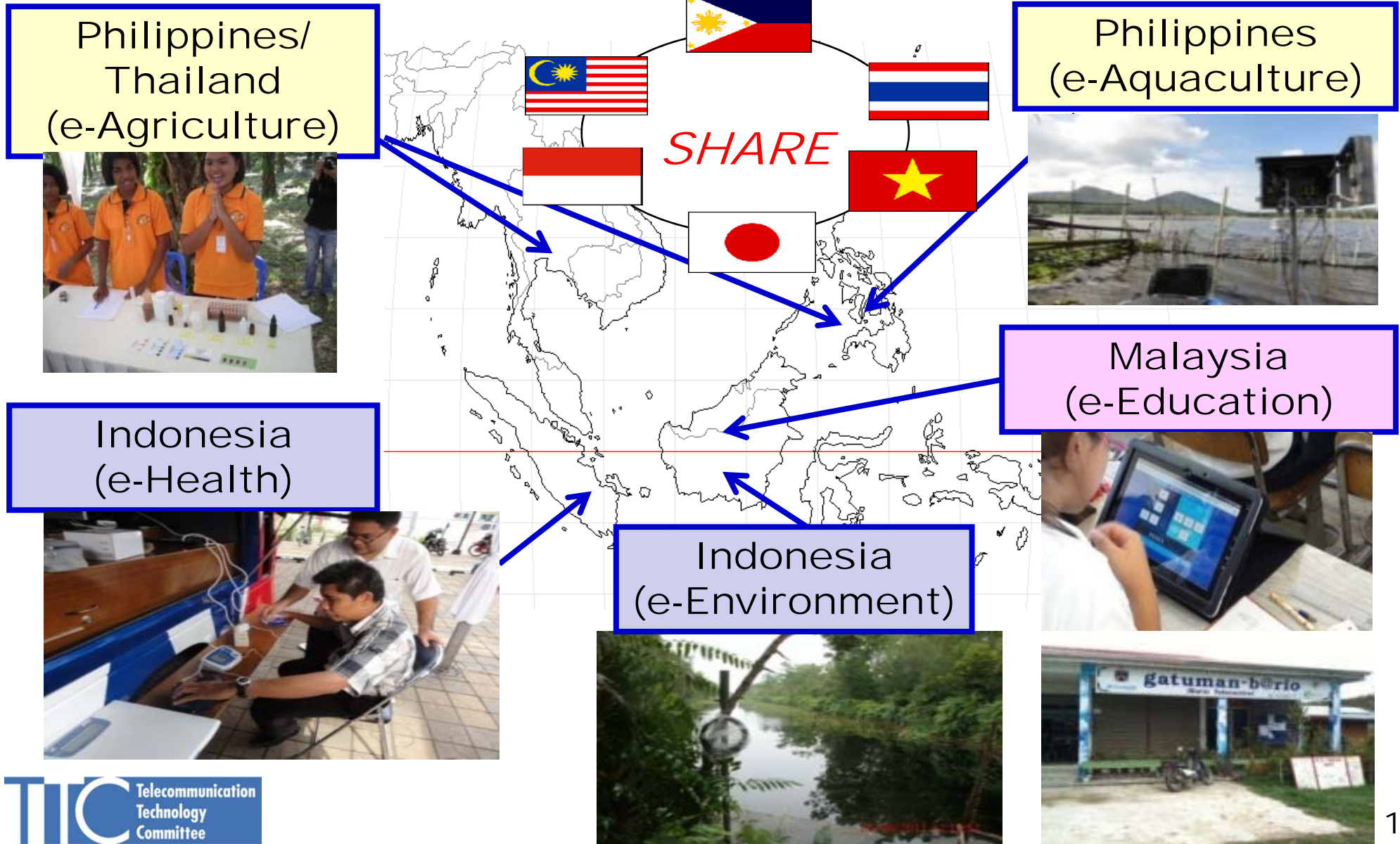
The challenges
for collaboration in
the inter-industry
world of ICT and
the verticals

4 Promotion for Bridging the Gap

- TTC has been developing cooperative relations with Asian countries through the joint projects in APT (Asia-Pacific Telecommunity) since 2009.
- The solutions for agriculture, environment, education, healthcare, etc. in rural areas have been promoted. New business models or public services should be studied for the rural areas.
- Based on these results, TTC hopes to establish the standards based on the deployed solutions in the rural areas to spread the models to other countries.
- TTC continues to hold “SHARE Meeting” which is an annual gathering of six countries to discuss on the promotion of ICT services/solutions.

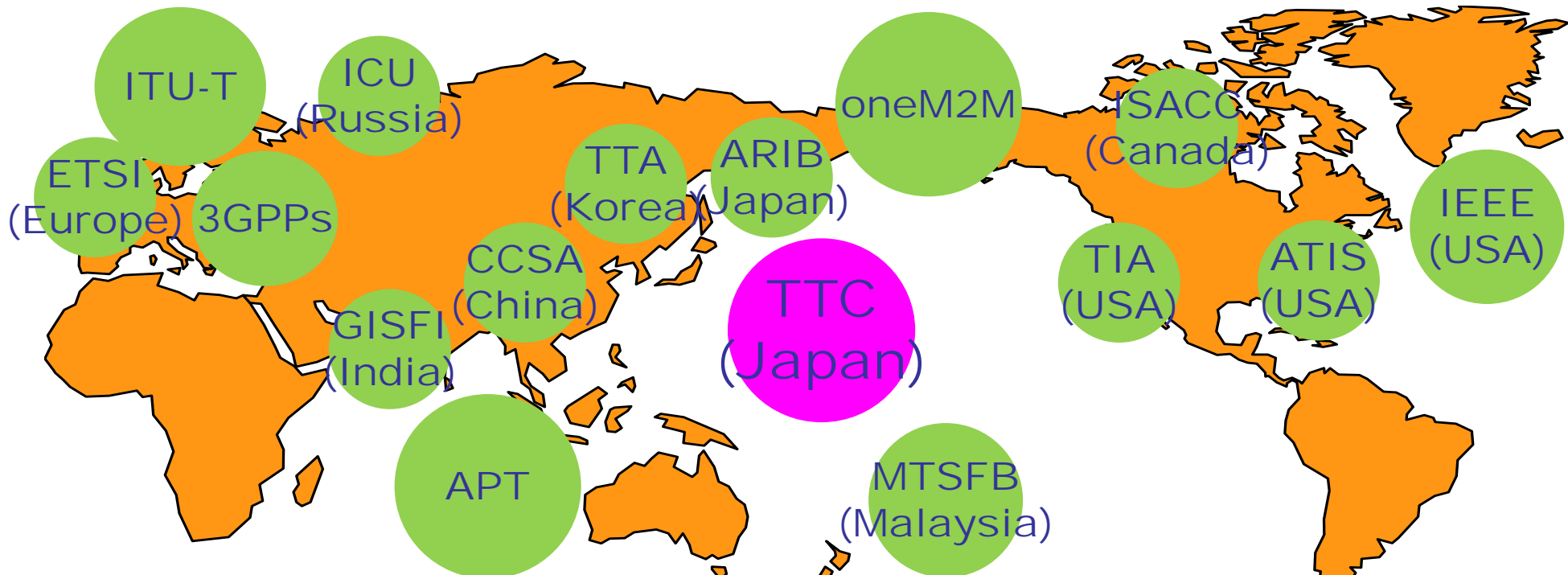
4 SHARE Project for New ICT Users

SHARE: Success & Happiness by Activating Regional Economy



5 Inter/intra-regional Collaborations

At the international / regional level, the collaboration is recognized as a catalyst in generating synergies and reducing duplication of effort.



Forms	Examples of collaboration
Participation	APT/ASTAP
Core member	CJK (ARIB, CCSA, TTA), GSC, 3GPP/3GPP2, oneM2M
MoU/LoI	ITU, ETSI, IEEE, GISFI, MTSFB, ICU, etc.

Appendix

- ◆ Proposed future study issues in Global Standards Collaboration

Recent trend of ICT standardization

- ◆ The area of standardization is **moving towards application/service layer in the inter-industry innovation** and ITU-T is urged to conduct studies responding the change of technology and market needs in a timely and appropriate manner.
- ◆ In today's competitive and challenging standardization environment , the current structure of ITU-T consisting of Study Groups supplemented by JCA, FG, etc. might not be enough to respond fully to the rapid change of technologies and market needs in a timely and appropriate manner and it may be necessary to **strengthen strategic studies** in ITU-T further with the overview of activities of all Study Groups of ITU-T, ITU-R, ITU-D and other organizations.

How to strengthen strategic studies 1)

- ◆ Taking account of the competitive standardisation scenario, **examine the adequacy of the current structure** of the ITU-T to deal with the increasing demands for timely and appropriate results to meet the market demand and propose improvements.
- ◆ **Review existing models for collaboration between ITU and other standards bodies**, given the accelerated rate of change in the worldwide standardization landscape and the rapidly evolving needs of consumers/users of global standards.
- ◆ **Identify new modalities for cooperation and collaboration** based on mutual respect and recognition of evolving roles and responsibilities in the standards sphere.

How to strengthen strategic studies 2)

- ◆ Given the pace of convergence and the blurring of issues involving both the ICT and IT communities of interest, study what to be done in the future not only to strengthen collaboration but also to avoid duplication of effort.
- ◆ Develop a set of principles for global standards development which include respect for the autonomy, integrity, processes and intellectual property rules of others; the establishment of consensus-based decision-making processes that are open and transparent; and the production of voluntary standards that provide global interoperability and promote further innovation, and which are made accessible to all for implementation and deployment.

Thank you very much
for your attention !



If you have any comments or questions,
please contact to
yoichi.maeda@ttc.or.jp