The development of mobile in Europe: Challenges for the future – discussion points

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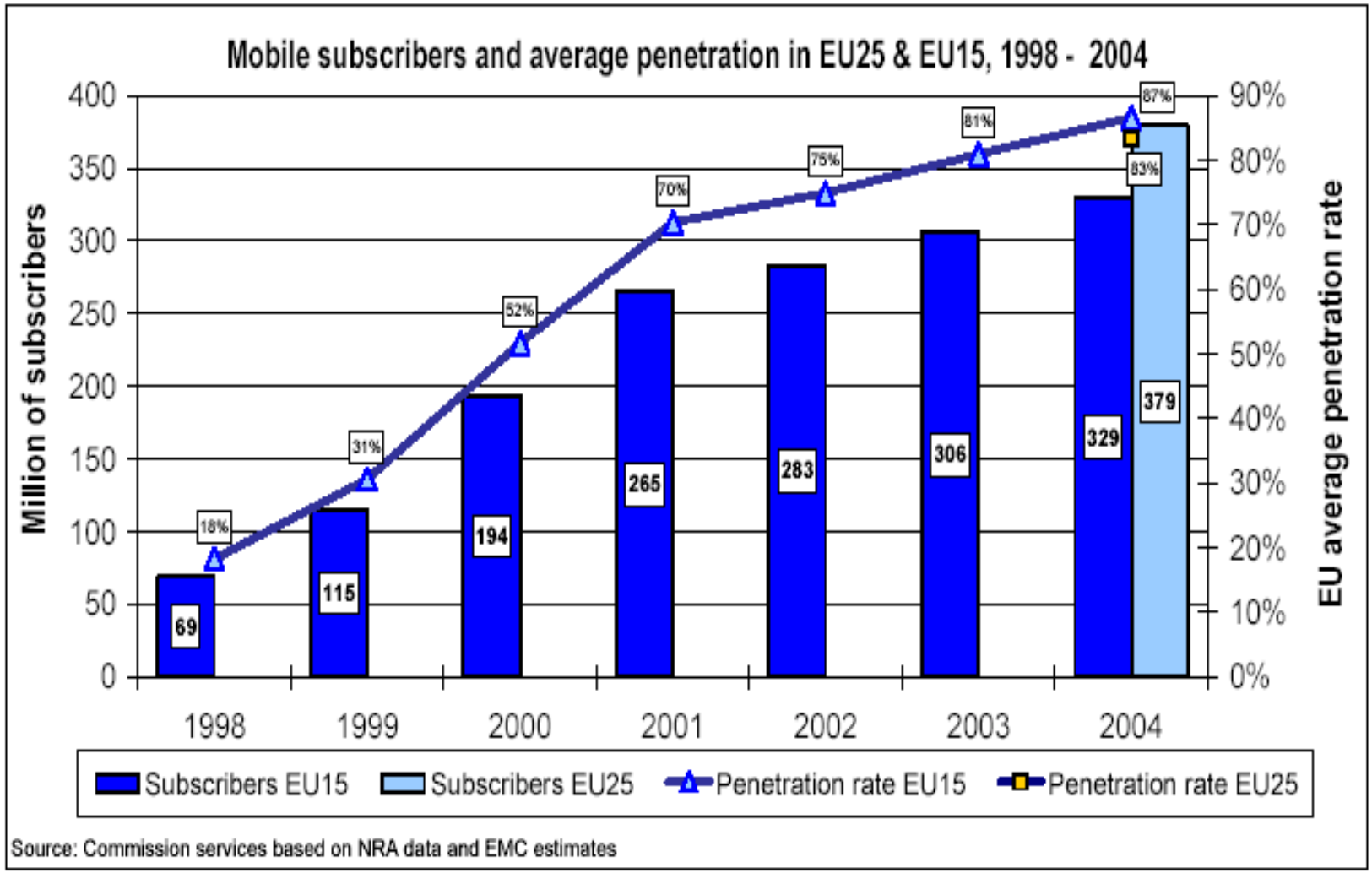
Note: The views expressed in this presentation are those of the author and do not necessarily reflect the opinions of the ITU or its membership. Lara Srivastava can be contacted at lara.srivastava@itu.int

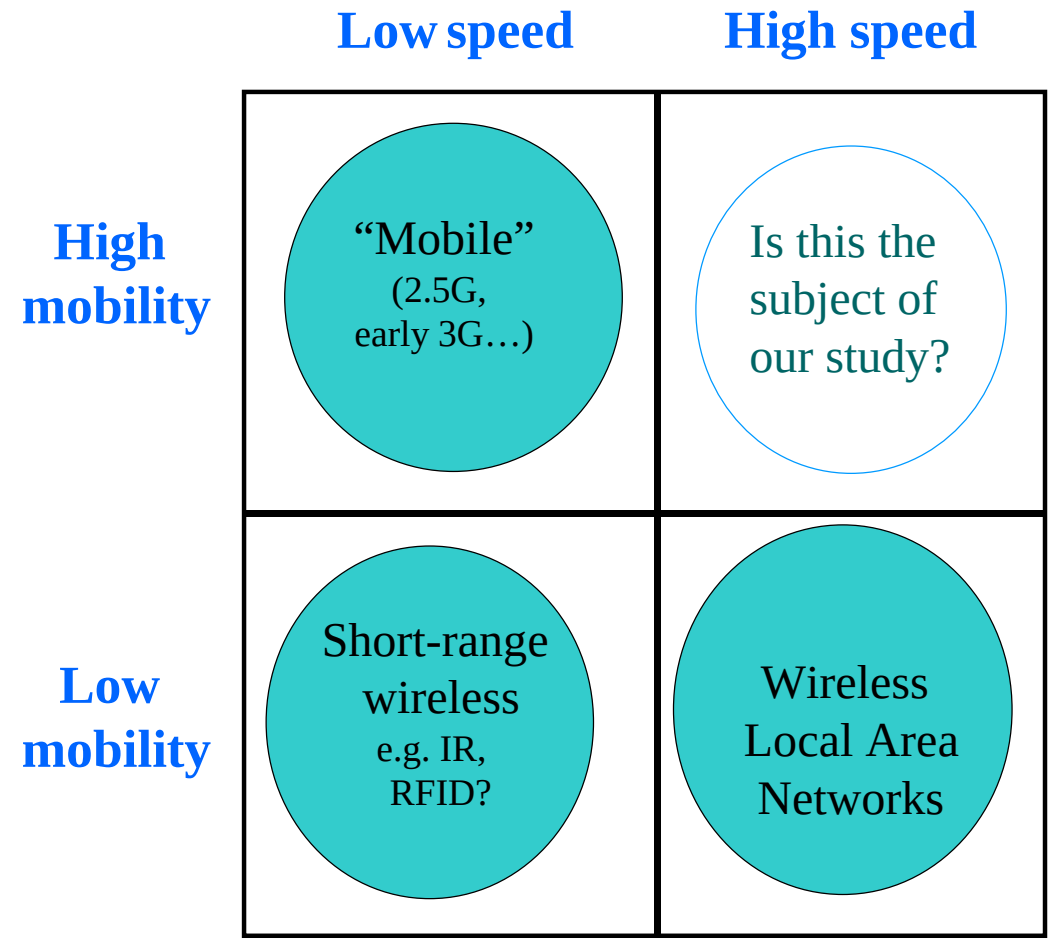
In Europe, Almost 9 in 10 are mobile



On the supply-side: some *challenges* for future development

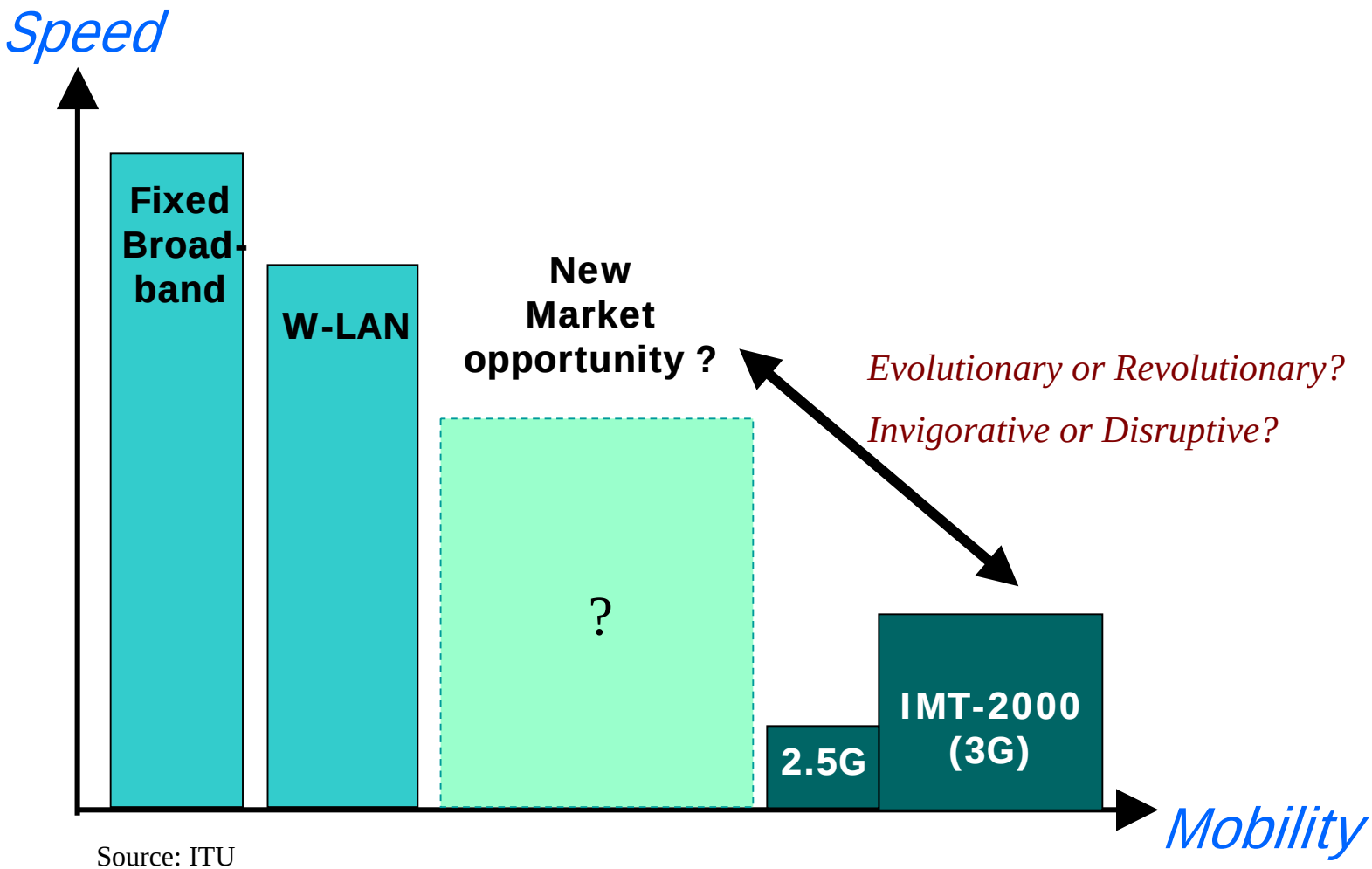
- Tariffs
  - Legacy of interconnection charges – *some* relief
  - Legacy of high roaming charges (voice and now data) *still waiting* for relief
  - High charges for low-cost data services – e.g. SMS
- Portability through interoperability
  - b/w different infrastructure and terminal solutions
- Where's the content?
  - Lack of linguistic and cultural homogeneity
  - Where is the incentive for content creators/providers?
- Looking outside the network "box"…

... to a matrix?



Source: ITU

Whole new market opportunity? Or natural evolution?



Source: ITU

After Wait & Pay, some *opportunities* for future development

- More speed
  - Speeds of at least 256 kbit/s, and up to >50 Mbit/s, will increase potential for service innovation and content creation
- More storage
  - Multi-Gb storage allowing users, producers, distributors, to store movies, music, info, files…(e.g. home servers)
- More IP
  - Facilitating digital data exchange b/w services & apps
- More security, more ease of access = utility
  - Advanced global wireless technologies should allow users *secure*, *portable, hassle-free* access anytime, anywhere

On the demand-side: The mobile phone still the user's device of choice

- Physical proximity: users are getting closer & closer to their mobiles, at all times of the day
- Emotional Attachment: many can't leave home without it. Its theft/loss has been described as akin to "bereavement" & causes *panic* and *disruption* to a user's daily life
- Fashion: the mobile is now an an important *daily accessory,* and even a fashion statement
- Identity: mobiles are playing an increasingly important role in creating/maintaining identity (e.g. through wallpaper/ringtones, messages). Mobiles are reflections of their users (and can even capture them with m-cameras…)

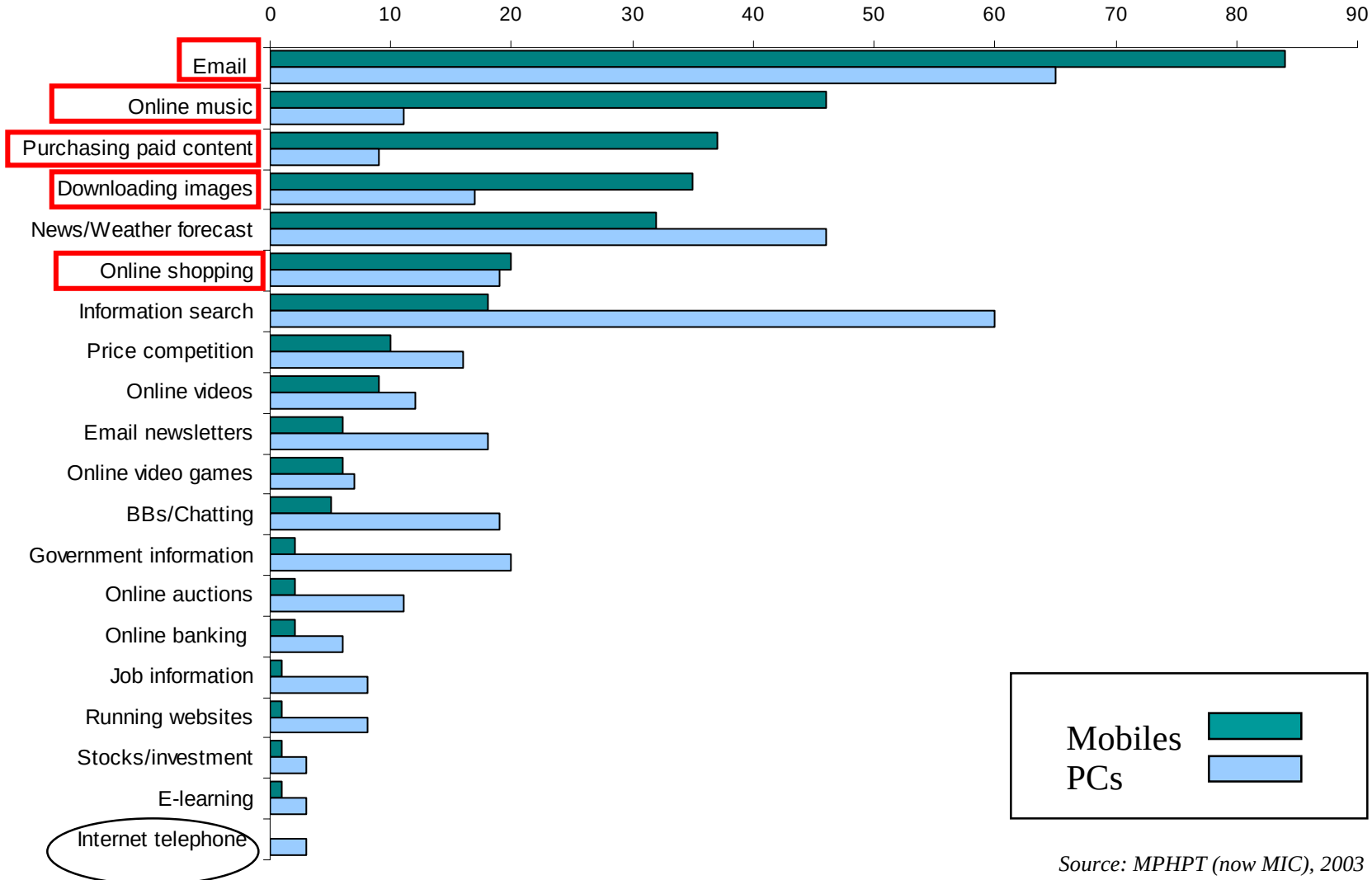
In this context, some important elements for further study:

- Do we know enough about the needs of users but also their fears?
  - Humanizing technology
- Do we understand the early adopter, e.g. youth?
- Is enough attention being paid to the private consumer (vs. the business user)?
- How do we grasp the *potential* of new mobile technologies & services but also their *limits?*
- Mobile Internet/PC Internet: are we exploiting the differences or ignoring them?

And what can we learn from other mobile markets…

- Korea
  - Strategic re-investment of funds (e.g. collected from spectrum licensing) in telecom industry
  - Greater role for government in spurring innovation -- e.g. U-Korea strategy for future wireless broadband convergence network (“one network, many services”)
- Japan
  - Revenue-sharing to encourage content provision
  - Close collaboration between network operators and equipment manufacturers
  - Focus on small-screen services & m-culture

(e.g. Popular Internet services over mobiles and PCs in Japan)



Source: MPHPT (now MIC), 2003

…and from selected musings on future ICT "ubiquity"?

- U-Health: Tiny mobile devices could help diagnose or monitor patients remotely without need for travel or surgery. As does mobile video conferencing…
- U-Inventory: Tiny radio tags track inventory (+), and check access control, while linked to global databases
- U-Safety: Location-based technologies keep small vulnerable out of harm's way & help in disaster/emerg.
- U-Breakfast Routine? An intelligent fridge pre-orders milk for you *before* you run out. Your mobile phone helps you find your keys as you leave the house

What path to a future Ubiquitous Wire-free Network?
(when users benefit from ubiquitous info-communication access assisted by item-based tagging & networking)

The dialectics of it all: Thinking two is better than one

- FMS Project ↔ ITU WRC-07
- Mobility ↔ Speed, Portability
- Device ↔ Network
- Cost of Provision ↔ Price
- Content distribution ↔ Content creation
- Private sector ↔ Public Sector
- Individual user ↔ Society
- Technology ↔ Psychology
- Current needs ↔ Future direction

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