



**ITU TELECOM
WORLD 2009**
Geneva
5-9 October

ITU TELECOM WORLD 2009 In Review

Bringing connectivity to all parts of society for education, health care and delivery of government services is the global trend. These are thus new kinds of networks supporting more than just traditional voice.

Competitive mobile networks now exist in almost every country of the world: that is the best way of achieving benefits of innovation, consumer benefits, increasing both producer and consumer welfare for net gain in social welfare. But even in very competitive markets, there are firms that will take advantage of consumers. It is very important that regulators set up consumer protection against fraud, abuse, etc.

The model of the industry was based upon five assumptions going back 60-80 years. These are that product and service is voice, the metric is the minute, the distance makes a difference in incremental cost, the length of time and the location (urban or rural area) make a difference too. All these are under challenge now: with mobile, location is irrelevant. In a broadband world, it is not minutes anymore, but connectivity and bandwidth. At the end of the day, voice will be an application, the service will be a bundle of services and there will be a broadband connection.

Due to statistics, within 5 years, just five homes in the UK will use as much internet capacity, as the entire internet did in 1995. Video over mobile networks is growing rapidly, essentially doubling every year, and that puts huge demands on investment in the infrastructure and having a huge impact on the architecture. Traffic is growing faster than people predicted the management of networks needs to be done in a proactive way.

This network management requires transparencies to the principals, what network operators are allowed to do and what not, and transparency as to their individual policies, offerings.

Summary of closing remarks

One size is not going to fit all. There will be facilities-based competition, and service layer competition is going to increase. There will be continuing role for