like: Content will be increasingly high definition, much of it on-demand: 10% of TV content is likely to be watched in real-time. The rest of it can be time-shifted to the viewers' satisfaction. Users want the content to be global and they want to be able to move their content, to place-shift it and make it mobile.

Devices are also dictating the future of technology. Today, flat screen TVs have already caused a significant change in the way people view their content, but looking to the future we see that technologies such as digital wallpaper and wearable displays are going to change the experience of people both in their homes and on the move.

When we look at how we're going to build this matrix of the future, there are a few key points to consider. Speed alone is not enough. A panelist has a theory that once you hit a peak speed then the actual requirement for peak speed does not increase anymore, what does increase is the requirement for uncontained throughput capacity. And delivering this will require significant network redesign.

In addition, there will be one final pressure which the regulators will have to deal with, and that is the insatiable demand for spectrum in the industry.

Moderator

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Panellists

* **Mr Hugh Bradlow**, CTO, Telstra Corporation Ltd., Australia
* **Mr Mun-Kee Choi**, President, Electronics and Telecommunications Research Institute (ETRI), Korea (Rep. of)
* **Mr Ricky Wong**, Chairman, Hong Kong Broadband Network Ltd, Hong Kong, China
* **Mr Colin Morrison**, Director of Sales, Middle East and Africa (EMEA), TV, Video & Music Platform Business, Microsoft , United States
* **Mr Frederic Astier**, Head of Marketing & Communications - CMO, Nokia Siemens Networks Gmbh, Spain
* **Mr Yoichi Maeda**, Chairman ITU-T SG 15 and Senior Adviser of NTT, NTT Advanced Technology Corporation, ITU