



**ITU TELECOM
WORLD2009**
Geneva
5-9 October

ITU TELECOM WORLD 2009 In Review

Key questions addressed included:

- What is the link between mobile services and economic growth?
- What are appropriate business models for mobile services in emerging countries?
- What are key necessary enablers of next generation mobile services?
- What is the right balance between market and government in the development of new mobile services?
- What are potential barriers to the development of new mobile services and the mobile Internet?

Summary of moderator's statement:

Mobile networks have become the networks of choice for more or less the whole world. They have actually fulfilled this promise of connecting everybody. Of course, there are still good 2 billion people without mobile phone, but this is a huge achievement already.

It has been shown statistically, that a 10% increase of mobile penetration in a country increases its GDP between 1 and 2 %. But this is only by offering basic mobile services: voice and SMS. But what happens if we put other things on top of this? More rich services, based also on mobile internet platforms. What happens? One would expect that this should stimulate the growth of GDP even further.

Summary of debate

If we Google the term »mobile services« for a definition, we get a multitude of hits, it is perhaps best to think of mobile services in terms of three categories- person to person messaging (SMS, MMS, push2talk...), content services (premium SMS, music downloads...) and mobile data services (source: Report Mobile services market in Finland in 2003).

We have to admit that we do not all live in the same world. There are representatives of two huge markets (China and India) and one that covers the biggest part of the world. Big markets have extremely diverse groups of users (»developed« and »developing«), while operators that cover many countries, experience this diversity at least on country to country basis.