



**ITU TELECOM  
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## ITU TELECOM WORLD 2009 In Review

TMT (Telecom, Media and Technology) industry is a \$3.4 trillion business and Telecoms represents some \$1.4 trillion of this. Mobile advertising on the mobile web is a fast-growing business for agencies and is likely to serve 10 million billion ads over a 6 month period – more mobile phones are to be connected than PCs. 200 million out of 3 billion mobile phones now have data plans which could indicate an expansion potential for operators capable of selling quality of service and premium value-added services (e.g. location based). In the future, 200 billion to 1 trillion devices (e.g. toaster, washing machine and microwave) are likely to be connected through internet.

Only 20% of the value generated is related to content (e.g. music, journalism), most of it is on the distribution. Operators are not benefitting fully from the rise of bandwidth consumption from a revenue point of view for fixed rate packages. They are willing to move up in the value chain as they feel concerned about filling up the pipes and are willing to share revenues with content providers (e.g. bundled internet and music access).

125'000 developers are dedicated to 85'000 applications for iPhone. Most of the services appear to be free because they are supported by advertising or applications being bought from content providers with fixed rate packages from operators. As application developers, it is important to be known as among top 20 through investment in advertising in order to generate business growth.

As business models evolve, policies need to be adapted. Media bubble generated the case where consumers are no longer paying for the invention and creativity of artists but money goes to those who aggregate the media content. In Seattle only one of the 2 newspapers survived which put the democracy at risk as limiting action of investigative journalism – it becomes questionable about the implications of the free model to supporting those fundamental things.

Transparency and regulations are necessary to protect consumers in terms of how services are being billed as more diversity is to be introduced into business models.