But accessing different devices be it through an operator, whether they have been bought in a retail store, whether the service provider is controlling the device at a software level, or security level, all of these are variables that must be considered. Historically there has been a situation where people have bought PCs and used them the way they wanted to. The story with phones is different, this varies according to each market, as to how much control the operator has, or whether they are sold in an uncustomized and unlocked form.

I think that as we look at investments in next generation networks whether it's wireless or fiber, it's going to be important to look at the economics of device provision, and whether or not they are subsidized, whether or not they are single application or multi application, and whether they're open.

Moderator
* **Mr Dean Bubley**, Founder and Director, Disruptive Analysis, United Kingdom

Panellists
* **Dr Mike Short**, Vice President Public Affairs, Telefónica Europe plc, United Kingdom
* **Mr Steve Bell**, President, KeySo Global, United States
* **Mr Jon S von Tetzchner**, CEO , Opera Software , Norway
* **Mr (Fouad) Brahim Boumakh**, President & CEO, Nano-Techpower, Inc., United States

BUS.5 : CLOUD COMPUTING

Cloud computing has survived the transition from a research topic to commercial delivery of services. A range of services are available "in the cloud" but the adoption of cloud computing is beginning to raise many complex questions over financial and business models, the reliability and the security of the stored data, as well as legal issues concerning jurisdiction and discovery.