**Abstract**

This session presents the importance of ICT services' demand on the development and success of any telecom ecosystem. Although, generally speaking, standardization has a great impact on the sustainability of ICT industries, it is however crucial to address the real needs of developing economies – as related to newly standardized technologies – in the standardization process; in order to achieve a global sustainability.

The concept of demand driven standardization is an attempt to develop standards that are driven by the true needs; and hence the true demand of the developing economies, since the latter form a major portion of the worldwide consumption on newly standardized technologies. On the other hand, innovation could be viewed as an effective mechanism to bridge the standardization gap in addition to stimulating demand for ICT applications and services for a maximum global ICT market sustainability and development.

**Picture**

