

PCG15_17



GSMA Update

The GSM Association Board



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210 countries and territories more than 670 operators



Emerging Services

Hub Framework Initiative

Globally

Connected IP services

Goal: fully interoperable and globally connected IP with QoS, value-based pricing and cascade payments

Progress: Concept proved for MMS and SIP-based services

Hub for IP services

- GSMA Hub Framework objectives:
 - fully interoperable and globally connected
 - Quality of Service
 - Includes a payment mechanism to support value-based billing for users and to cascade payments to all parties involved in service delivery
- Trial of session-based (SIP) hubbing
 - TeliaSonera led – 20 Operators in total
 - 10 Vendor participants
 - 8 GRX Carriers



- Test services trialled – Voice Instant Messaging; Video Sharing; Gaming
- Technical interoperability of IMS SIP infrastructure proven
- Practical interoperability of global hub framework proven for IMS SIP

IP Interworking

IP Interworking

Developing a new commercial model for inter-networking with IP based services.

- Create environment to grow IP services
- Ensure customer centric sustainable model
- Introduce a fair value chain
- Foster continuous market growth
- Establish alternatives to access-only based inter-working
- Ensure several models available in the market

Packet Voice Interworking

Focus on maintaining E2E QoS when interworking between packet voice service offerings.

- Identification of all issues prior to implementation
- Numbering & addressing for IP-based services.
- Demonstrate Interworking

IPR; Roaming & Interworking

IPR

Investigation of the issues surrounding current IPR policies

- Identification of requirements and pursuit of solutions in SDOs
- Foster EU and US support for the initiative

Open Connectivity

Improving efficiency of establishment of roaming & inter-working agreements, through:

- Implementation of efficiency gains within the current bi-lateral system.
- Creating enablers to facilitate the creation of longer-term solutions in the 3GSM and non-GSM market.

Emerging Markets Focus

GSMA strategic objective:

To connect the unconnected

- 80% of world's population is covered by mobile network
- Only 25% use mobile services
- Social and Economic benefits well recognised:
 - If you have a phone, you have a business
- Positive regulatory environment fosters growth
- Cost of handset is largest, single inhibitor to take-up



Goal: to create sub-\$30 ultra-low cost handset segment

Social & Economic Benefits

Research - *Quantifying the benefits of mobiles*

Targeted at key governments and opinion leaders to promote government policies that will increase take up of mobile services, Report already produced for India. Regional analysis planned for Latin America

Total cost of ownership - *Taxation and its impact on mobile use*

Identify where governments are stalling markets by imposing significant spectrum, import and license taxes

Health

Health research – *Responsible mobile industry action*

- Development of communications materials to raise awareness of current GSMA programs
- Ensuring that key WHO identified research is undertaken to address public concerns and support safety standards

Member communications - *Ensuring consistent responses*

- Ensuring that members have access to consistent messages and briefing materials on issues, prior to media and other stakeholder interest

External communications – *Filling the information gaps*

- Building the relationship with the WHO and key agencies, in advance of 2006/2007 health risk assessments
- Delivering a proactive media engagement strategy, on the basis that industry silence is no longer a sustainable position

Content

Mobile spam – *Reducing volumes and addressing the concerns of consumers and regulators*

- Identify blocking solutions and educate consumers regarding their use
- Create a 'code of conduct' of 'best practice', demonstrating operator commitment to fighting spam
- Lobby governments to prevent their direct intervention/regulation

Content rating - *Addressing the growing concerns over children's access to inappropriate content*

- Launch coordinated industry response to block illegal content
- Educate parents as to how they can block access to adult content
- Create legal framework that clarifies the split of liabilities between operators and content providers
- Campaign to sell public benefits of mobile content

Regulation

Principles of regulation - *Assessing the impact of regulation on mobile market development*

- Identify where regulation is not benefiting government, consumers or operators and is, therefore, having a negative impact on market development
- Lobby regulators and governments to reduce the impact of such regulation
- Educate a wide stakeholder base regarding the risks of inappropriate and over regulation
- Achieve this via rigorous, econometric analysis, eg via KPIs

GSMA's 3GSM World Congress Barcelona '06

See you in...



Barcelona
13-16 February
2006



- Barcelona 13-16th February 2006
- World's Leading Mobile Show
- More than 40, 000 visitors in 2005
- 5,000 conference delegates in 2005
- 107 tier 1 board level speakers incl 56 CEOs
- Cool & Connected Technology Fashion Show
- Visitors from more than 200 countries
- 40% of visitors are board level
- 60 exhibiting companies
- 100% more exhibition space in 2006
- More than 1,000 media representatives
- Mobile Entertainment Summit & Exhibit Zone