



# Smart Cities

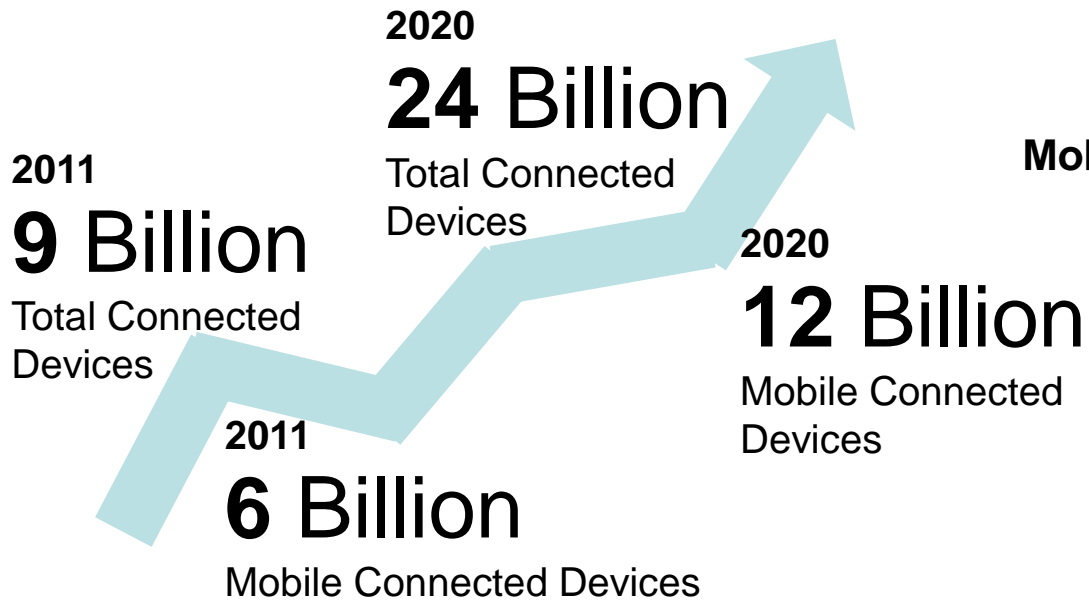


## Mobile Opportunities in Smart Cities Connected Living Programme

Svetlana Grant, Director, Smart City

21 June 2012

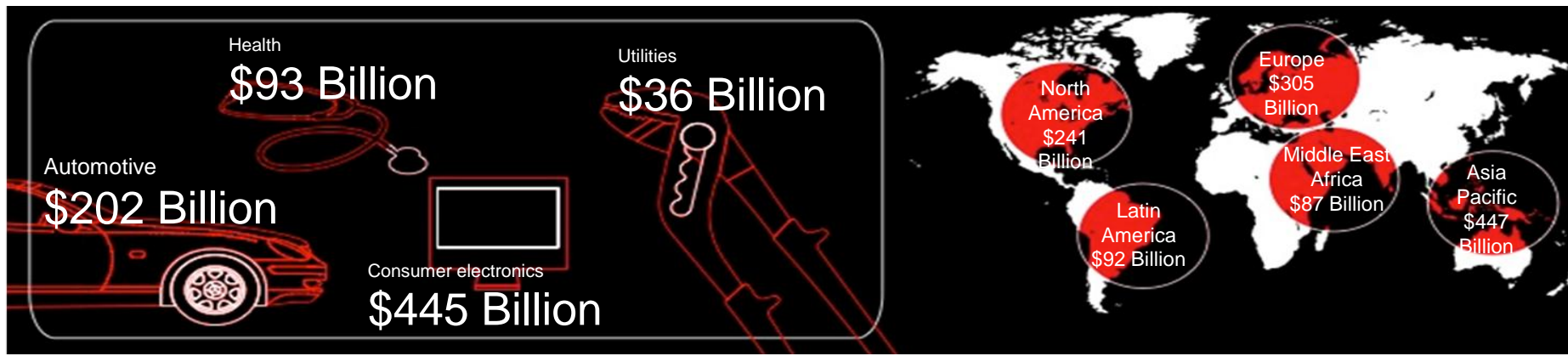
# Projected Operator Revenue 2020: USD1.2 Trillion



Revenue Opportunity For  
Mobile Network Operators in 2020

**\$1.2**  
Trillion

7x increase on 2011 expected revenues



Source: Machina Research 2011

**7X INCREASE ON 2011 REVENUES**

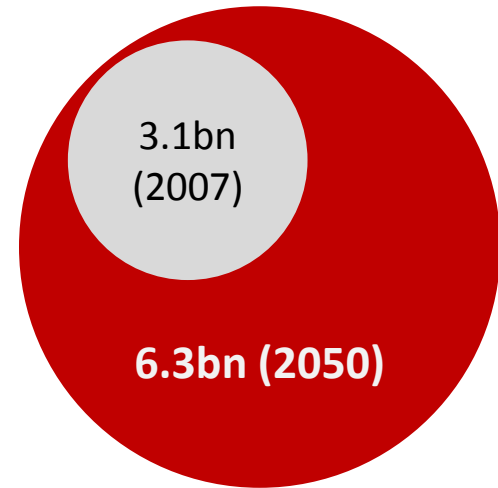
# Why Focus on Smart Cities? Growing Need for ICT



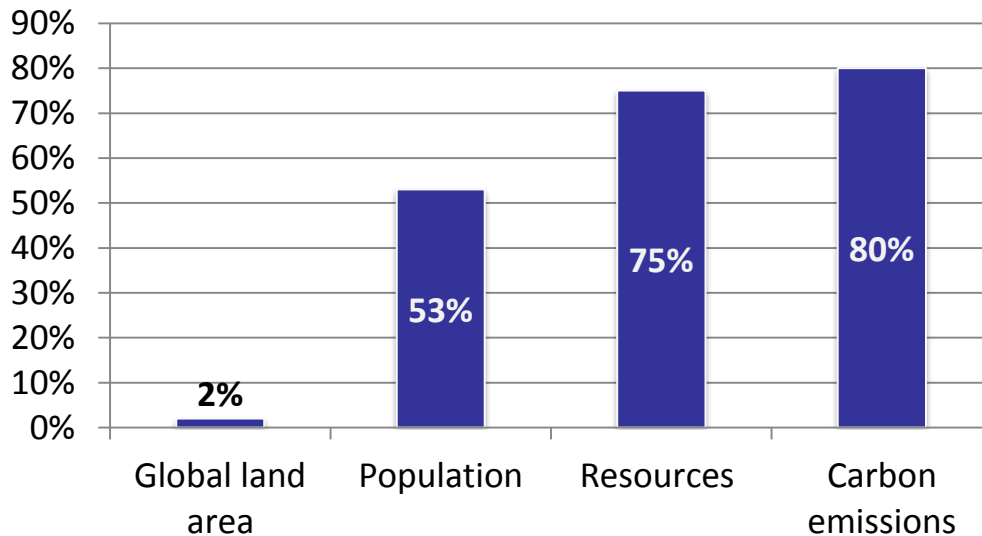
## \$1.2trn

Will need to be invested in ICT and “smart” urban infrastructure worldwide over the next decade  
--Cisco

### Global urban population



### Cities around the world



## ~\$200Bn

To be invested in upgrading smart grid infrastructure in the next decade  
-- Deutsche Bank

# What is a Smart City? Many definitions, many verticals



## KNOWLEDGE CITY

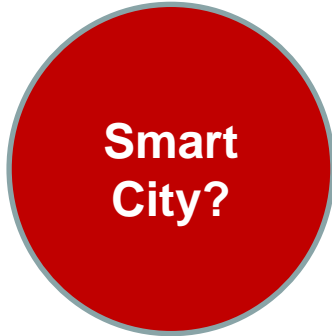
Common service delivery platform for economies of scale across multiple infrastructure layers

## SUSTAINABLE CITY

Goes beyond economic targets, to deliver quality of life improvements for its citizens, industry and local environment

## INNOVATIVE CITY

Innovates to provide access to enhanced information flow for citizens and services providers



## Intelligent CITY

Combines disparate data sets to offer productivity insights and enhancement to its citizens and service providers

## Sensor networks

SMART GRIDS

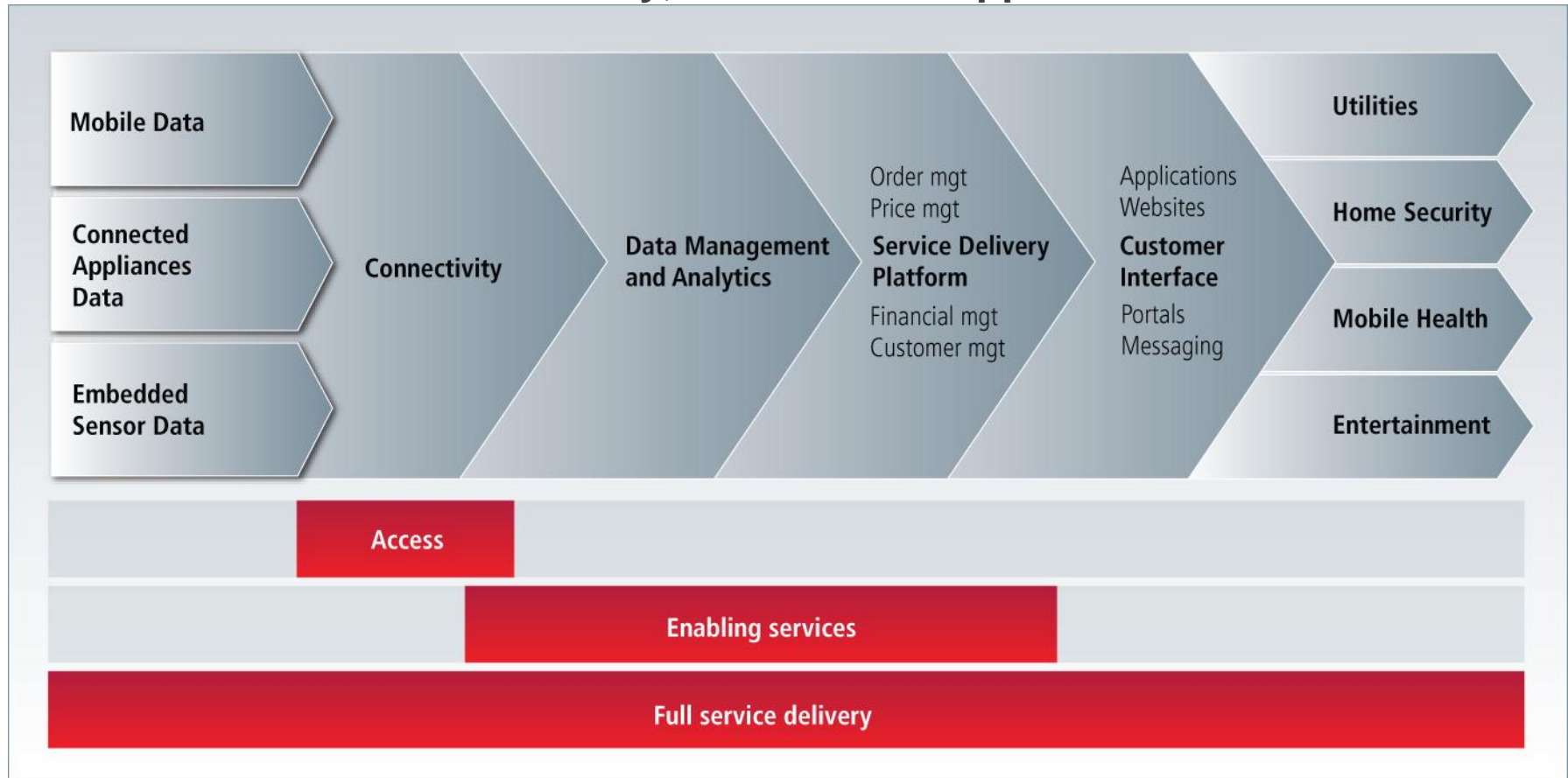
Intelligent Transport Systems

E-GOVERNMENT

# Role of Mobile in Smart Cities



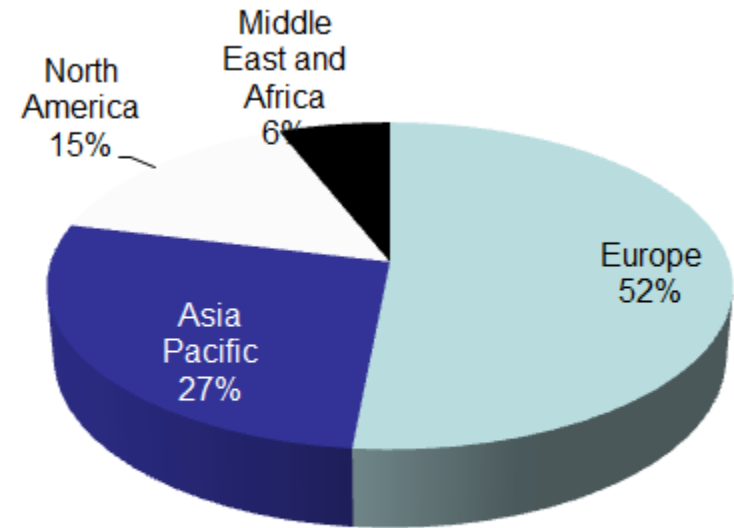
## Multiple mobile assets can be deployed for smart city connectivity, services and applications



Source: Accenture, Smart Mobile Cities report, 2011

- Of 124 smart cities tracked by GSMA globally, 34 cities have mobile-based services
- Over half of smart cities without mobile involvement are at design/planning, or early deployment stages
- Half of all mobile-based projects involve the rollout of municipal infrastructure for a mix of applications. Other projects include ITS, smart grids, EV charging and using m-payment/NFC for ticketing/other applications

Smart cities with mobile-based services, global, 2011



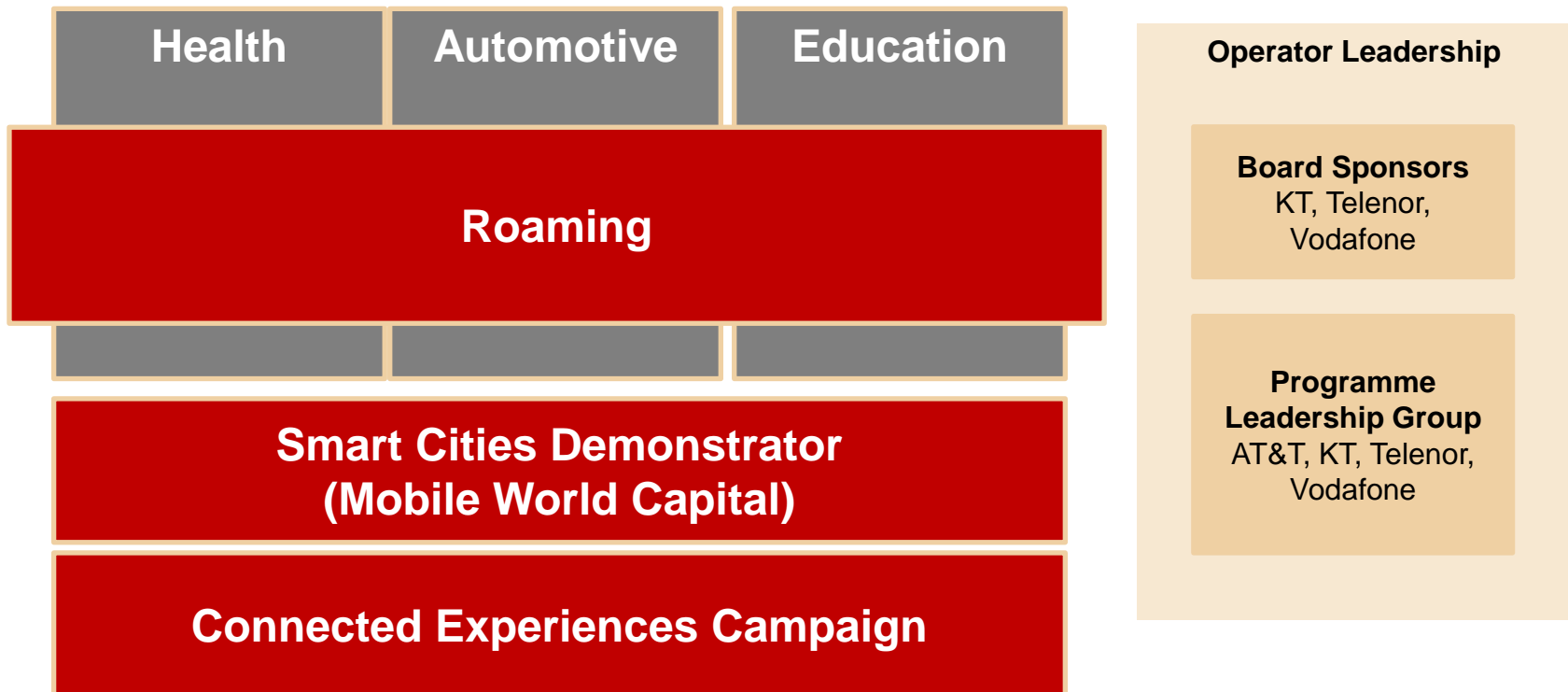
Source: GSMA research

**Deployment of wireless cities will change the regional breakdown of projects**

# GSMA Connected Living Programme



- **Service trials or launches** of mobile connectivity and value added services
- Promote **the role of mobile** in the connected world
- Support Barcelona to become a world class **Mobile World Capital**
- Agreement **to change the roaming model** reflecting vertical market requirements



**GSMA Connected Living Programme: Helping to Realise New Opportunity**

# How to Make Smart Cities a Success?



- **It's not all about technology**
  
- **Is it about:**
  - **Partnerships?**
  
  - **Stakeholder engagement?**
  
  - **Business models? (who pays and how?)**
  
  - **Making the best use of new sets of data?**
  
- **Discussion will follow the presentations**





# Smart Cities



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