



The Current State of RCS in Canada

Our Mission

CWTA is the authority on wireless issues, developments & trends in Canada.



We represent the Canadian wireless industry, including the innovative facilities-based carriers, equipment vendors, application developers and content creators that deliver world leading wireless services and products to Canadians.

We work to ensure Canada maintains its leading position in wireless and that Canadians derive the full benefits of participation in the digitally-connected mobile world.

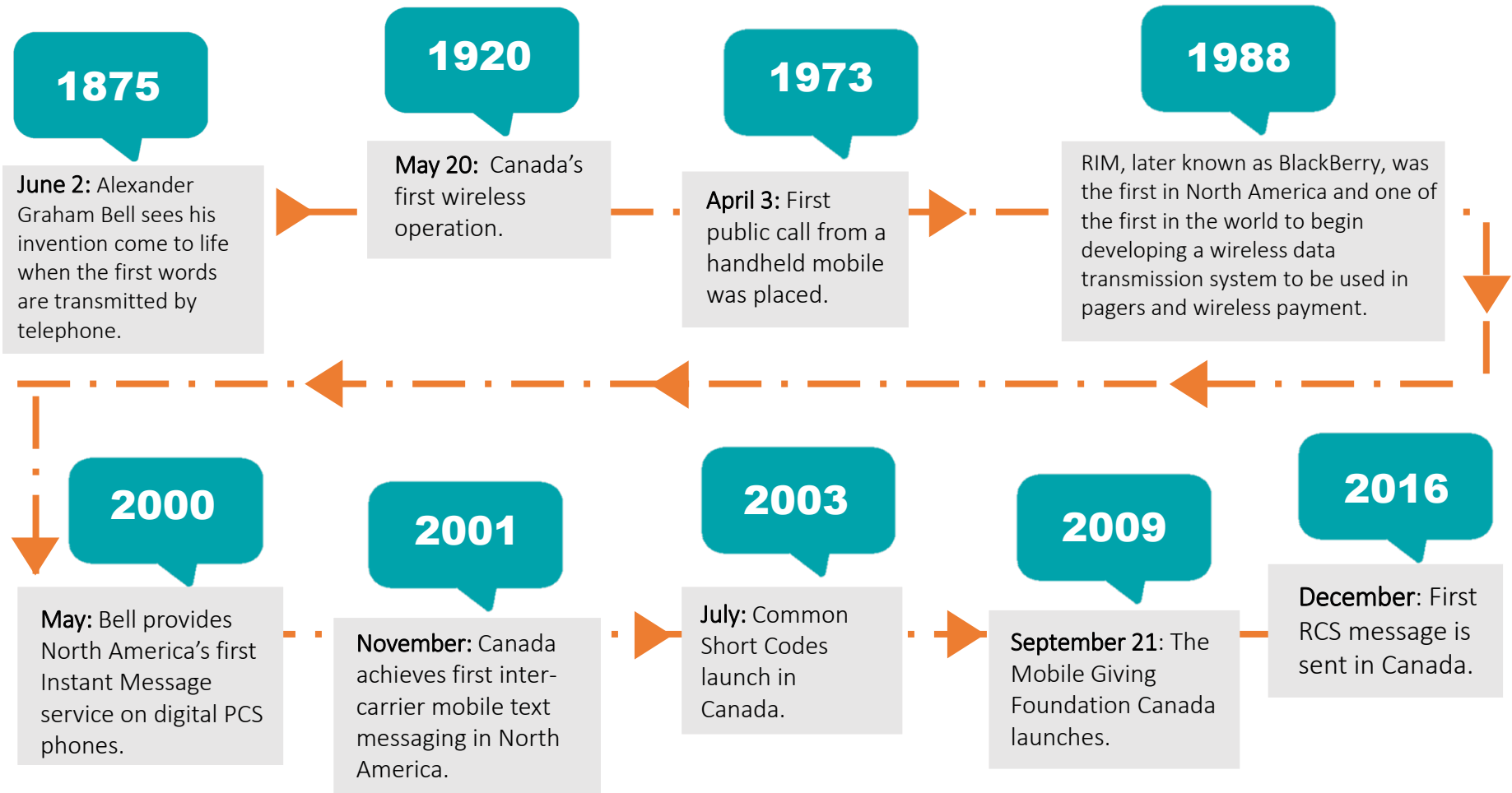
CWTA's Members

More than 100 Members, Associates and Affiliates, including:



Highlights of Canada's Wireless History

A long tradition of innovation and leadership.

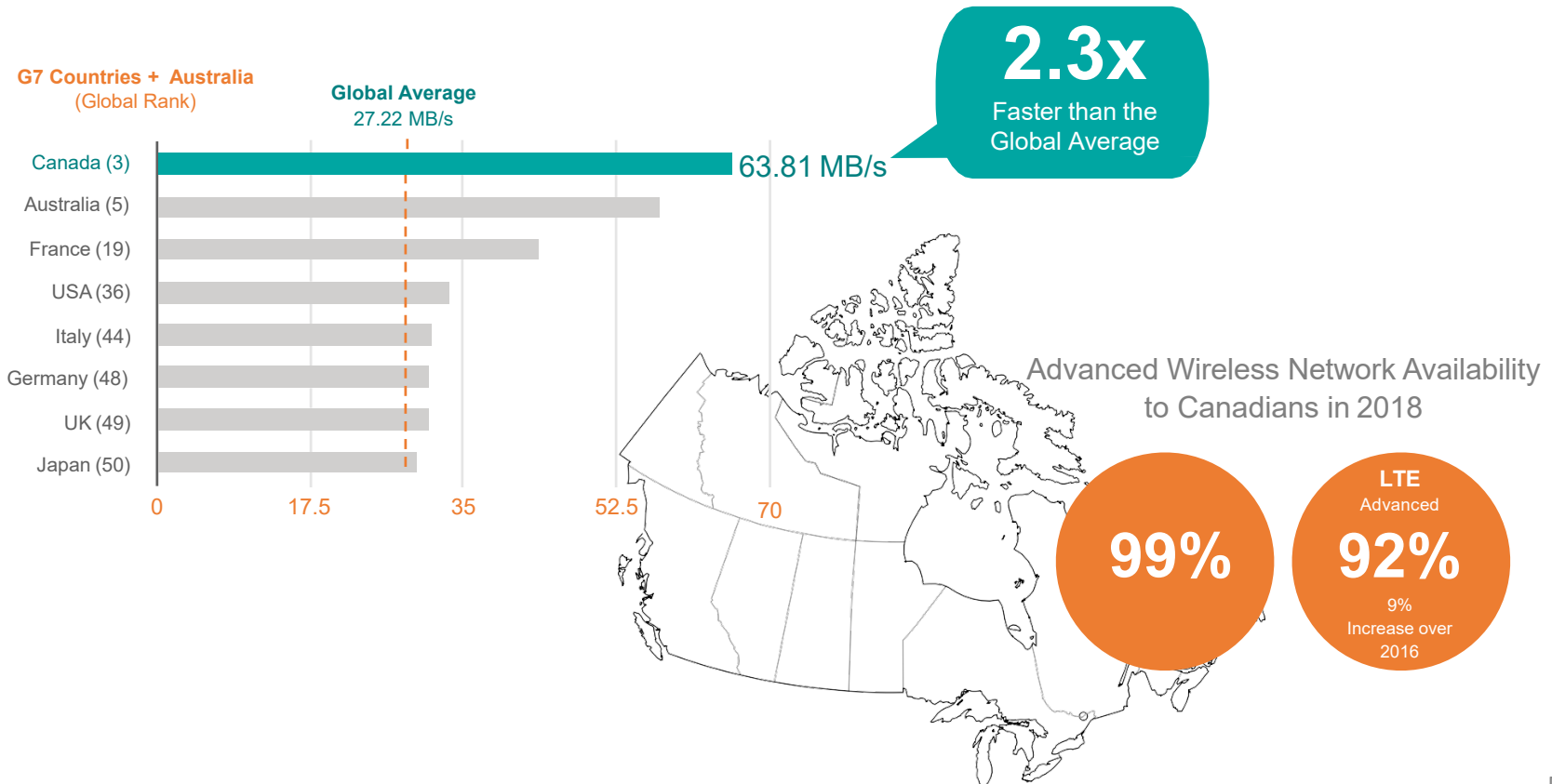


Canada: A Leader in Wireless

Delivering World-Class Wireless Networks



Wireless Networks are the foundation of the wider digital economy. In order for Canadian carriers to successfully deploy RCS and make it available to as many Canadians as possible, vast coverage and exceptional network speeds are key.



Regulatory Environment:

Compliance in Canada



CASL

Canada's anti-spam legislation (**CASL**) is the federal law dealing with spam and other electronic threats. It is meant to protect Canadians while ensuring that businesses can continue to compete in the global marketplace.

PIPEDA

The Personal Information Protection and Electronic Documents Act (**PIPEDA**) is a Canadian law relating to data privacy. It governs how private sector organizations collect, use and disclose personal information in the course of commercial business.

Office of the Privacy Commissioner (OPC)

Canadian Radio-Television & Telecommunications Commission (CRTC)

Competition Bureau of Canada

Public Safety Canada

Public Alerting

Real-Time Text

Next-Gen 911

Canada Update

Availability of RCS in the Canadian Market



33.6M

Total number of Canadian Wireless Subscribers.

1M

Number of provisioned RCS users on the Rogers network.

101K

Number of provisioned RCS users on the Freedom network.

NNI

Interoperability has successfully been achieved between Rogers, Freedom, and TELUS. For Bell, efforts continue to be focused on achieving NNI with all 4 national operators.

RBM

Internal testing continues to take place – no firm launch dates as of yet. NNI/interoperability across all 4 national operators is vital in order to ensure maximum reach for RBM.



What's next?





Thank you