



Good morning and thank you for the opportunity to explain a little about spectrum

My talk is only short, to highlight the importance that spectrum holds for us all.

So – to start.....perhaps we could have a little arm aerobics - let's have a show of hands all those working for an operator, infrastructure, now devices anyone in content development. Thank you – ok, hands down, hands up anyone that wasn't included in the above?

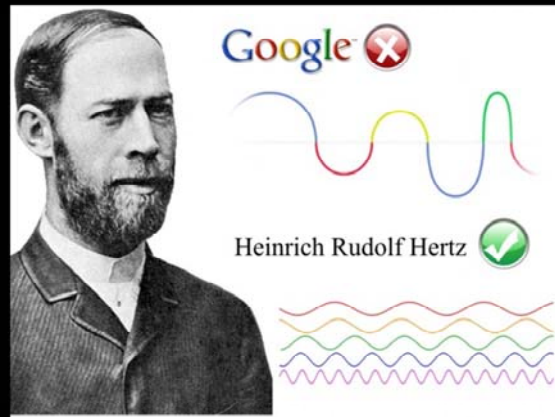
Ok – so we all rely in one way or another on mobile for our business, our livelihood

And for mobile to be mobile – we need connectivity – some airwaves to communicate with....so it's very important

Here' something amusing...



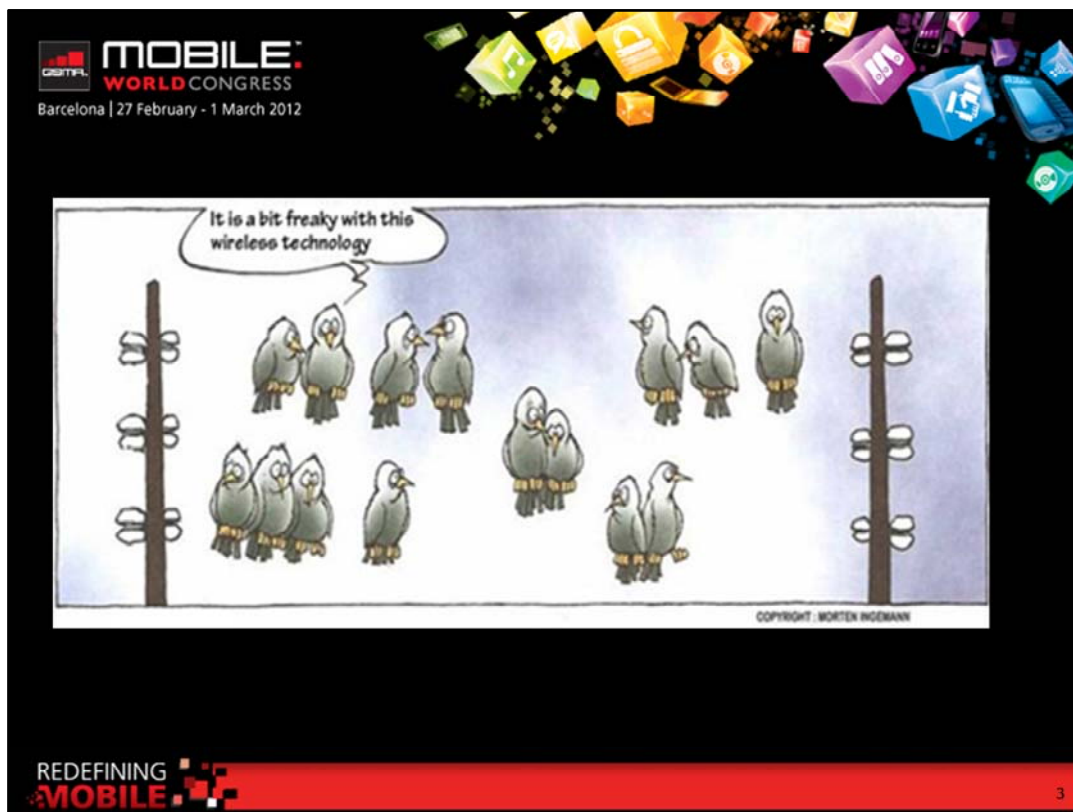
Happy (155th) Birthday for Mr Hertz



Mr Hertz – he was officially 155 last week – did anyone see the google waves on their browser? – anyone check it out ??

So, we think spectrum is important, Mr Hertz is famously quoted as saying of his discovery of electromagnetic waves "It's of no use whatsoever,"

However, I don't feel we should be too hard on him as he died when he was only 36 years old and we are doing quite nicely with his discovery now!



So who uses spectrum? Well not these birds!!

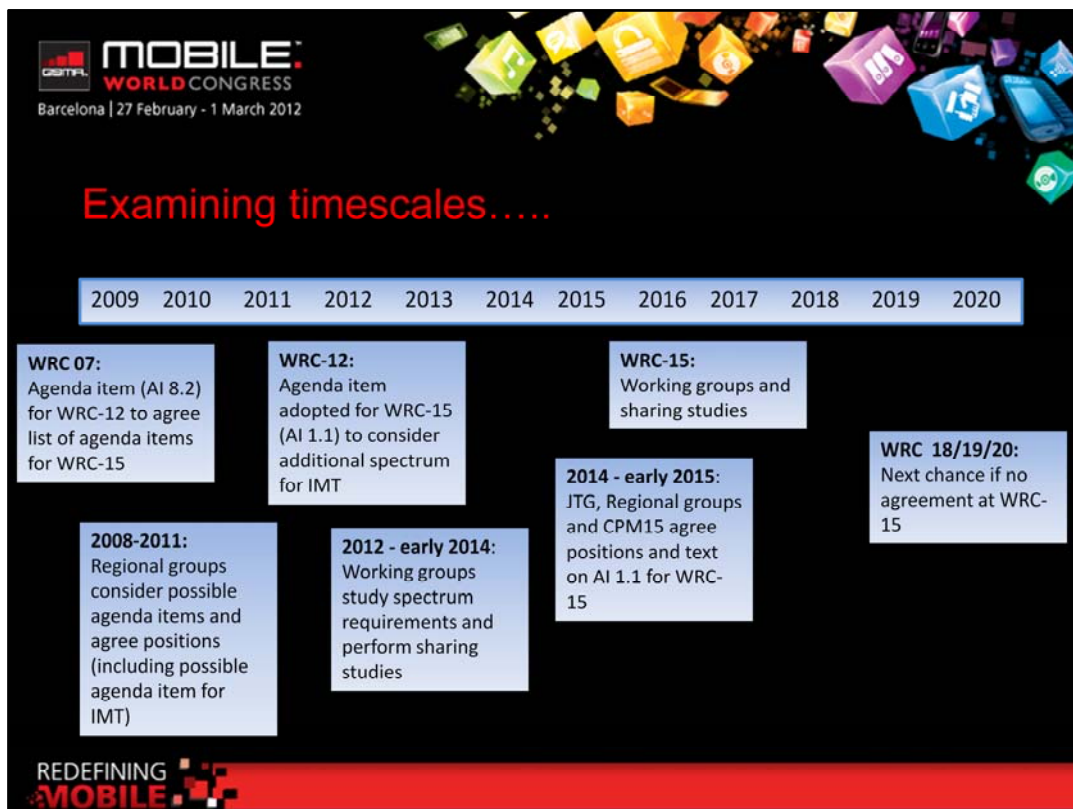
We are not the only ones who think Hertz made a good discovery

We use wireless all the time – TV, our microwave ovens, NFC, satellite and GPS systems, aeronautical navigation systems, even to our TV remote controls- some old technologies, some new, some efficient, some not

All these other industries utilising radio frequency spectrum have business models where they will see their requirements grow and grow – so we need to raise our profile and ensure the governing bodies appreciate what role mobile and our industry play



Sovereign states do within their own boundaries but radio spectrum knows no boundaries – so to make the most of it, these governments and administrations will follow international treaties which establishes rights and obligations for spectrum as organised by the ITU – a UN body – but these move slowly (as they should to ensure we capture all the relevant needs.....however, to scare you a little



The timescales involved in looking at new spectrum bands are not quick – this is how long it has taken us so far!

At WRC07 – the assembly agrees a list of agenda items, in the intervening years, the regional groups look at those possible AI and agree REGIONALLY on positions for each – including IMT

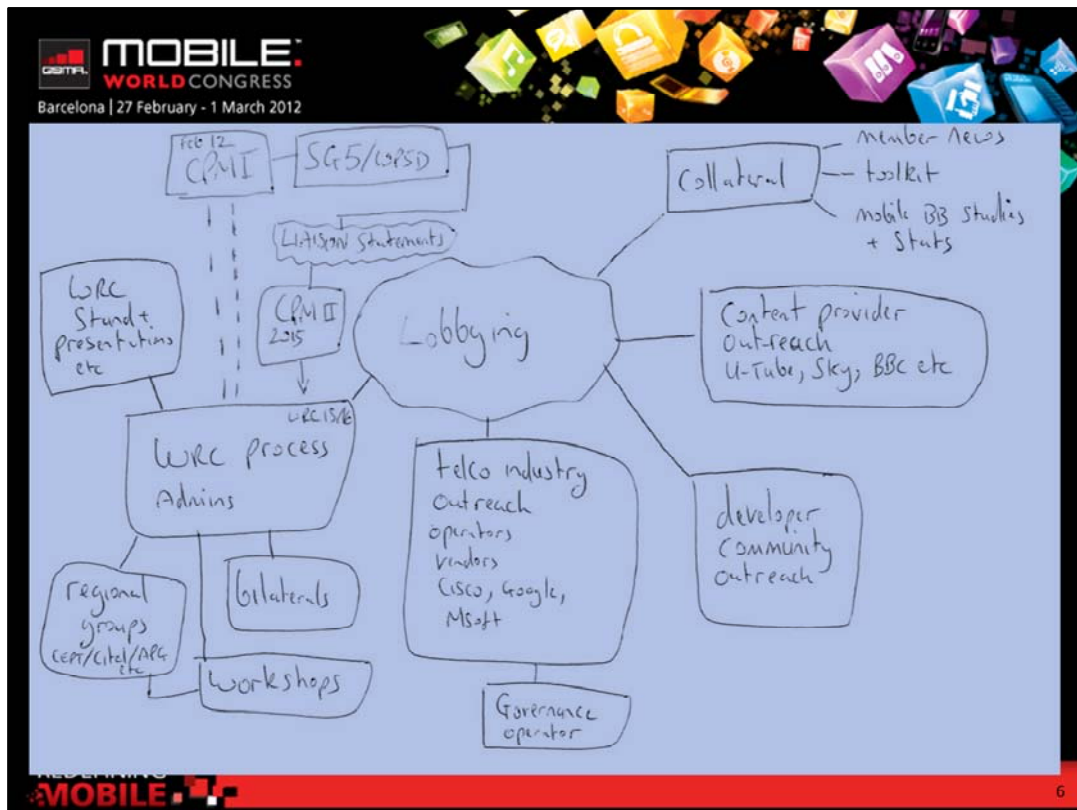
At WRC12 – a 4 week process, the AI's were discussed with final wording agreed with all the groups to come to a consensus.

But that is then just a start, between 2012 and 2014 administrations will need to discuss in regional groups

How much spectrum for mobile broadband, when spectrum will be made available (or could be made available and what is the transition plan if spectrum is occupied

We need to take this seriously – if we miss the conference deadlines, we will wait until the next WRC in 2020 with spectrum release up to 4 years after

Typically it takes a decade for when spectrum is identified to commercial service



So we are in those intervening years and you are possibly thinking what has this to do with me?

As you can see (or perhaps not as it's a little crazy) there are numerous players in the whole lobbying arena with lots of different arguments by different groups put forward – for a country regulator or government, it gets quite noisy for them, who do they listen to and why should they?

What we need is to be coherent, consistent and considered



I've now seen two different quotes in the Show Dailies:

Vodafone: We need vast quantities of spectrum which creates efficiencies and lower prices

AT&T: More spectrum needs to be made available, which leads to new networks, innovation and job creation

We are now seeing more and more comments and quotes stemming from the data demands we have heard of today, the services and embedded technology crossing new vertical industries and how operators are utilising spectrum already assigned but from all – there is a need for more

HOWEVER – let's try to make the data we present to our regulators and ministries consistent, let's help them by being coherent in our messages and let's consider working together to keep the momentum going for mobile as there are many who would rather have access to more spectrum or not give up theirs

GSMA is keen to work with industry to push these messages on behalf of all whilst at local and regional events. We have less than 3 years to get these points across – let's make our ask together and ensure our industry continues to grow.....

Global mobile industry revenues are predicted grow from US\$1.5 trillion dollars in 2011 to US\$1.9 trillion in 2015



Moderator: Alan Hadden, GSA

PANEL SESSION



I'd like to thank all our speakers and especially our audience for participating and hopefully getting an understanding of the importance the next 3-4 years will be for our industry.

We cannot afford to get it so wrong again. We need to get everyone supporting an ask of the governments for more harmonised spectrum and to do so, we need to gather as much data as possible and model it appropriately

please get in touch with GSMA and add your weight behind this important issue.