

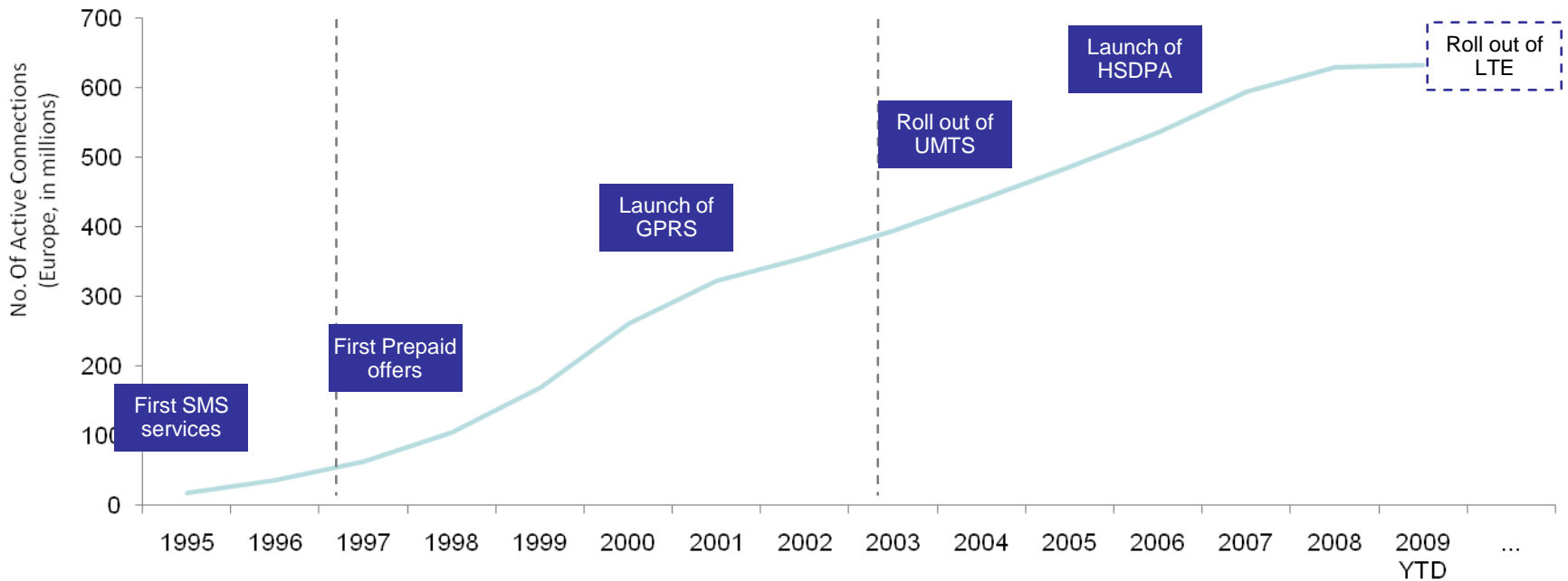
‘Openness and the Mobile Internet’

Jeanine Vos, GSMA

Brussels, 26 January 2010



New opportunities through innovation and investment



Source: International Telecoms Union; Telecoms Development Bureau; Wireless Intelligence; A.T. Kearney analysis

Significant benefits to societies and economies

EC focus

The mobile industry will...

Next generation infrastructure and the knowledge economy



Increase connectivity and drive productivity

Social Participation



Engage consumers and drive efficiency

Eco-efficiency



Build a greener mobile planet

Online trust



Empower users and maintain consumer trust

Supporting an open and neutral internet

- Enabling consumers and businesses to access lawful content and services of their choice
 - Providing best possible experience through appropriate network management
 - Supported by transparent service information
 - In a highly competitive and dynamic market place
- Providing all individuals, organisations, and businesses an equal opportunity to innovate and participate in the Internet

Enabling new ways of doing things



Managing traffic to deliver desired consumer experience

Consumer

- Choice of service options
- Appropriate quality of service
- New innovative services and devices
- Tailored solutions
- Fight spam and viruses
- Emergency calls

Network

- Match service and delivery requirements
- Enable services to co-exist
- Manage congestion
- Support growth in scope and volume
- Ensure network integrity and security

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**Dynamic
traffic
patterns**

**Finite
spectrum**

**Resource
constraints**

To conclude

- Technology changes at a rate far faster than regulation can keep up, and this is particularly true in the mobile context
- The mobile industry is committed to providing consumers choice and services that meet their expectations
- Ultimately its the customers - not regulators, network operators, or application developers - that decide which models succeed