



ITU Telecom World 09 Forum

Joint ITU/NGMN Session “Mobile Broadband 2010+”

At the Palexpo, Geneva, Switzerland

Wednesday, 7th October 2009



The ITU Telecom World is an unrivalled event for the global Telecommunication and Information Communication Technology (ICT) sector. The renowned Forum is a central element of this event to present and to discuss the major global challenges of the industry and of the information society in general. Industry leaders and decision-makers come together to explore the essential areas and to provide guidance in addressing these challenges and to develop the future global ICT roadmap.

As 2010 is the milestone for the launch of the first next generation mobile networks, the NGMN Alliance will present a joint ITU/NGMN session at the ITU Telecom World Forum on 7th October, dedicated to the future of the mobile industry. Themed “Mobile Broadband 2010+”, the joint ITU/NGMN session is the occasion where the top management of NGMN member companies and representatives of the wider mobile ecosystem will give thorough insight into the status, the challenges, the customer impact and the development of mobile broadband networks in the coming years.

Highlights:

- **“Open Expert Forum - Infrastructure Innovations”:**
Session providing an outlook on innovations in the areas of backhaul, open interfaces, trials and testing with experts from partners of the NGMN Alliance.
- **“Open Expert Forum - Future Mobile Applications”:**
Panel discussion with Wireless Industry Partnership (WIP) and panellists representing mobile application stores, the GSMA One API initiative, open source and media.
- **“Deployment Scenarios and Plans”:**
NGMN Board members provide a status overview and present the challenges of next generation mobile network deployment.
- **“Operational Excellence”:**
Executives from operators and vendors give insights into requirements and plans to significantly optimise efficiency and performance in next generation mobile networks.
- **“Customer Impact”:**
Thought-leaders from all major device manufacturers provide insights into the current status and plans in the area of wireless broadband devices.

**Please register online via
www.ngmn.org for this event!**

We recommend an **ITU Global Forum Pass!** For unlimited one-week access to the ITU Forum and Exhibition, this pass ensures maximum benefit from the entire ITU event.

Partners of the NGMN Alliance receive a **55% discount on the standard price** of the ITU Global Forum Pass.

Discounts for all other companies, general pricing information: <http://www.itu.int/WORLD2009/registration/index.good.html>
For further information, please contact office@ngmn.org

Programme: Mobile Broadband 2010+

Open Expert Forum – Infrastructure Innovations, 7th October, 2009

09.00
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10.30

**Expert Forum – Infrastructure innovations:
Backhaul, open interfaces, trials and testing**

Worldwide, many leading mobile operators are planning for the trial and 2010 launch of next generation mobile networks. The launch promises to provide a step-change in user experience as well as network performance.

During the “Open Expert Forum – Infrastructure Innovation” discussion of the joint ITU/NGMN Session “Mobile Broadband 2010+”, international thought-leaders and innovators will present the current status and provide an outlook on selected critical areas for successful next generation mobile network deployment. The session will be an open forum that allows the audience to raise questions and participate in the discussion.

Experts will offer detailed insights through presentations and panels on infrastructure innovations e.g. in the areas of backhaul, open interfaces, trials and testing.

Moderator:

Philipp Deibert, Executive Programme Manager, NGMN

Speakers confirmed include:

Lance Hiley, VP Market Strategy, Cambridge Broadband Networks

Kurrham Sheikh, Chief Product and Development Officer, Powerwave

Ronen Guri, Director of Product Management and Business Development, RAD Data Communications / Ceragon

Ken Hawk, CEO, Ubidyne

Key Questions

- How will next generation mobile backhaul networks cope with the rising traffic, the increased reliability requirements and the needs for differentiated quality of service treatment?
- What further developments are expected in the area of radio access and how will transition strategies look?
- What are the greatest challenges in the migration towards access-agnostic, all-IP core networks? What is the impact on the service landscape?

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Open Expert Forum – Future Mobile Applications, 7th October, 2009

11.00 – 12.30 Expert Forum – Future Mobile Applications

Consumer demand for mobile applications is taking off while device manufacturers, mobile operators, retailers, software/OS companies and others provide the required distribution platforms and application stores. The challenge for the industry is how to successfully embrace the change that comes with the growing speed and numbers of developers (and their applications).

In the “Open Expert Forum – Future Mobile Applications” of the joint ITU/NGMN Session “Mobile Broadband 2010+”, international thought-leaders and experts will analyse this topic from various angles – business models, marketing strategies, technology, cooperation models with developers, organisational impact and others.

The session will be an open forum that allows the audience to raise questions and participate in the discussion.

Moderator:

Thibaut Rouffineau, Consultant,
Wireless Industry Partnership

Speakers confirmed include:

Joe Barret, Director Marketing, Qualcomm

Mike Yonker, Vice President, Wireless
Engineering, Nielsen Mobile

Emiliano Ceraldi, Telecom Italia

Key Questions

- What business, technology and platform changes are required to address the challenges that come with the growing speed and numbers of mobile application developers?
- How can open source platforms and open networks drive innovation?
- How can the fragmentation of mobile platforms and devices be addressed?

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Deployment Scenarios and Plans, 7th October, 2009

13.00 Deployment Scenarios and Plans

14.00 Data capacity constraints in current networks, revenue opportunities with next generation services and the chance to reduce the overall cost per bit of traffic are the key drivers behind the migration towards next generation mobile networks.
For the individual operator, the right strategy that allows for the best timing and the most cost effective deployment is crucial in order to become successful.

This session of the "Mobile Broadband 2010+" stream with NGMN Board members focuses on vision and reality of next generation mobile broadband with regards to deployment scenarios and plans.

The CTO-level speakers from global leading operators representing the regions Europe, Asia, USA and Canada provide an overview on different regional or market-specific deployment scenarios as well as specific regional challenges and the ways to address them.

Furthermore, the audience will gain first-hand insights into technology status, trial results, deployment plans and the challenges encountered on the way to fulfilling the NGMN Alliance milestones for the initial launch of next generation mobile networks as early as 2010.

Moderator:

Dr. Peter Meissner, Operating Officer, NGMN

Speakers confirmed include:

Kristin S. Rinne, Senior Vice President, Architecture and Planning, AT&T

Mitsunobu Komori, Executive Vice President, Chief Technology Officer, NTT Docomo

Jae W. Byun, CTO, Head of Institute of Network Technology MNO Business, SK Telecom

Vicente San Miguel, Global Chief Technology Officer, Telefonica

Key Questions

- What are the major challenges of successfully launching next generation mobile networks in 2010?
- Which deployment scenarios are prevalent for mature and emerging markets? And: what are the major drivers?
- What specific challenges are operators facing and which key enablers need to be in place for a successful deployment (e.g. interoperability, security, roaming, etc.)?
- What role does the availability of spectrum play?

Operational Excellence, 7th October, 2009

14.30 Deployment Scenarios and Plans

16.00 Deployment of next generation technology will effectively address the capacity constraints in current mobile networks. Furthermore, next generation mobile networks will provide customers with a step-change in user experience and therefore will act as an enabling platform for future services - promising top-line growth for operators, vendors and service providers.

However, as the financial crisis currently shapes many strategic decisions, the focus for next generation business cases also has to be shifted to demonstrate tangible cost and efficiency improvements in network deployment and operations – this means going beyond capacity and service considerations.

In the three introductory presentations of this session, Executives from Operators will give insights into their requirements and current plans to significantly optimise efficiency and performance in next generation mobile networks. In the following panel discussion, leading global ICT vendors will provide an overview of latest solutions and innovations to approach these challenges.

Major items for discussion will include levers for increasing operational efficiency (e.g. self-optimising networks and operation & maintenance enhancements), and new measures to enhance the overall network performance (e.g. backhaul solutions, open network interfaces, bandwidth aggregation solutions and roaming).

Key Questions

- What are the main challenges to be addressed to ensure successful deployment and improved operations?
- What are the solutions and innovations vendors can provide in the areas of operational efficiency?
- What other technology enhancements are planned to improve network performance and capabilities (e.g. measures to enhance spectral efficiency and multi-vendor networks)?

Moderator:

Reinhard Kreft, Head of Standardization and Industry Engagement, Vodafone

Speakers confirmed include:

Bruce Rodin, Vice President, Wireless Technology, Bell Canada

Bill Huang, General Manager, Research Institute, China Mobile

Günther Ottendorfer, Technical Director, Deutsche Telekom

Patrick Plas, COO Wireless Networks Product Division, Alcatel- Lucent

Erik Ekudden, Vice President, Head of Standardization and Industry Initiatives, Ericsson

Ying Weimin, President, LTE Product Line, Huawei

Marc Rouanne, Head Radio Access Division, Nokia Siemens Networks

Thierry Maupile, Vice President of Global Marketing and Business Development, Starent Networks

Richard Lau, Chief Scientist, Telcordia

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Customer Impact, 7th October, 2009

16.30 Customer Impact

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18.00

Smartphones continue to be the device industry's fastest growing segment with, compared to the rest of the market, on average 15 times higher data traffic per device. At the same time, new mobile broadband device segments emerge with Consumer Electronics (CE) equipment and Netbooks. In addition, mobile broadband Machine-to-Machine (M2M) services promise to further increase the addressable market.

This means therefore, that the proliferation and increasing adoption of mobile broadband wireless devices are major drivers behind the industry transition towards next generation networks.

Furthermore, the early availability and the right feature set of wireless devices, for the network launch in 2010, are essential to ensure a successful starting phase.

In this session, senior management representatives from all major device manufacturers will provide insights into the current status and plans in the area of wireless broadband devices.

Major items for discussion will be device availability, feature set and form factor for launch of next generation mobile networks in 2010, emerging device segments and services (CE, Netbooks, M2M) and (open) device platforms (e.g. Symbian, Android).

Moderator:

Dr. Karim Taga, Managing Director,
Arthur D Little

Speakers confirmed include:

Alex Jinsung Choi, Vice President, Head of
MCTR Lab, LG Electronics

Manash Goswami, Director Business
Development, Modem Platforms, Mobile
Devices, Motorola

Thorsten Heins, Vice President, Research in
Motion

Dr. Joonho Park, Vice President, Head of
Standard and Industry Initiatives, Samsung

Mikko Mäkinen, Director, LTE Business
Program, Nokia

Key Questions

- How does the vendor device portfolio look for 2010 and what are the features and capabilities?
- What are the major challenges to ensure availability of devices and handsets?
- How can the industry provide a fruitful environment for future service development and innovation given the ongoing fragmentation of device platforms?
- Which services will leverage the capabilities of next generation mobile networks?
- What is the device roadmap years looking ahead?