

# The future role of Telecom, IT and Multimedia standards

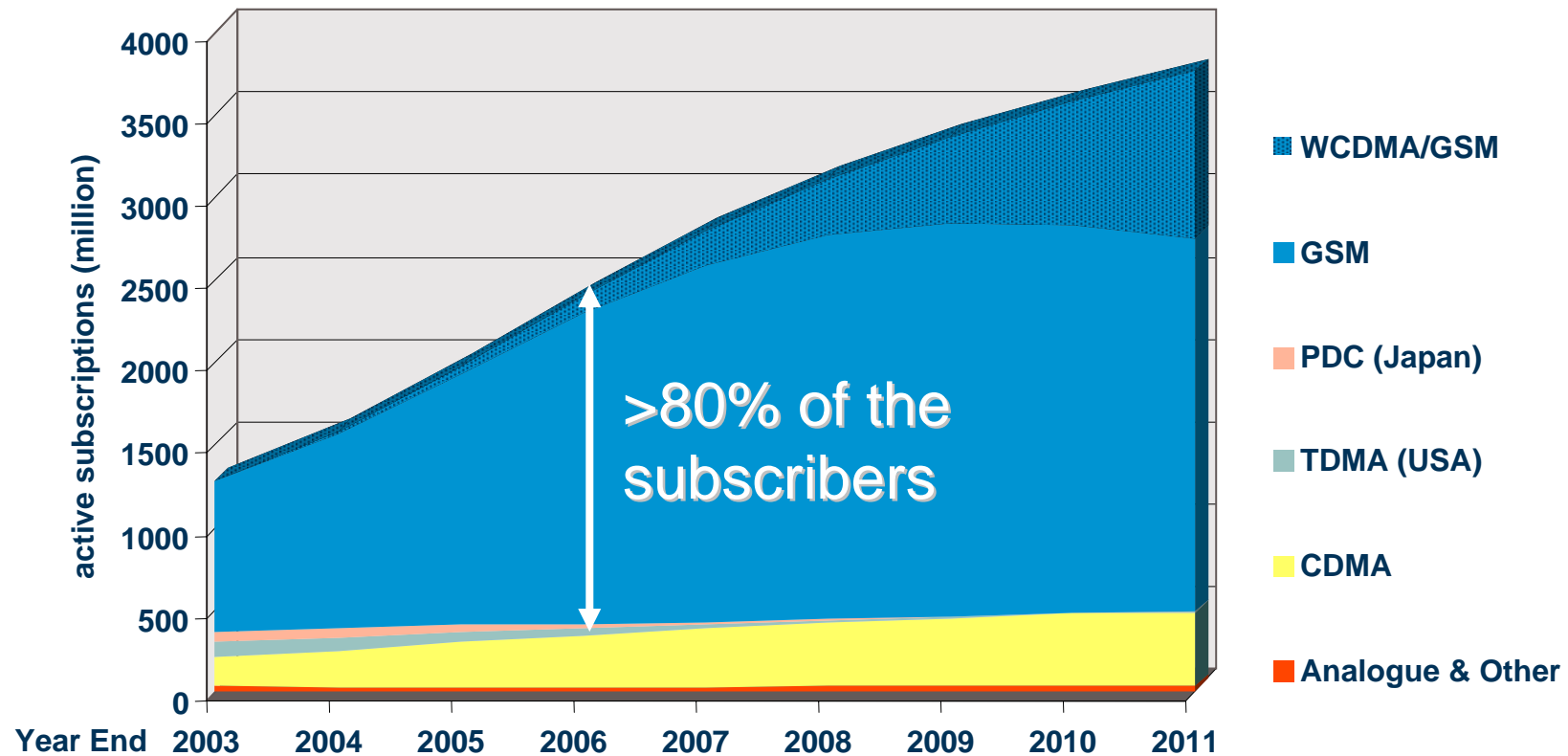
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# Global mobile active subscriptions



The 3GSM success – Spectrum harmonization and a strong standard

# Opportunities with open standards

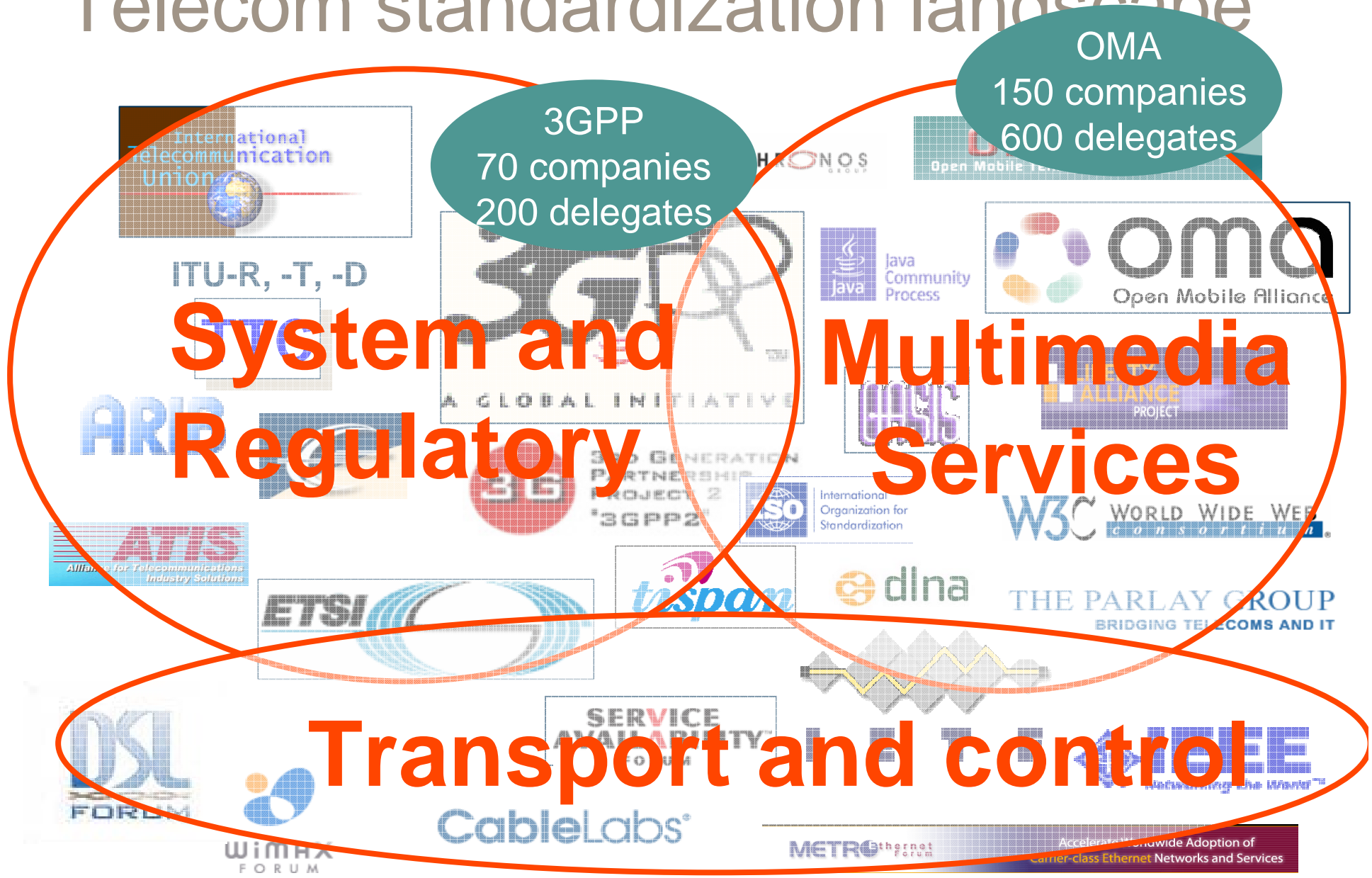
Supporting a multi-vendor, multi-operator business

- Global standard leads to mass-market
  - Bigger overall market and lower prices
- Interoperability
  - Multi-vendor interoperability ensures user satisfaction and confidence as well as promotes sound value chains
- Lower implementation cost
  - Solutions meeting industry requirements from start (e.g. regulatory requirements)
- Cutting-edge technology
  - Open development process ensures best innovation
  - Focused effort ensures well engineered specifications

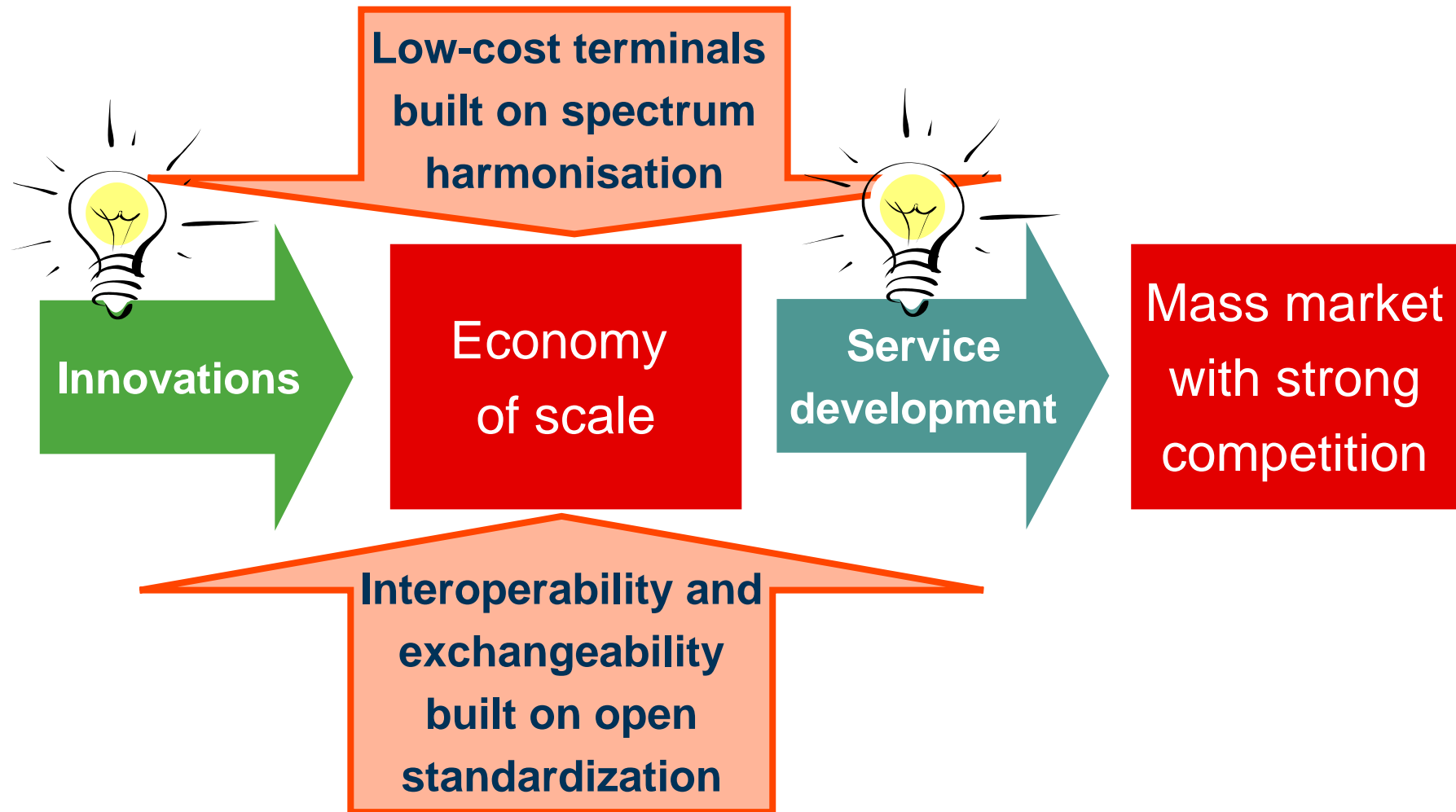
**Strong competitive element in standards setting**

Open process, Interoperability, Industry-wide support, FRAND IPR

# Telecom standardization landscape

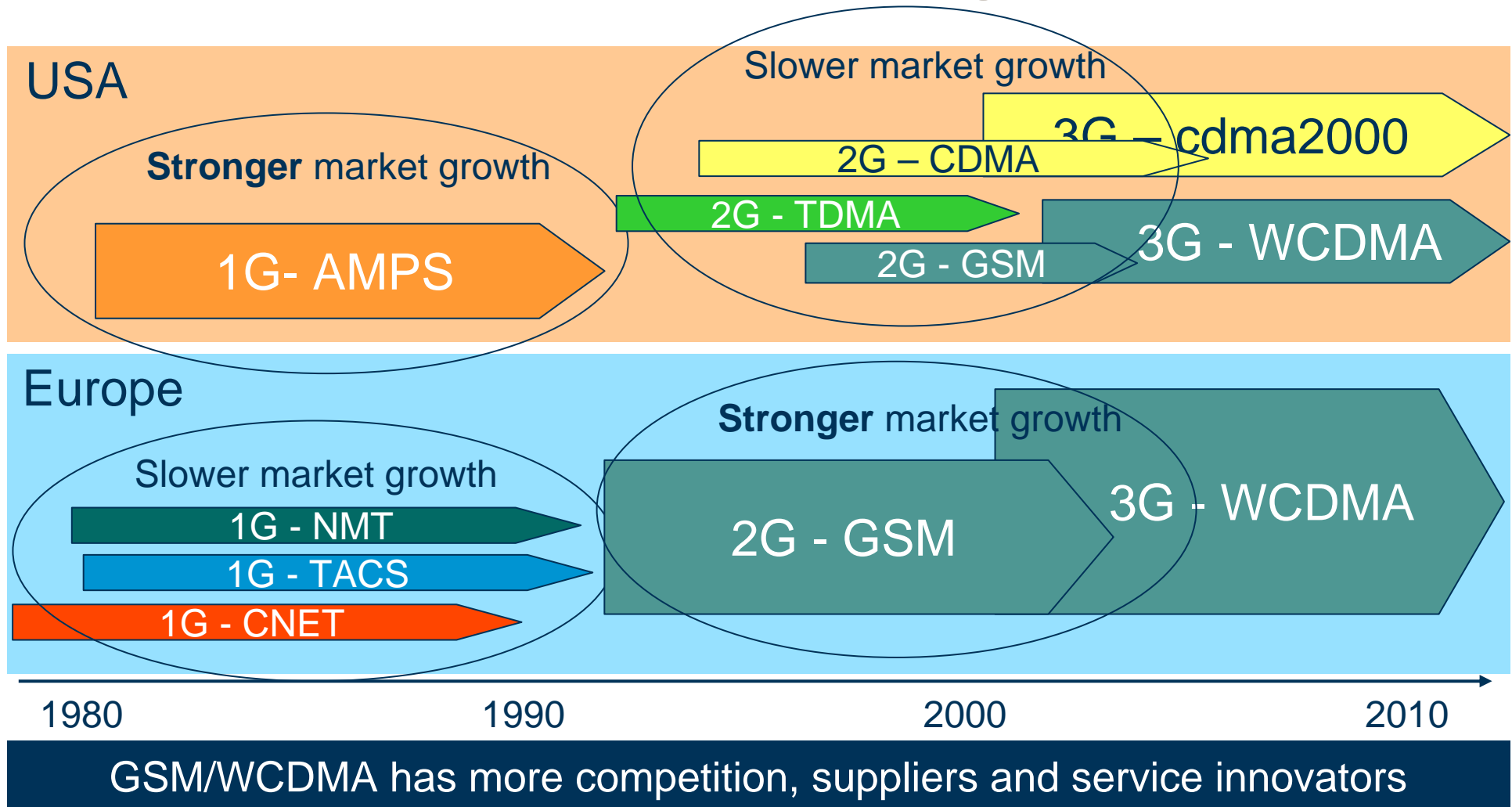


# The result of innovation and cooperation

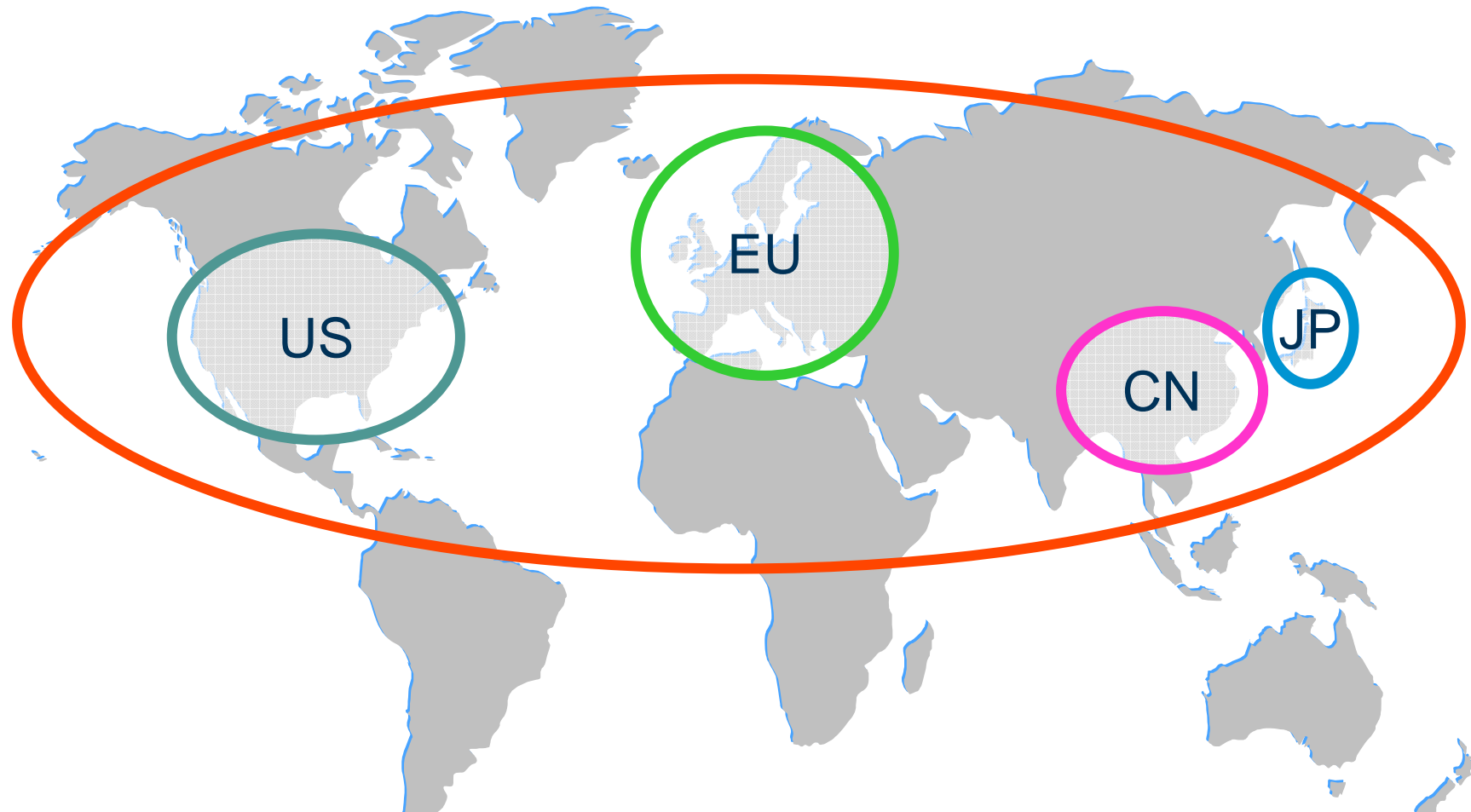


**Standardization provides economy of scale and creates strong competition**

# Harmonization is good for competition and market growth



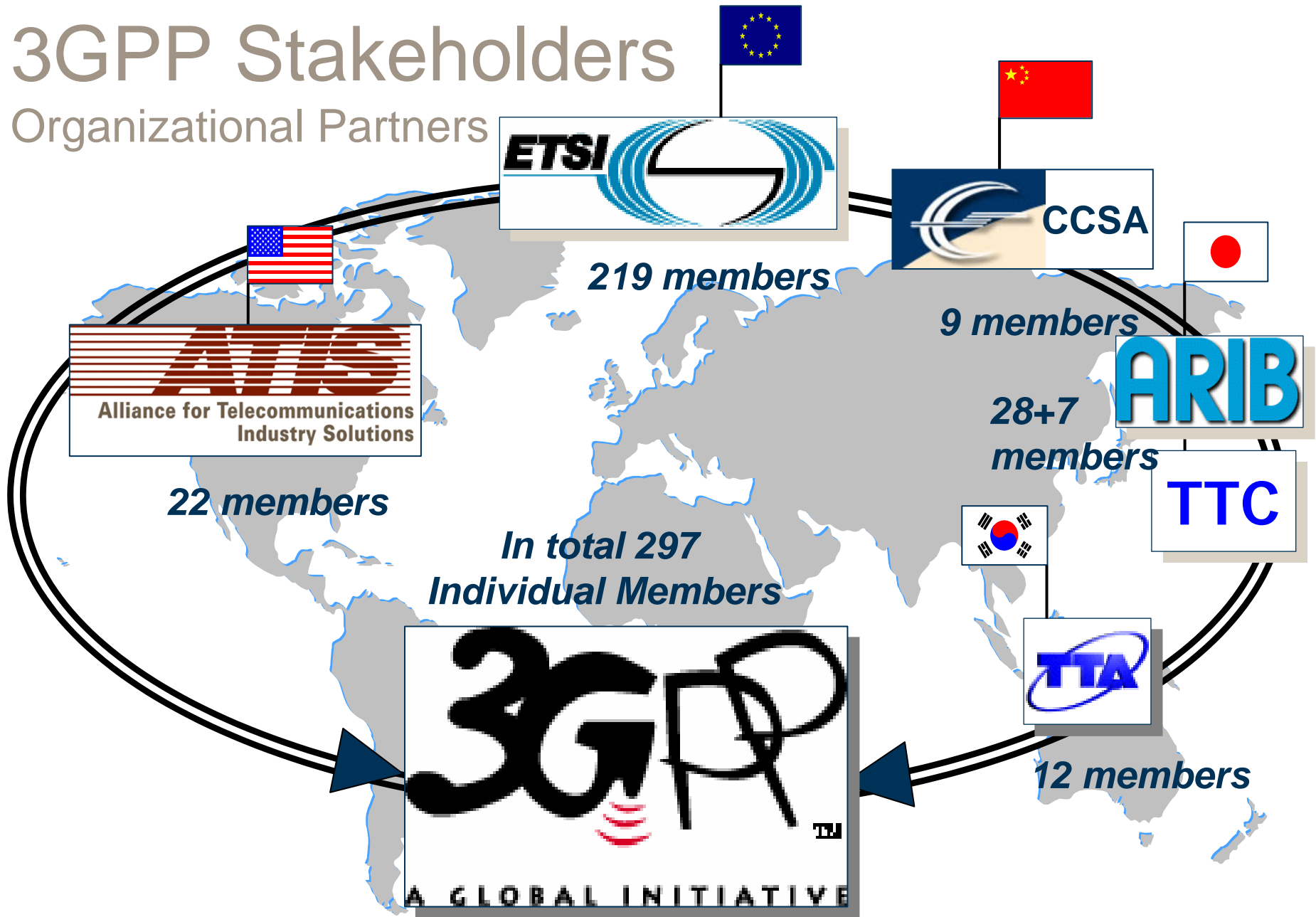
# Global and Regional standards



Strong regional competition for leadership - Collaboration for globalization

# 3GPP Stakeholders

Organizational Partners



# Summary

- Open Telecom, IT and Multimedia standardization is the future
  - Provides better service for end users (e.g. roaming)
  - Provides lower cost of equipment (higher volumes)
  - Strong competition by multiple operators and multiple vendors
- Harmonized global standards are key for mass-market success!
  - GSM was chosen as a Pan-European standard and now it completely dominates the world. 3G is following in GSM's footsteps and is becoming a success
- Important to avoid fragmentation – i.e. “Multi-standards”
  - Multi-standards is sometimes being marketed as “Technology Neutrality”
  - Companies can monopolise a standard with competing standards

Sweden need a strong agenda for harmonization – avoiding multi-standards

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