

# **3G Mobile Services in the Arab Markets – Regional Issues and Challenges**

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## **ABSTRACT:**

Third-Generation (3G) Mobile systems (or IMT-2000) will offer wide range of multimedia mobile services enabling the convergence of the two fastest growing sectors of ICT services – mobile communication and the internet. However, there are a number of issues to be considered and properly addressed before this becomes a reality, especially in a global scale as well as in regional level.

This presentation will concentrate on issues and challenges facing regional operators with regard to proper deployment of 3G networks and services. Some of the most important issues include, market readiness, business case for service introduction, business issues (e.g. pricing, market segmentation), service issues (e.g., coverage, service portfolio and QoS) and technical challenges (e.g., spectrum availability, maturity of technology, and availability of proper user terminals).