

"Where is the growth coming from and what do we need to do about it?"

- Consumer attitudes, especially of those born post 1980 are shifting dramatically from those of us born before 1980.
- By 2020 Ericsson predicts there will be some 50 Billion connected devices globally. These devices will be connected by the most efficient and cheapest means possible. The combination of embedding connectivity as well as building infrastructure means that the 3GPP technology set will provide that ubiquity of connectivity.
- The volume of data growth will mean that the spectrum we have currently allocated will not be enough. We will need to allocate more spectrum. Spectrum in lower bands will ensure that coverage into rural areas becomes more economic with less base stations for more coverage.
- The 'creation' of spectrum can be achieved by government taking a holistic approach to their national needs and potentially re-allocating NSPS spectrum to commercial use.
- Ultimately Telecoms is the great enabling industry that gives the possibility that all other industries can transform themselves to be more efficient and effective. However, without overcoming these challenges (lack of spectrum etc), countries will miss out on this Telecoms lift and find themselves with slower GDP growth and societal development than they would have liked.