





ITU-D Regional development forum for the Arab region 2010

Broadband market in the region

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What is Today's Market Requirement? 

Millenials	Road Warriors	Homelife Enhancers
		
Age: 18-28	Age: 30-55	Age: 30-55
11 GB / Month	6 GB / Month	3 GB / Month

Motorola Cross Generation Study

Data Tsunami

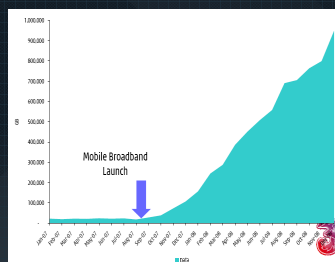
Source: "HSPA + ... on the road to LTE", Dr. Erol Hepsaydir, 3 UK, 20th April 2009

What is Today's Market Requirement?

Clearwire, USA
>7 GB/sub/month

2 Operators in MENA
>20 GB/sub/month

Data Tsunami



Source: "HSPA + ... on the road to LTE", Dr. Erol Hepsaydir, 3 UK, 20th April 2009

EU Digital Agenda - 2010 to 2020

Internet for all



2013

2020

100%
 Internet
 Coverage

100%
 Coverage
 of $\geq 30\text{Mbps}$

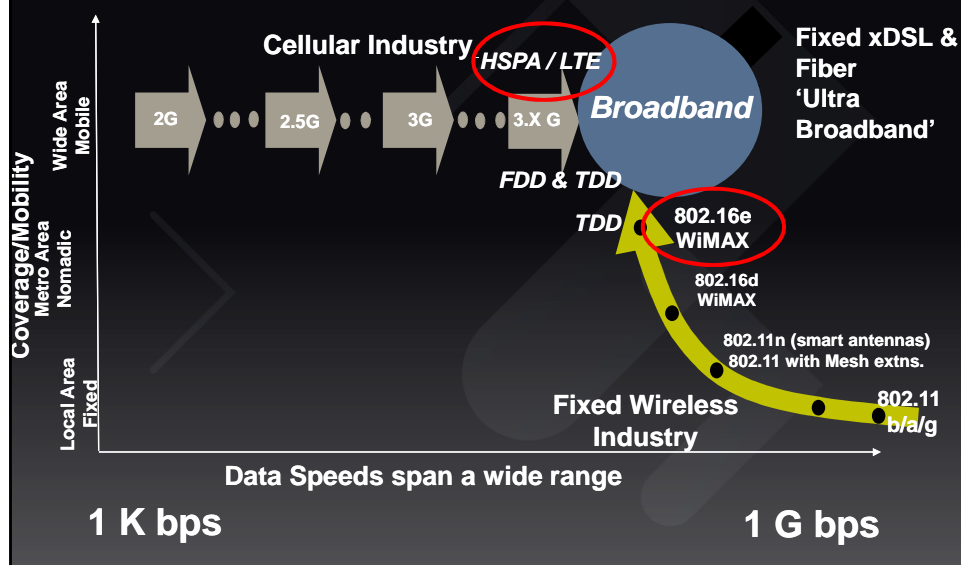
50%
 Households
 take-up of
 $\geq 100\text{Mbps}$

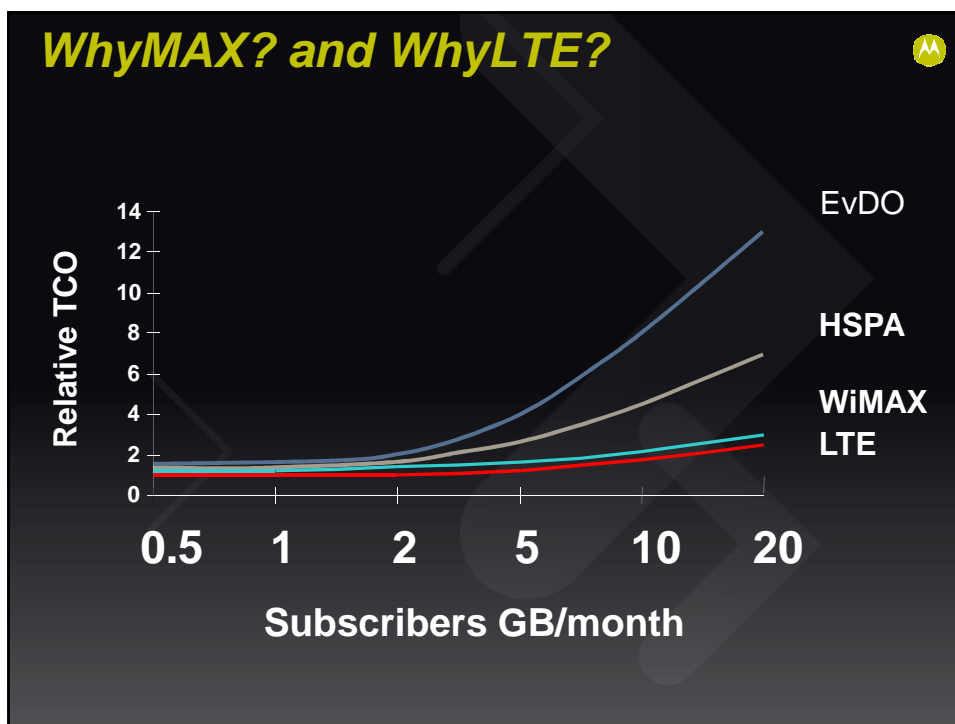
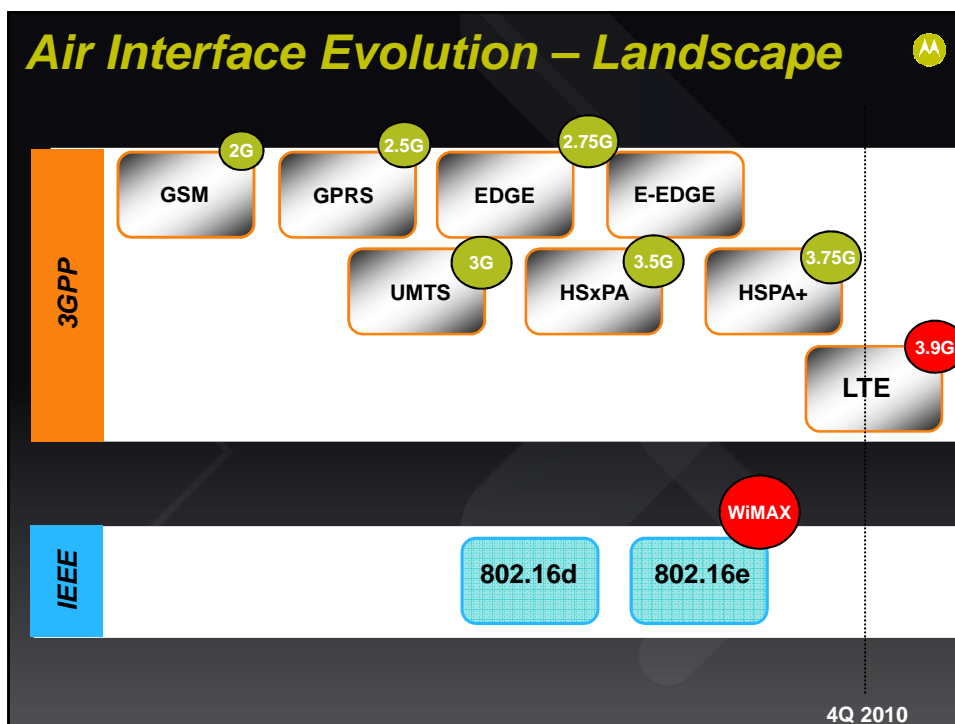


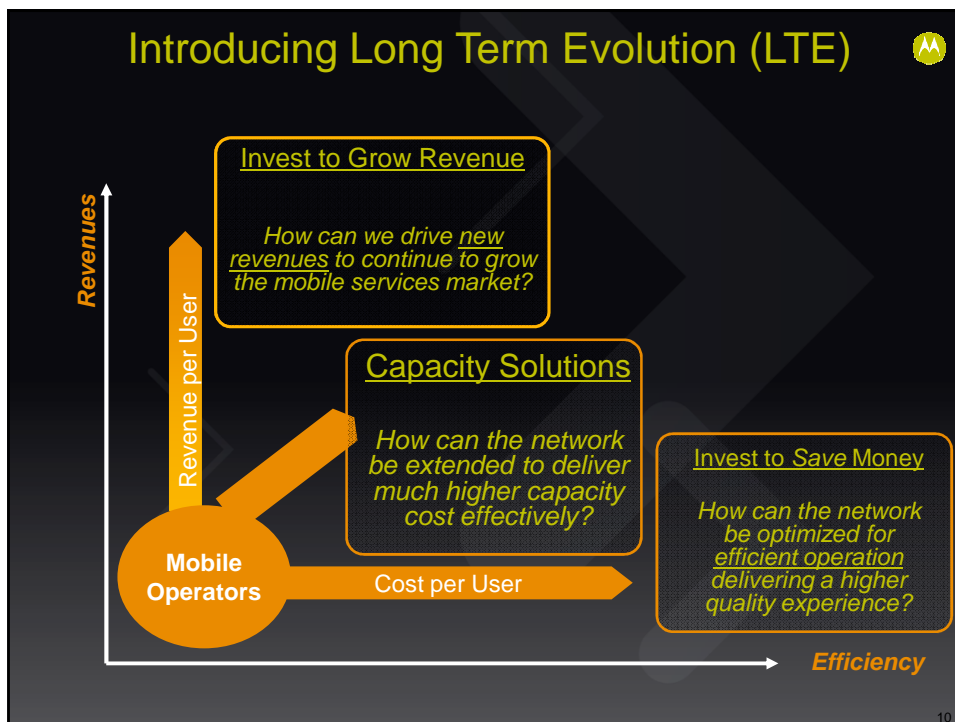
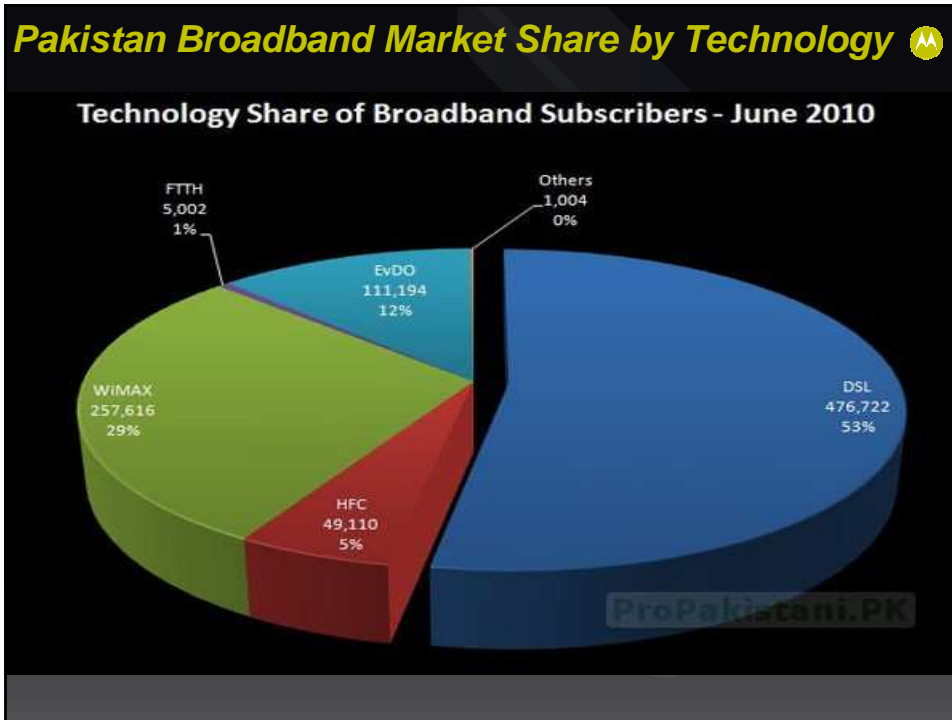
Are we ready?

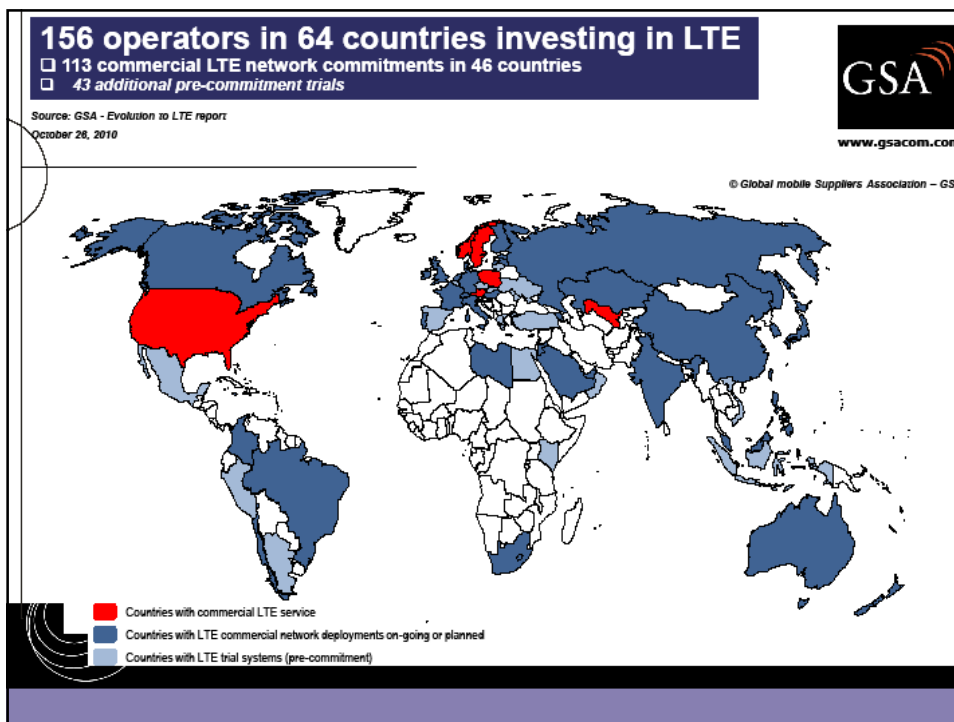
- Do we have the solutions and devices?
- Do we have enough spectrum?
- Who is going to pay?

Which Broadband Solution?





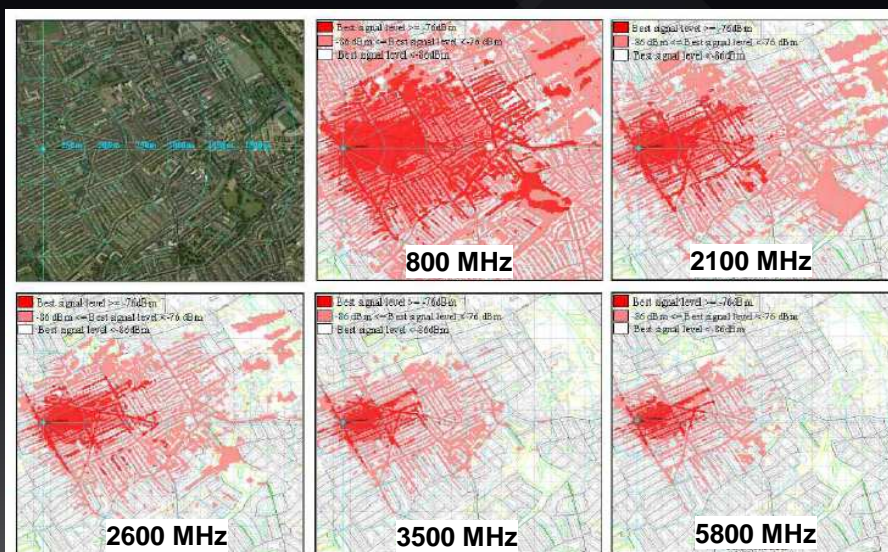




Are we ready?

- Do we have the solutions and devices?
- Do we have enough spectrum?
- Who is going to pay?

SPECTRUM USED FOR DEPLOYMENT



Technology & Service Agnostic Spectrum



WiMAX

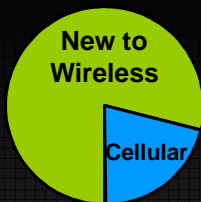
2300 MHz

2600 MHz

3500 MHz

3600 MHz

5800 MHz



LTE

700 MHz

800 MHz

850 MHz

900 MHz

1500 MHz

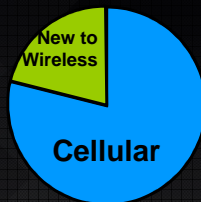
1800 MHz

1900 MHz

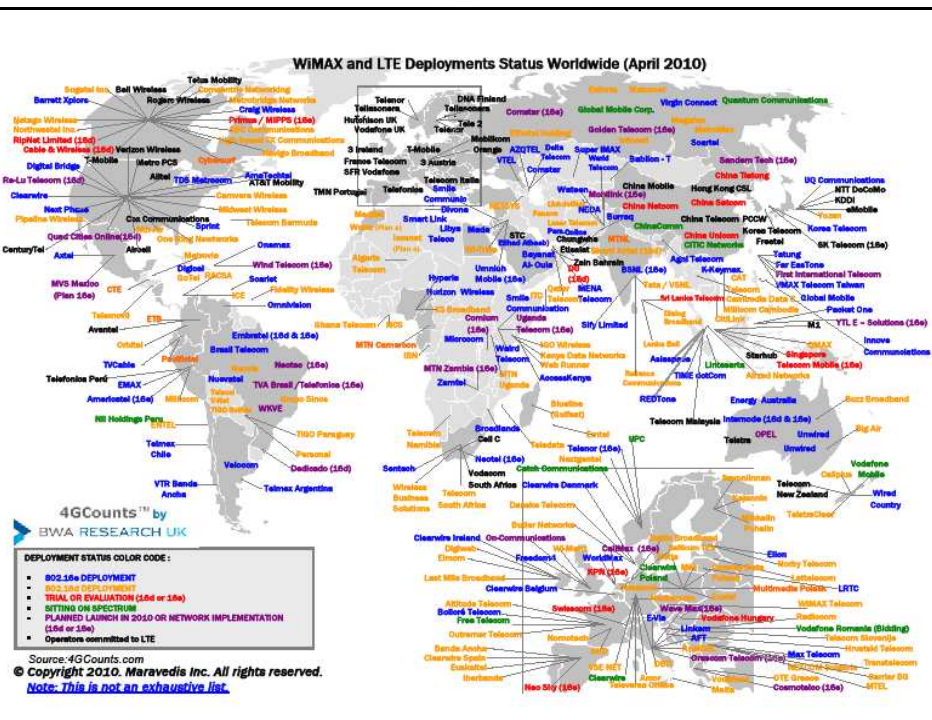
2100 MHz

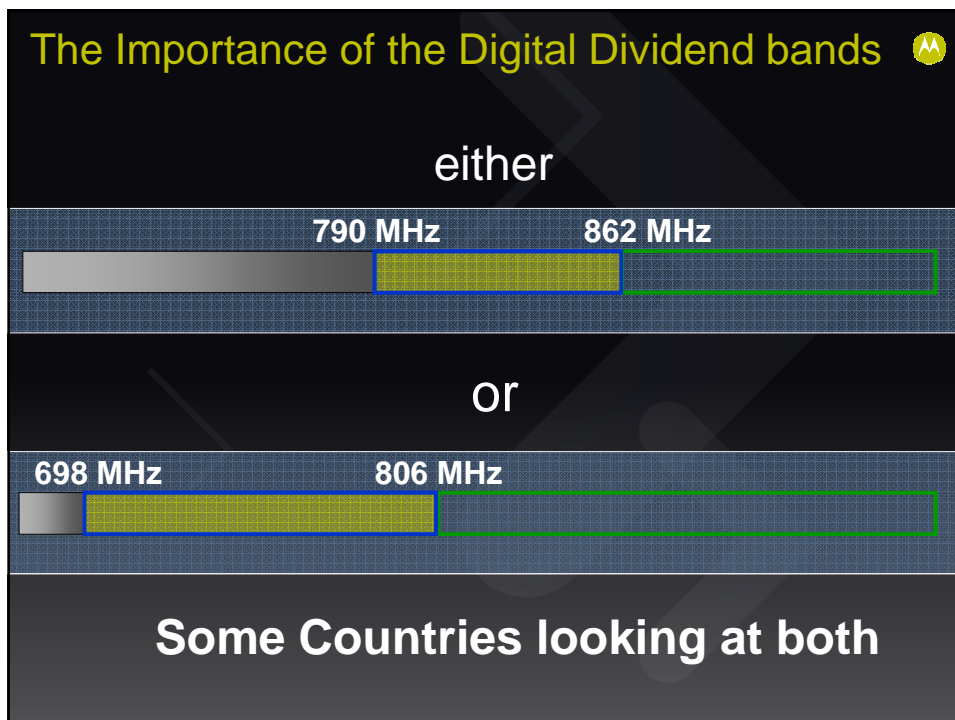
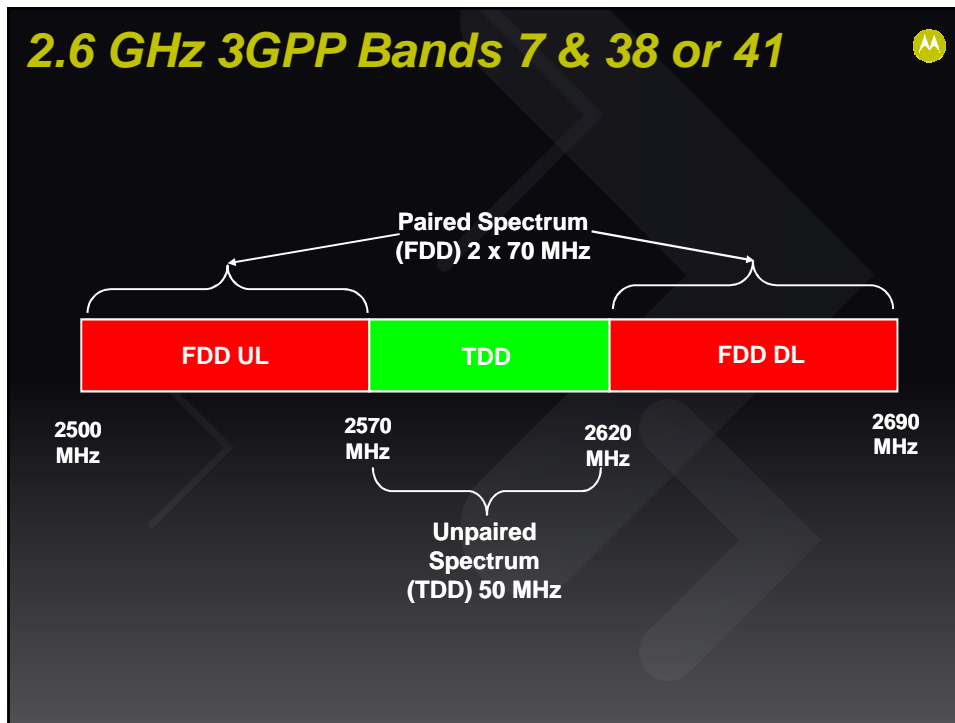
2300 MHz

2600 MHz



WiMAX and LTE Deployments Status Worldwide (April 2010)





Are we ready?



- Do we have the solutions and devices?
- Do we have enough spectrum?
- **Who is going to pay?**

Who is going to pay?



- **Governments**
- **Operators**
- **Customers**

What will we pay for?

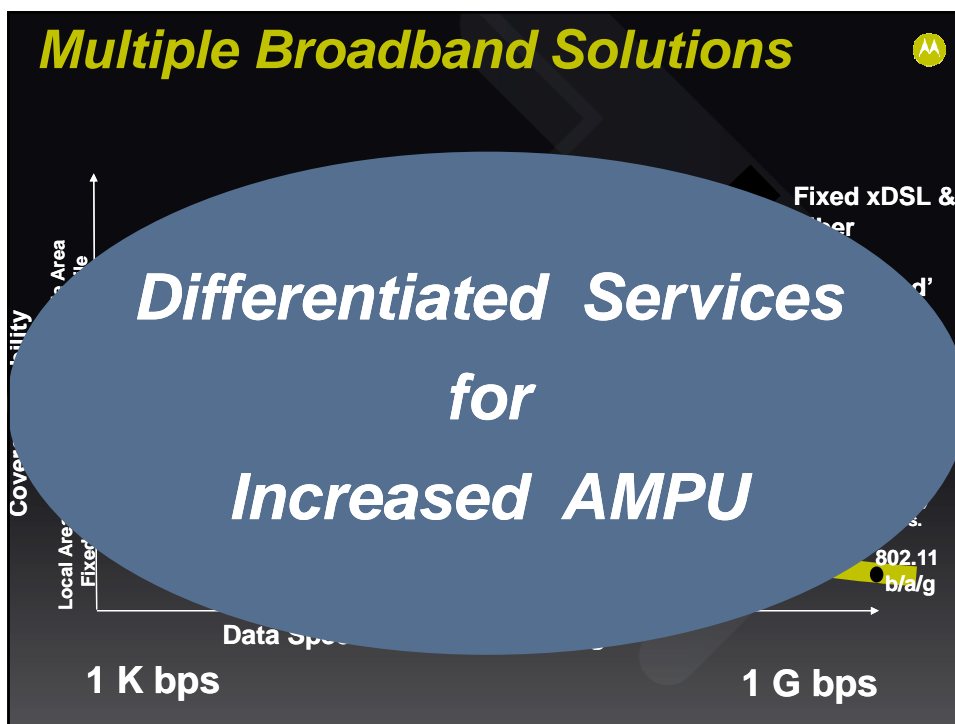


- **Information**
- **Communication**
- **Entertainment**


What will we pay for?



- **Information**
- **Communication**
- **Entertainment / Education**



Shukran!



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