

Abstracts of Intel presentations for ITU-D in Chisinau

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1. Broadband statistics and customer expectations

Broadband future is one billion “connected mobile clients” in 5 years. Unified architecture across multiple mobile client platforms is enabling it. During the 90’s, the Internet (dial-up and then broadband) became the #1 driver for more powerful processors and new PCs. Today, mobile broadband Internet is poised to become the #1 driver for whole new classes of mobile devices. BUT, the devices must be affordable and the mobile connectivity needs to be fast & affordable in order for the segment to gain mass market appeal. 2009 was the year when notebooks overtook desktop PC shipment. The % of NBs and Netbooks connect to wide area connectivity (e.g., WiMAX, 2.5G, 3G) is expected to grow from less than 10% in 2009 to over 70% in 2013. This represents a massive swing in the adoption of mobile data services.

As more notebooks get connected to the WAN, networks which were originally optimized for voice are having a hard time keeping up. Mobile networks are becoming clogged during peak usage times, especially in Western Europe where mobile competition is intense. Mobile operators are curtailing data-hungry applications and implementing data caps, but network performance is still disappointing many users. Mobile internet requires a technology revolution. 3G operators sometimes don’t see it because their customers don’t bother to do data intensive applications because they know the network speed isn’t there. Give consumers the speed – and they will use it now. Computer applications drive bandwidth demand and average user’s byte “consumption”/ month explodes with appearing of products like iPhone or iPad. But nobody is willing to wait longer than 7 second for computer response and the broadband networks (wireless and wired) must deliver performance satisfying customers.