



AT&T Submission to ITU GSR-24 Best Practice Guidelines:

What are the challenges and opportunities faced by policy makers and regulators in embracing transformative technologies for greater impact?

At AT&T, our purpose is connecting people to greater possibilities. Ever since Alexander Graham Bell's telephone more than 145 years ago, we've been a leader in connecting people and businesses. And today, our world is rapidly being transformed by the widespread and growing availability of connectivity.

Access to high-speed, reliable broadband internet has become increasingly important to participate in our digital world. That's why we're focusing our efforts on helping to bridge the digital divide.

AT&T shares ITU's goals to promote universal, secure, reliable and affordable connectivity. And as much as we depend on broadband connectivity today, we think this is only the beginning.

To continue to build on the momentum of this digital transformation, policymakers and regulators need to pursue frameworks and standards that support technological innovation and growth. In addition, they also need to incentivize private investment in digital infrastructure. Establishing globally consistent rules of the road that creates a level playing field and facilitates investment into broadband deployment, 5G and digital technologies, as well as the next-generation services to be built on top of them will be crucial to embrace this next wave of technological advancements.

Innovative and emerging technologies such as 5G, Internet of Things (IoT) and Artificial Intelligence (AI) will play a key role in shaping the new landscape and networks will have to adapt to manage greater data usage and capacity.

What are the key regulatory measures and guiding principles to follow to foster positive and inclusive impact of transformative technologies?

Demand for spectrum is growing as consumers embrace new and data-intensive technologies and more 5G innovations. Identifying and allocating new spectrum bands will be essential to expand the reach of 5G and advance the digital landscape. In order to enable new connectivity and better utilize spectrum as an economic enabler across the industry, regulators should look to develop more effective information sharing mechanisms, technical standards and analysis, and adherence processes.

Success in these spheres will continue to grow in importance as 6G wireless communications systems progress. To advance the research and development of the networks, international cooperation and unity will be key to ensure the advancements are reliable, resilient and protect the privacy of individuals. At the national level, regulators should work to ensure a competitive landscape by promoting measures that favor competition and prevent market concentration and monopolistic practices. Governments should also work on reducing barriers to investment, such as high annual spectrum fees.

AI also has the potential to be a significant challenge and a significant opportunity for our world. Like 5G, AI is a foundational technology that will enable significant economic growth worldwide but cooperating on our approach will be key to responsibly advance these technologies. As AI technology continues to become integrated in various markets, policymakers will need to adopt a framework that can adapt as needed to the rapidly evolving technology. We encourage regulators and policymakers to support risk-



based approaches to the regulation of AI that avoid an unworkable “one-size-fits-all” approach, promote competition and innovation, and focus on outcomes-based rules.

Each day, more and more data flows across our network, enabling communications and transactions among individuals, businesses, governments and more. Transformative technologies will only increase the amount of data, so it’s important for governments to work together to promote cross-border data flows while protecting personal or other sensitive information. Restrictions on cross-border data flows harm both the competitiveness of the country implementing the policies and other countries. Every time one country erects barriers to data flows, another country that relies on these data flows is also affected.

How to drive positive behaviors of market players? How to minimize risks while maximizing benefits?

In order to make the most of the ever-changing digital landscape and minimize risks, we support a framework that encourages cooperation and coordination among market players. Stakeholder engagement – both public and private – can act as an incentive as it allows people to have greater involvement in the decisions that directly affect them. Such engagement envisages policymakers and regulators working closely with leaders, mobilizing stakeholder bases, and aligning both government and industry on shared goals. Governments should also support industry self-regulatory efforts, best practice codes, and multi-stakeholder initiatives.