

**Australian Mobile
Telecommunications Association**



Productivity Connectivity Mobility

Mobile Broadband

Driving Australia's Economic Growth

Overview

- Broadband is the centrepiece of the digital age
- Latest generation mobile telecommunications in partnership with NBN will drive our digital economy
- Aim to deliver - Productivity - Connectivity - Mobility
- Spectrum is critical mobile infrastructure
- What do Australian mobile operators need ?
 - retention of existing bands
 - access to Digital Dividend (700MHz) and 2.5GHz
- The risk of indecision – **Australia must keep up!**

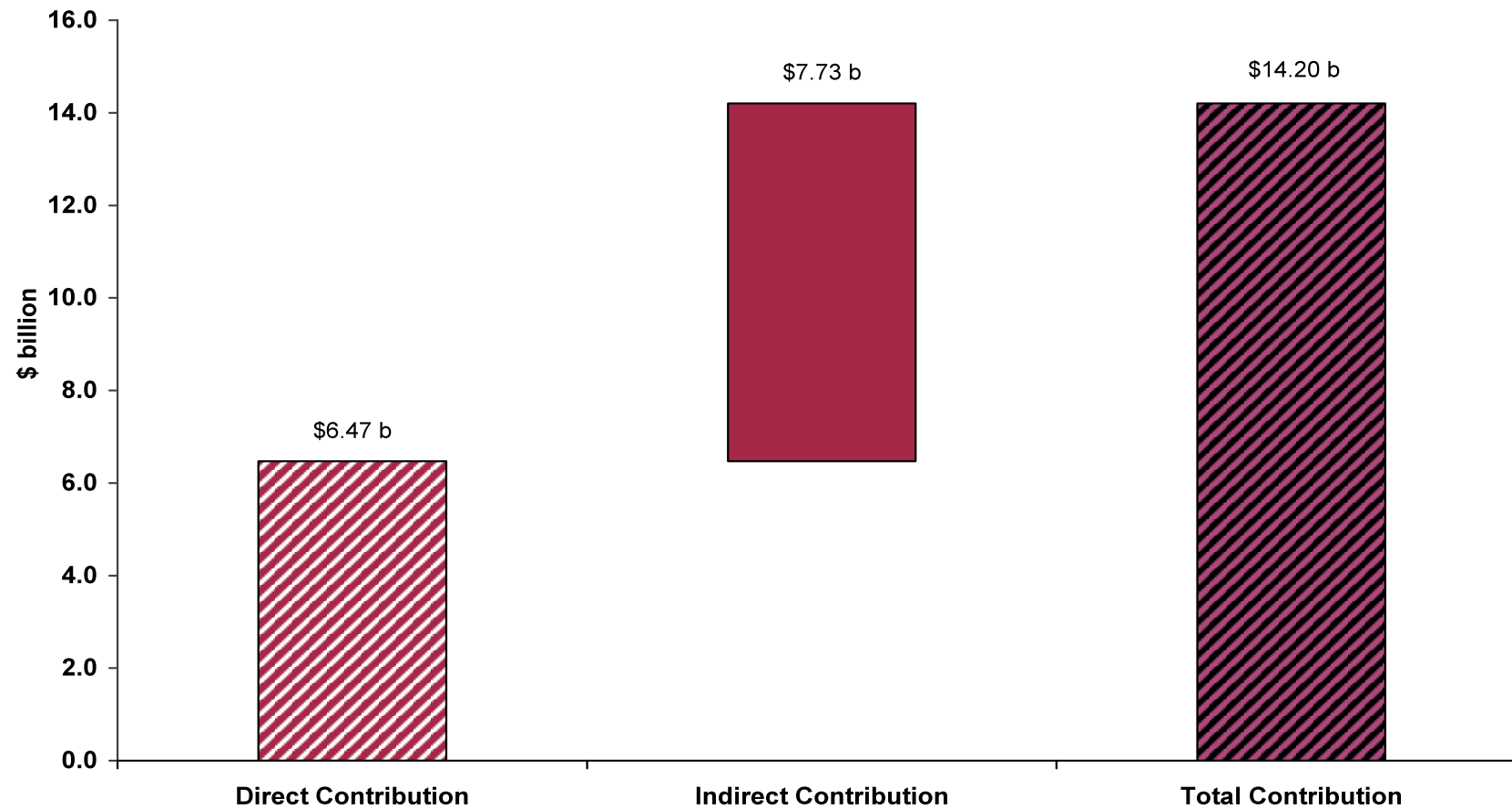
Latest data (June 30 2008)

Australian Communications and Media Authority



- *The number of 3G subscriptions grew by 88% in 2007-08 from 4.6 million to 8.6 million*
- ***There were 22.12 million mobile phone services in Australia at June 30 2008, up from 21.26 million***
- *The welfare gained by customers (consumer surplus) from using mobile telecommunications services was \$3,287.80 million compared to \$317.50 million for internet services.*
- *In estimating the consumer surplus for mobiles, ACMA calculated that mobile phone calls fell in price by 21.5% and the price of SMS/MMS decreased by 41.5%.*

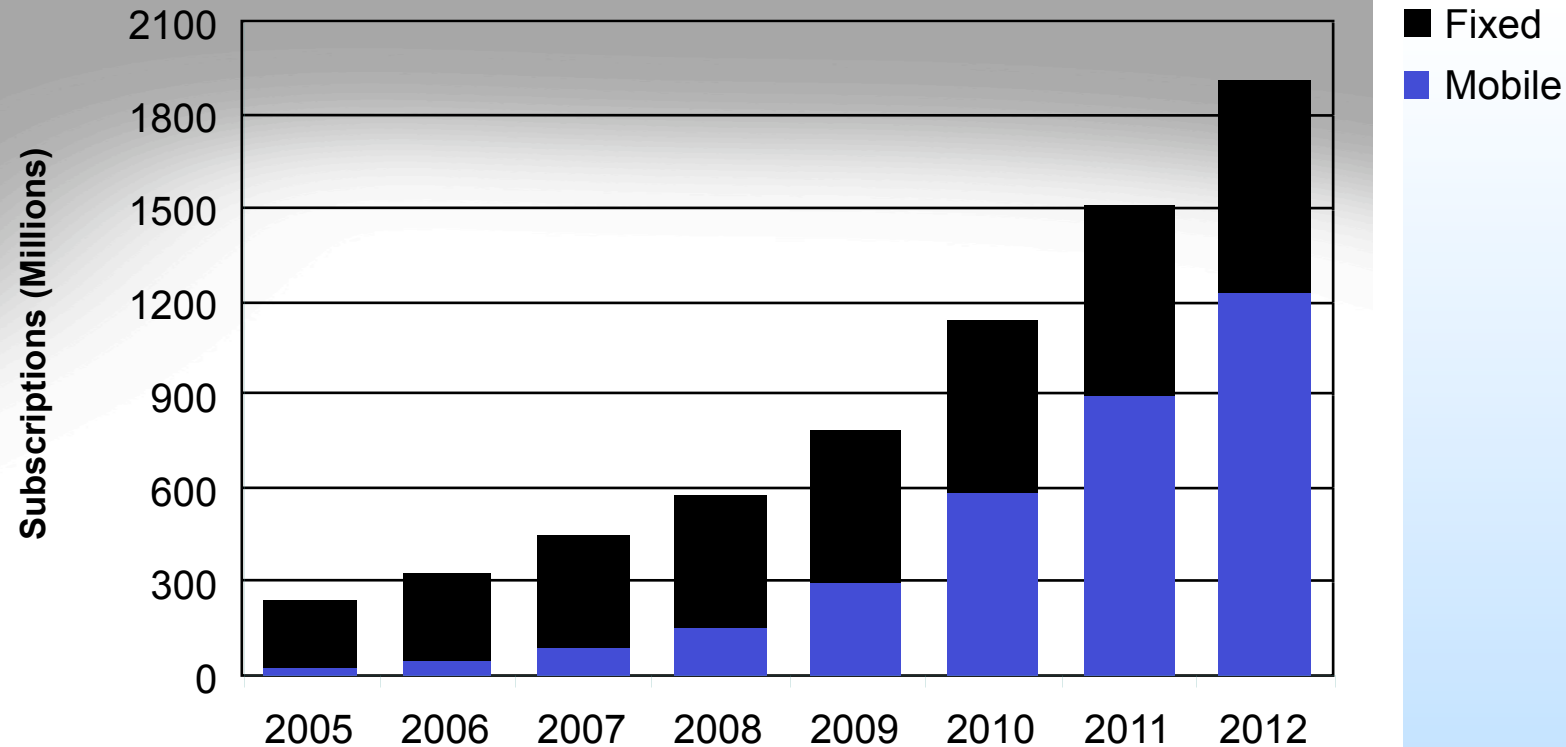
Economic Contributions of Mobile Telecommunications



Source: Access Economics 2008

Demand for Mobile Broadband – Fact or Fiction?

Broadband subscription forecast

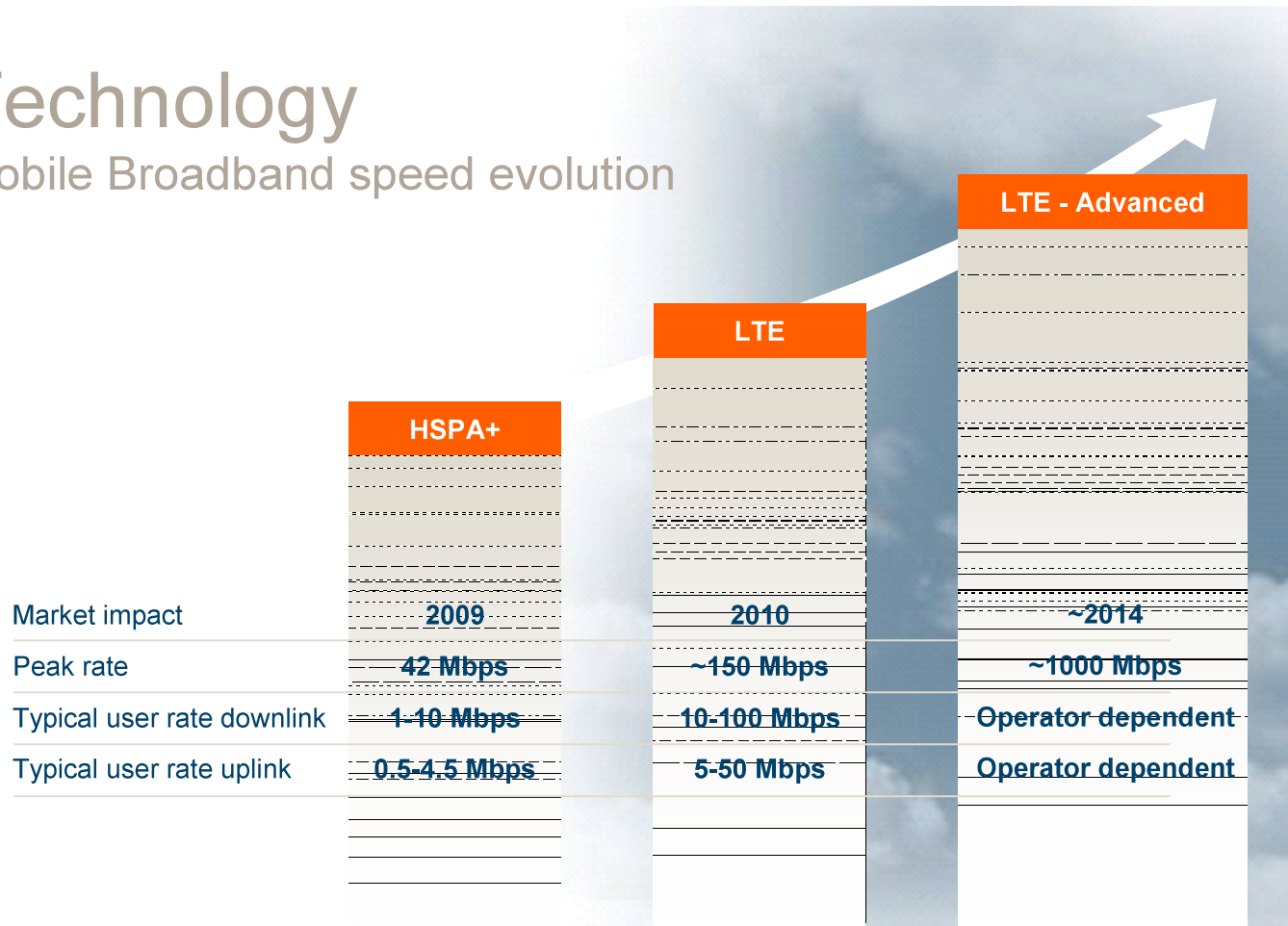


Mobile Broadband includes: CDMA2000 EV-DO, HSPA, LTE, Mobile WiMAX, Other
 Fixed broadband includes: DSL, FTTx, Cable modem subs and other

Mobile Broadband 2/3 of all subscriptions by 2012

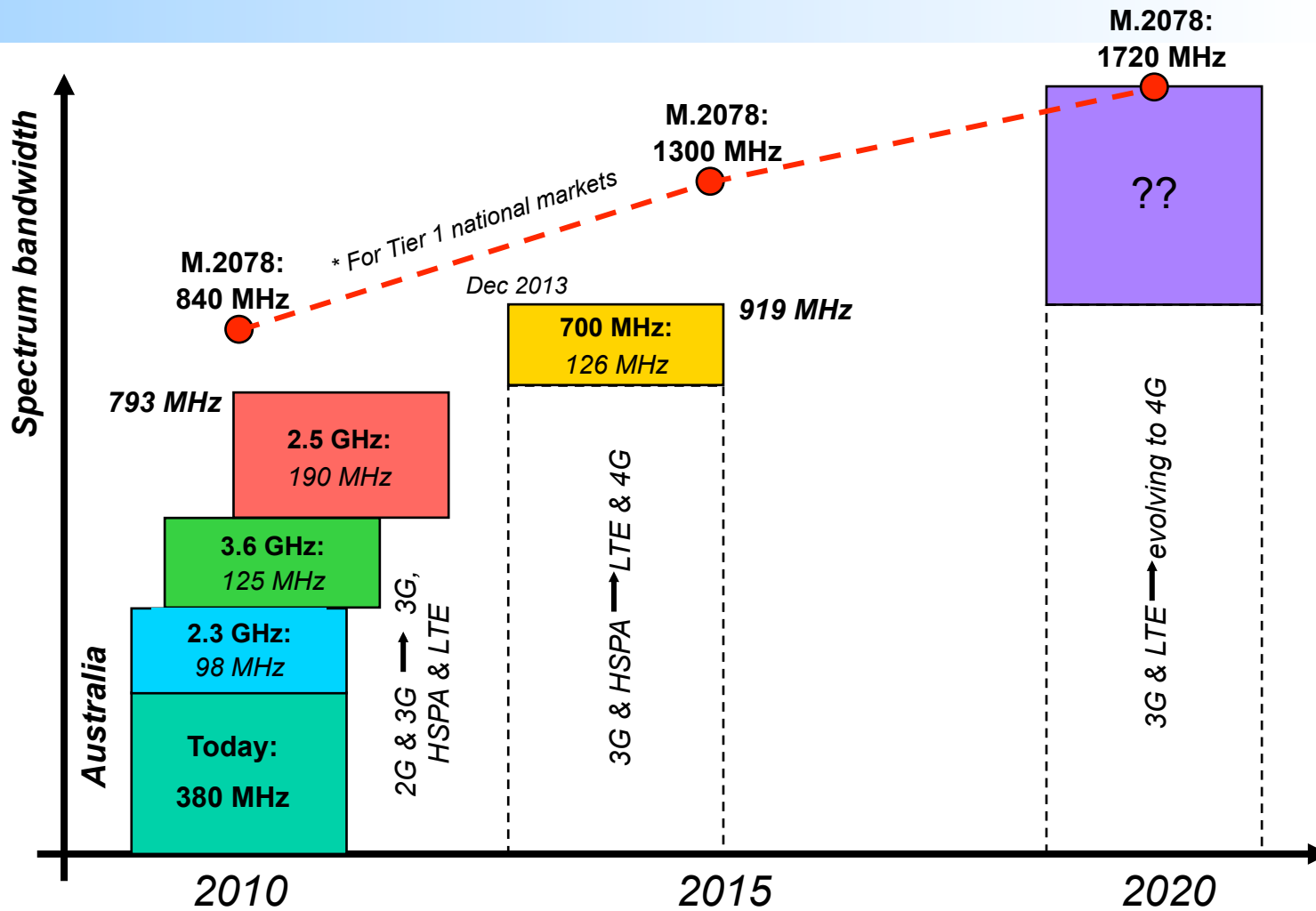
Technology

Mobile Broadband speed evolution



Today, most regional areas have access to average 8Mbps services with HSPA+

Spectrum demand forecast 2010 - 2020 – mobile broadband



Source: ITU-R Report M.2078 (2007) Demand Forecast 2010-2020

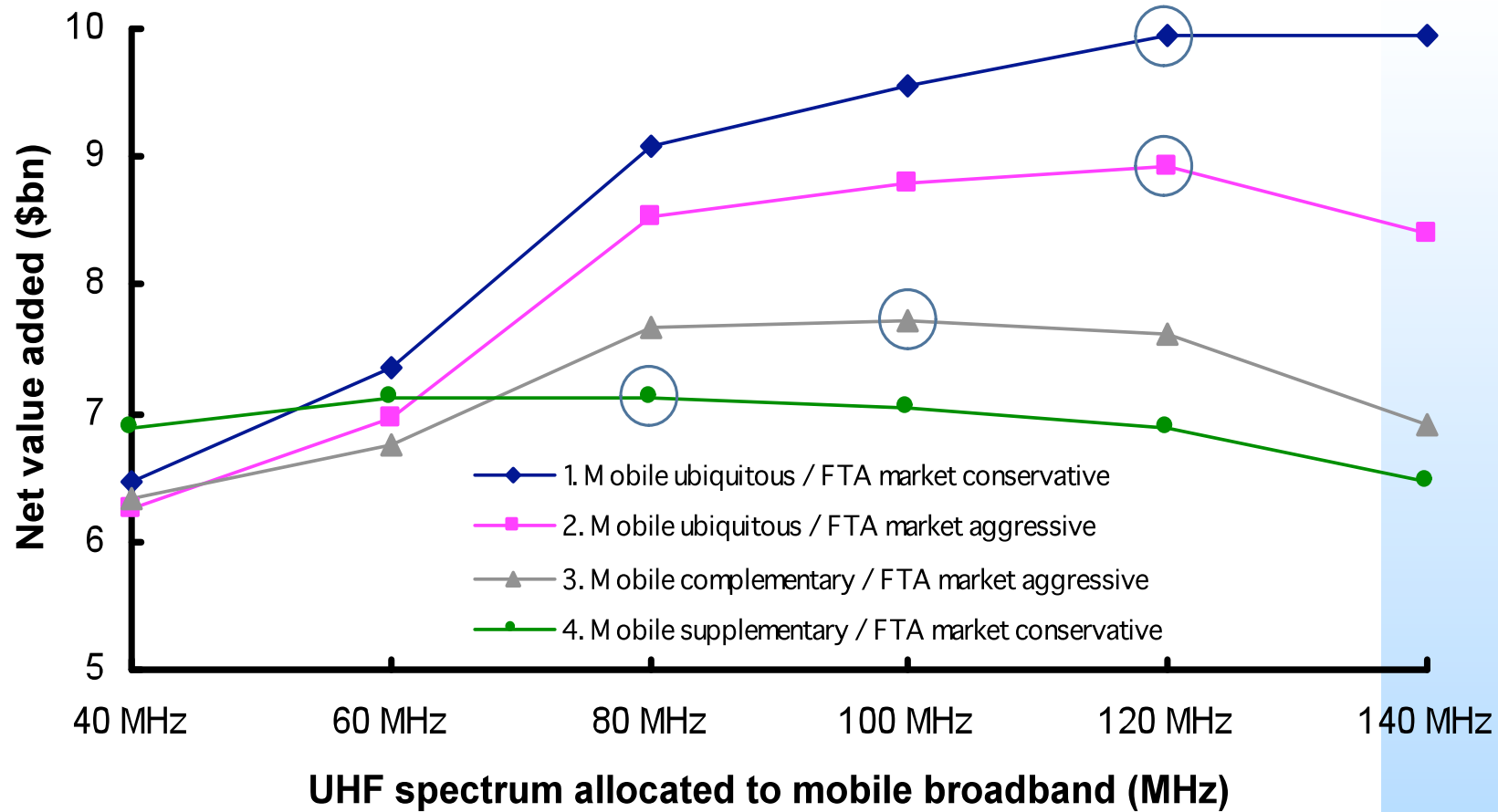
Getting the most out of the digital dividend

- Research shows that the Australian Economy will be \$7 to \$10 billion better off if the Government unlocks the full potential of the digital dividend to support both broadcast and mobile use*

‘AMTA considers that demand for mobile broadband will require at least 120+MHz of usable UHF spectrum should be allocated to the mobile industry’*^

- Support for allocation of the Digital Dividend for mobile broadband use avoids Australia being isolated from the emerging global band plan

Getting the most out of the digital dividend



○ - UHF value maximised

Reallocation of 2.6 GHz for mobile use

<ul style="list-style-type: none"> • 2000 	<ul style="list-style-type: none"> • International agreement on International Mobile Telecommunications (IMT) use reached • Universal <u>international roaming band</u> for LTE
<ul style="list-style-type: none"> • 2008 	<ul style="list-style-type: none"> • “This is not a healthy environment for business investment” Senator Conroy, RadComs, 2008 • Govt announced ‘way forward’ - limited progress
<ul style="list-style-type: none"> • 2009 	<ul style="list-style-type: none"> • No certainty - LTE deployment, ENG redeployment
<ul style="list-style-type: none"> • 2010 > 	<ul style="list-style-type: none"> • Roll out plans from 2010 (US) - many other countries 2011 - 2013

Australia urgently needs conformity with global band plan

Summary



- Mobile broadband's economic contribution
- Demand for mobile broadband - fact or fiction?
- Spectrum demand - 2010 - 2020
- What do Australian mobile operators need?
 - retention of existing bands
 - access to 2.6GHz, 700MHz
- The risk of indecision