



# G3G

GLOBAL3G**EVOLUTION**FORUM

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a **marcusevans** event

# 6th Annual Global 3G Evolution Forum 2007

22nd-25th January 2007  
Hotel New Otani Makuhari, Chiba, Japan

The secret of  
**SUCCESS**  
is to know  
**something**  
nobody else knows.

ARISTOTLE ONASSIS



Top Global Telecommunication Corporations see in Japan the successful test bed for innovation, new technologies and products. For 3, 3.5, 4G and beyond: Japan creates the trends!

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## Guest of Honour Speaker

### Keiji Tachikawa

President  
**JAXA (Japan Aerospace Exploration Agency)**  
 Former CEO  
**NTT DoCoMo**

## Operators and Services Providers

### VIP Speaker

#### Ricky Wong

Chairman and Founder  
**CTI (City Telecom and Hong Kong Broadband)**

#### Pierre Marfaing

Vice Chairman  
**Bouygues Telecom** (subject to final confirmation)

#### Dr. Yee Shyi Chang

Executive Board Director  
**Vibo Telecom** (Taiwan)

#### Charles Henshaw

CEO  
**China Mobile People Telephones**

#### Gustavo Guzman Sepulveda

CEO  
**Iusacell** (Mexico)

#### Dr. Yeon-Hak Kim

EVP and CSO  
**KTF** (South Korea)

#### Ilter Terzioglu

COO  
**Turkcell** (Turkey)

#### Dr. Marwan Al Ahmadi

CSO  
**MTC Group**

#### Chan Kin Hung

SVP  
**Starhub** (Singapore)

#### Guilherme Portela Santos

Vice President  
**Vivo** (Brazil)

#### Kyong Yu

**Hinet Global**

#### Senior Executive

**Tata Indicom** (India)

#### Christian Laque

Director Technology Services  
**T-Mobile** (Austria)

#### Gaston Ormazabal

Network Security  
**Verizon** (USA)

#### Rakesh Mahajan

Director of Mobility  
**BT Global Services**

#### Ray Tsuchiyama

VP, Emerging Markets at Tegic Communications  
**AOL Wireless**

#### Peter Nødbak Andersen

Senior Advisor Network Strategy and Development  
**Sonofon, Telenor Group** (Norway)

#### Jan Larsson

General Strategy Manager  
**TeliaSonera International Carrier** (Sweden)

#### Mike Singh

CEO  
**Telkom Caribe**

## Government Officials

#### Gabrial Sar

Ambassador of Sénégal  
**Japan**

## Industry Associations

### VIP Speaker

#### Ed Black

President and CEO  
**CCIA** (USA)

#### Jean-Pierre Bienaimé

Chairman  
**UMTS Forum**

#### Senior Representative

**ARIB, (Association of Radio Industry and Businesses, Japan)**

#### Tony Poulos

Chairman of Asia Pacific  
**Global Billing Association**

## Standard Bodies

#### Takehiro Nakamura

Vice Chairman  
**3GPP**

## Financial Institutions

#### Edward Tian

CEO  
**CBC China Capital**  
 Former CEO  
**China Netcom** (subject to final confirmation)

## Industry Experts and Analysts

#### Karim Taga

MD  
**Arthur D. Little** (Austria)

#### Rob Fox

MD  
**MyBrand Consultants** (Portugal)

#### Gerhard Fasol

CEO  
**Eurotechnology** (Japan, Europe)

#### Thomas Megadanz

Head  
**Fraunhofer FOKUS** (Workshop Leader – Germany)

#### Niklas Blum

Senior Architect  
**Fraunhofer FOKUS** (Workshop Leader – Germany)

#### Abolade Gbadegesin

Architect Windows Networking Division and the Windows Live Core Datacenter Services  
**Microsoft Corporation**

## Content Providers

#### Mark Lam

CEO  
**Live365**

#### Hann Lian

CEO and Co-Founder  
**BBMF**

#### Ed Lang

General Manager, Mobile Division  
**PlayBoy** (subject to final confirmation)

## Broadcasters and Media Companies

#### Ave Wrigley

Head of New Media Technology  
**ITN**

## Solution Providers

#### Senior Executive

**Irdeto**

#### Par Bergsten

CEO  
**NanoRadio**

#### Dr. Rakesh Kushwaha

Co-founder and CTO  
**mFormation**

#### Chuck Kanupke

VP Marketing  
**Personeta**

#### Senior Executive,

**Muvee**

#### Senior Executive

**Nexgen**

## Authors

#### Tomi Ahonen

4-time bestselling author and 3G consultant  
**Latest book: Digital Korea**



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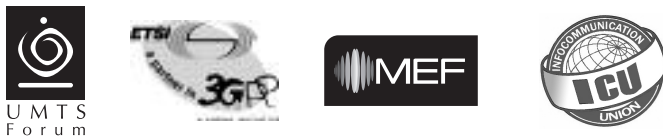
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## Pre-Conference Morning Workshop 1:

Service Composition for Next Generation Networks

### Summary

This 3-hours tutorial starts with a review of NGN architectures as a multimedia applications enabler clarifying the relationship between the control layer and application layer. The tutorial reviews the key interfaces between IP-based core infrastructures and the application layer and studies the main application server options (namely OSA, JAIN SLEE and SIP AS). The tutorial will focus particularly on new emerging SIP Application Servers based on Servlet technologies. The tutorial will end with an overview of the FOKUS IMS Playground.

#### Overview and Motivation

- Protocols
- Architectures
  - 3GPP IMS
  - ETSI TISPAN NGN
- Emerging Technologies
  - Broadcasting
  - P2P in telecommunications

#### Application Server Options

- General AS operation and interfaces
- Service Provisioning for NGN
- AS Option
  - OSA Parlay/ParlayX
  - JAIN SLEE
  - SIP AS
  - SIP Servlets
  - Service Orientated Architectures and Principle

#### NGN Applications

- Standardisation (OMA/3GPP)
  - Fixed-Mobile Convergence
  - IMS Playground @ FOKUS
  - Example Applications
    - FMC for o2 (Germany)
    - Community-based Applications

Led by:

**Niklas Blum** and **Thomas Magedanz**  
**Fraunhofer FOKUS**

## Pre-Conference Morning Workshop 2:

Mobile Payments

### Summary

The Mobile Payments workshop will promote usage of mobile phones for payments, and works on interoperability, usability and standardization issues.

Led by:

**Gerhard Fasol**  
CEO  
**Eurotechnology**

**Entertaining**  
an idea of  
**excellence...**



08:00 Registration and Coffee

09:00 **Guest of Honour Speech:**

**Looking at tomorrow's communications landscape**

Keiji Tachikawa-san will speak about his past work as CEO of NTT DoCoMo and will be describing the actions which had helped the development, the unification and the implementation of the telecommunications standards of technologies worldwide. He will then speak about his role as President of the JAXA and explain how his transition from the New Media/Telecommunications World to Aerospace Intelligence Programs is continually helping him to push further the developments of communications technologies.

**Keiji Tachikawa**

President

**JAXA (Japan Aerospace Exploration Agency)**

Former CEO

**NTT DoCoMo**

**3, 3.5, 4G Global Footprint and Service Diffusion: Building the Future Now**

09:30 **Evaluating the 3G licences ROI: Successes and Non Operational Features**

- Defining the key markets drivers: successes and non operational features
- High Speed: the 3G, 3.5G, 4Gkiller content?
- How to diversify sources of income and generate new revenues?
- Discussing the critical issues and drawback restraining 3G ROW deployment: overcoming technical and cultural challenges

Invited Speaker:

**Guy Sebban**

President

**ICC**

10:00 **Understanding the Global Financial Pressures and Reshaping the 3G Market Landscape**

- Assessing the industry financial movements impact on 3G, 3.5G, 4G deployments and future developments
- Evaluating the influence of mergers/acquisitions/consolidations...on the 3G services delivery channels and general telcos business performances
  - R&D budgets and innovation
  - Services launch and marketing strategies
  - Investments and expansion strategies
- Competition: how to maintain fair and sustainable competition for every new entrant in the 3G and beyond market when conglomerates are forming?

**Edward Tian**

CEO

**CBC China Capital**

Former CEO

**China Netcom** (subject to final confirmation)

10:30 **Competition: Are 3G Operators Becoming Bits transporters?**

**Beyond 3G: Looking at the economics of convergent networks and the future of mobility**

- Implementing 3G capabilities for extended coverage capacities: what are the key challenges?
- Determining the key technological factors for expanded NGN deployment
- Merging advanced mobile device management with sophisticated network development
- Scanning the wireless broadband initiatives and opportunities through the existing and emerging range of networks/standards

**Rakesh Mahajan**

Director of Mobility

**BT Global Services**

**3, 3.5, 4G Market Geometrics: Result-Driven Strategies – Report on Operational Metrics**

**Evolutionary 3G Products and Services Segmentation Methodologies**

11:00 **Service Adoption Challenges – the Consumer Market: Survival of the Fittest**

- How to maintain strong 3G leadership in South Korea and position KTF for upcoming next generation services
- 3G and beyond for maximum reach: how to create millions of 3G and beyond communities and increasing ARPU by delivering extremely personalised and sophisticated services

**Dr. Yeon-Hak Kim**

EVP & CSO

**KTF**

11:30 Morning Coffee and Refreshments

11:45 **Service Diffusion and Innovation: Enhancing Mobile Capabilities**

- What are the key paradigms changes required to drive existing 3G, 3.5G, 4G services to optimum excellence?
- Identifying services strategies in a world where clock speed of innovation has dramatically increased
- Exploring opportunities in multi-channels services: Broadband, IPTV, Mobile and fixed telephony
- Sophisticated networks and new services: identifying profitable paths
- M2M and enhanced mobility: interfacing the mobile world and the real world

**Dr. Yee-Shyi Chang**

Executive Board Director

**Vibo Telecom**

12:15 **Edge Evolution: Implementing Cost Effective Strategies for Increased Profitability**

- Determining the cost benefit of deploying EDGE
- Enabling the use of wider range of sophisticated and high revenue generating services
- Empowering 3G market strategies and provide wider network coverage for corporate users: creating real-time 3G services, i.e. remote assistance applications, LBS, GPS, vendors machines, teller machines...
- Evolving enterprise data management with tailor made 3G services offering for corporate environment

**Charles Henshaw**

CEO

**China Mobile Peoples Telephones**

12:45 **Looking at the Opportunities of Advanced Mobile Search Engines for Mobile Phones**

- Bridging gaps between phone information and web search
- Seamless switch from mobile phone features/data to carrier offerings
- Generating more network data usage

**Ray Tsuchiyama**

VP Emerging Markets

**Tegic Communications**

13:20 Luncheon

14:15 Coffee and Networking Time



- 14:45 **Evaluating the business opportunities of Advances Multimedia Services Offerings**
- Quadruple or multi-Play with enhanced multimedia content/applications for 3G mobile services
  - Positioning the fixed line market for a more brighter future
  - Leveraging on wireless/fix broadband capabilities
  - Identifying best market practices and bundles with IPTV and HDTV.
    - Determining profitable and scalable multiple access (for platforms/terminal/networks/devices) strategies
  - Defining strategic road map for Super 3G, 4G and Next generation services and networks

**Chan Kin Hung**  
SVP  
**Starhub** (Singapore)

- 15:15 **Mexico: Evolving CDMA Standards – Striving for Speed and Advanced Real-Time Services**
- Scanning the foreseeable business opportunities of 1xEVDO rev. A, rev. B. for Iusacell
  - Exploring the features of solutions designed to support two-way real-time wireless and mobile data applications
  - Aligning 3G Licences allocations with economic and social Needs: the Mexican case-study
  - How to outperform the relentless competition of the forthcoming new entrants on the Mexican 3G markets

**Gustavo Guzman Sepulveda**  
CEO  
**Iusacell** (Mexico)

**Regulatory and Compliance Updates: What are the Key Issues?**

- 15:45 **Protecting and Advocating a Customer-Friendly and Competition Driven Evolution of Wireless Services in a Regulated Environment**
- Business and Technology Review**
- How to regulate without impeding the evolution and the profitability of the 3G business and guarantee a sustainable and fair competition in view of numerous new entrants? Self-regulatory models?
  - DRM: a regulator issue?
  - Uniting the regional spectrum allocation for broadcasting network deployment:
    - Roadmap and reality
    - What is the timeframe for global analogue switch off for all-digital
    - Liberalising the spectrum allocation processes

**Competition and market**

- Spectrum allocation for competitive technologies: how the regulator and the standard bodies will manage to maintain the safety, the security and forced the identification at the access points?
- WiMAX vs. GSM/CDMA-based 3G and beyond technologies: what does the future holds in terms of spectrum allocations

**Edward Black**  
President & CEO  
**CCIA** (USA)

**Disclosing the Changes Brought by Revolutionary Technologies**

- 16:15 **Looking for a Killer Application: Mobile TV, the Most Profitable 3G Services?**
- Facts and forecasts: scanning mobile TV real profitability
  - Which paths:
    - Mobile technologies: MBMS, HSDPA, HSUPA
    - OFDM-based broadcasting technologies: DVB-H, ISDB-T, DMB (terrestrial and satellite), Media Flo?
  - Are the existing Mobile TV business models meant only for occasional worldwide events (World Cup, Olympics...) or its roll-out strategies enable undisrupted continuity of services?
  - IPTV over 3G: deploying IPTV network for optimised usage of existing structure and increased ARPU

**Ilter Terzioglu**  
COO  
**Turkcell** (Turkey)

16:45 Afternoon Tea and Refreshments

- 17:15 **International Roaming: Customer-Centric Approach vs. Conglomerates**
- The customer-centric perspective
    - Improving customer convenience with price schemes for highly price-driven customers
    - Or focusing on profitable partnership with more aggressive competitors
  - 3.5G service roll-out and roadmap: the roaming approach
  - Mobile TV: facilitating inter-operator roaming

Invited Speaker:  
**Paolo Murri**  
Chairman  
**FreeMove**

- 17:45 **Nurturing, Encouraging and Investing in the Next Generation Wireless Technologies with a focus on Mobile Devices and a perspective on Innovative Network Solutions**
- Understanding the Pressure of Matching Low-Cost Pricing Models and First Class Service Offerings
  - Extended functionalities for new 3G, 3.5G, 4G handsets: what does the future hold? How can these expanded capabilities cannibalize the market of other devices?
  - Assessing the user's experience: easy to use, easy to understand and personalised devices
  - Pricing and subsidising handset: low-cost business models for first class services and devices?
  - Contact less mobile phones: entering the world of enhanced connectivity and extensive wireless capabilities

Invited Speaker:  
**Peter Chou**  
CEO  
**HTC**

- 18:15 **Perspective on Next Generation Billing Strategies for 3rd and 4th Generation Services**
- Overview of the existing next generation billing applications and architectures
  - Analyzing and understanding the complexity of content payment processes
  - Customer centric approach: creating versatile billing systems matching consumers demands and attracting price-conscious users

**Tony Poulos**  
Chairman of Asia Pacific  
**Global Billing Association**

- 18:45 **Evolution of the Utility of the 3G Handset: Moving Beyond just Communication**
- Stand-alone contrasts: communication, consumption, creation
  - Consumption meets communication
  - Creation meets consumption and communication
  - Commerce? How payments and advertising change the equation
  - Future? Growing role of community

**Tomi T Ahonen**  
4-time bestselling author and 3G consultant  
**Latest book: Digital Korea**

19:15 Close of Day One

Defining winning strategies and

**creating**  
new leadership  
**ideas...**



<b>3G, 3.5G, 4G Technologies and Services Implementation</b>	
08:30	Registration and Coffee
09:00	Chairman's Welcome and Opening Remarks
09:15	<p><b>Long Term Evolution of 3G: Japan Creates the Trends</b></p> <ul style="list-style-type: none"> <li>• Multi access platforms enabling all new network technologies and services: a governments', vendors', or operator's initiative?</li> <li>• Rev. 6: HSUPA, Rev. 7: MIMO – from theory to reality.                             <ul style="list-style-type: none"> <li>- Understanding political, economical and technological concerns:                                     <ul style="list-style-type: none"> <li>• are the operators, regulators, and standard bodies ready?</li> <li>• what are the capabilities of the subsequent technologies and services?</li> <li>• what amount of investments required? Which customer segments</li> <li>• how to educate consumers and enterprises to the changes?</li> </ul> </li> </ul> </li> </ul> <p><b>Takehiro Nakamura</b> Vice Chairman <b>3GPP</b></p>
09:45	<p><b>3G Long Term Evolution and Beyond: Is the Future about Multiple Access and IP Centricity?</b></p> <ul style="list-style-type: none"> <li>• 3G LTE and IMT Advanced road-map: anticipating the market needs and services evolution</li> <li>• Evolving IP centric access technologies and services</li> <li>• Identifying new patch networks, and raising network security and stability concerns</li> <li>• Defining profitable and scalable multiple access strategies</li> <li>• New deployments: UMTS 500 for coverage, capacity bands for high-bit-rate services</li> </ul> <p><b>Jean-Pierre Bienaimé</b> Chairman <b>UMTS Forum</b></p>
10:15	<p><b>Exploring Scalable solutions for the Security of SIP Based Networks at the Signalling and RTP Level</b></p> <ul style="list-style-type: none"> <li>• In-depth review of NGN Topology and Determination of Applicable Security/ Protection Methodologies</li> <li>• Identifying strategies to achieve end to end IMS implementation on CDMA networks</li> <li>• Determining the minimal and optimal set of features required to begin commercial IMS development</li> </ul> <p><b>Gaston Ormazabal</b> Network Security <b>Verizon Labs</b></p>
10:45	<p><b>Beyond Wifi-3G: Explosion of Connectivity</b></p> <ul style="list-style-type: none"> <li>• New technologies developments : radio technologies connecting mobile users to the internet to expand beyond WiFi including GPS, DVB, WiMax, UWB, and 3G</li> <li>• Digitally enhanced multi-radio approach: enabling mobile systems to handle simultaneous transmissions and radio-to-radio communications</li> </ul> <p><b>Kyong Yu</b> <b>Hinet Global</b></p>
11:15	Morning Coffee and Refreshments
11:45	<p><b>Reviewing HSDPA and HSUPA Opportunities</b></p> <ul style="list-style-type: none"> <li>• Views on: 3, 3.5G coverage and service adoption, HSDPA 2006 roll-out</li> <li>• Looking at HSUPA and broadcasting networks future deployment</li> <li>• First results, prospects, trials, coverage and profitability</li> <li>• Insuring continuous and seamless network connectivity</li> </ul> <p><b>Christian Laque</b> Director of Technology Services <b>T-Mobile Austria</b></p>
12:15	<p><b>WiMax (and forthcoming WiMAX mobile), Wi-Bro: is the telecom future for free frequencies, wider network and anonymous plug-in?</b></p> <ul style="list-style-type: none"> <li>• Complementary technologies or unwelcome competition for 3G operators</li> <li>• How to benefit from the seamless integration of multiple wireless technologies</li> <li>• How to insure the viability and the security of synchronised technologies and devices</li> <li>• Identifying regional and country spectrum allocation policies for a better WiMax deployment</li> <li>• How does the regulator plan to overcome the anonymity of access on Wimax network?</li> </ul> <p>Invited Speaker: <b>Peter Ziegelwanger</b> CTO <b>WiMAX Telecom</b></p>
12:45	<p><b>Conducting Highly Effective Innovation for Successful 3, 3.5G Technologies and Services Developments</b></p> <ul style="list-style-type: none"> <li>• Realistic review of the current 3G services capabilities and assessing the risk of customers churns to other networks</li> <li>• Developing scalable and flexible in-house 3G solutions to insure successful business continuity for enterprise customers</li> </ul> <p><b>Evolving CDMA Standards: Striving for Speed and Advanced Real-Time Services</b></p> <ul style="list-style-type: none"> <li>• Scanning the foreseeable business opportunities of 1xEVDO rev. A , rev. B.</li> <li>• Exploring the features of solutions designed to support two-way real-time wireless and mobile data applications</li> </ul> <p>Invited Speaker: <b>Alan Bernardi</b> GM Innovation <b>Bell Canada</b></p>
13:15	Luncheon
14:15	Coffee and Networking Time

# Striving for speed...



## Streamed Session A:

Global Trends and Assessment of 3G, 3.5G, 4G Multimedia VAS

- 14:45 **Identifying the Key Characteristics of a Winning Branding Strategy for 3G and beyond**
- Branding a key differentiator in the 3G business: 3G services brand identity vs. global corporate brand
  - Maintaining strong leadership on 3G market shares and keeping brand value intact
  - Revising the brand's approach for 3G services
  - Strategic implication of the customer's experience with the 3G brand service offering
- Rob Fox**  
Managing Director  
**MyBrand Consultants**
- 15:30 **Successful Story: Developing New Business Cases for Mobile Music and Video for Youth Customers**
- muvee is the pioneer and global leader in a dynamic new field: Instant Personal Video. muvee's patented technology revolutionizes home video production, enabling anyone to automatically turn video and pictures into professional-quality productions in hundreds of different styles. Users need no prior experience working with video and each production is created in a fraction of the time that it would normally take using conventional video editing tools. muvee's products are available for PCs, camera phones, embedding in CE devices, photo kiosks, websites and other platforms.
- Senior Representative**  
**Muvee**
- 16:00 **Case Study: Identifying Mobile Games and Infotainment Best Practices**
- NexGen is a 3G real time multiplayer gaming and Online development studio. Currently working on an evolutionary product entitled "Elven Legends". The product debuted in E3 in May 2006, and more information will be announced at the G3G Forum.
- Senior Representative**  
**NexGen**
- 16:30 Afternoon Tea and Networking Time
- 17:00 **Case Study: Understanding the Needs of Corporate Users**
- Growing ROI by providing sustainable 3G services
  - Developing strategic and flexible enterprise 3G, 3.5G, 4G service offering
- 17:30 **Case Study: Insuring and Planning Business Continuity**
- Realistic review of the current 3G services capabilities and assessing the risk of customers churns to other networks
- 18:30 Close of Day Two

## Streamed Session B:

Converged Solutions to Increase Mobility and Enhance 3G, 3.5G, 4G QoS

- 15:00 **Wireless Solutions for Convergent Products**
- Nanoradio AB, with headquarter in Kista, Sweden is a fabless semiconductor supplier that has developed a unique WLAN chipset, making high-speed wireless access available in portable electronic devices such as mobile phones, cameras and mediaplayers. Key features include ultra low power consumption, smallest size as well as a unique support for audio applications.
- Par Bergsten**  
CEO  
**NanoRadio**
- 15:30 **Maximising Content Revenue with Scalable and Profitable Digital Solutions**
- Irdeto is a world leader in content security, and provides comprehensive solutions for digital content protection in Digital TV, IPTV and Mobile environments. The company works with an impressive list of leading industry partners to create end-to-end solutions for any pay-media business. Irdeto's goal is to help operators increase content revenue by offering best-of-class security solutions
- Senior Representative**  
**Irdeto**
- 16:00 **Case Study: Evaluating the efficiency and the opportunities of IPTV over 3G Networks**
- The customer centric perspective: leveraging content line-up to reach simultaneously extensive base of customer
  - Access optimisation: multiple platforms access
- Jan Larsson**  
General Strategy Manager  
**TeliaSonera**
- 16:30 Afternoon Tea and Networking
- 17:00 **Case Study: Creating platform aimed at providing lower development costs, increased flexibility and richer mobile ecosystem**
- 17:30 **Perspective: Designing Intelligent Devices and Chips for Extended M2M Connectivity and RFID**
- 18:00 **Case Study: Assessing the Business Opportunities of Multi-Functional Mobile Applications**
- Enhanced browser features
  - Enable advanced 3G Web services
- 18:30 **Integrating Emerging Next Generation Technologies into your 3G and beyond business strategy: Voice XML at glance**
- Exploring the business opportunities and evaluating the profitability of Vxml capabilities
  - Accelerating the deployment for revenue generating voice/video applications with VXML
  - Gaining a competitive edge on CRM by implementing existing IVR systems
  - Integrating Vxml in the consistently evolving telecom/3G and beyond ecosystem
- 19:00 Close of the day

## Streamed Session C:

Practical Planning for Profitable Mobile Device and Terminal Management Strategies

- 15:00 **Case Study: RAN Optimization**
- Assessing the NGN and IP Optical network extensive business opportunities
  - STN evolution towards IP
  - New services that need to be introduced in order to support carrier grade voice services over a packet switched network
- Peter Nødbak Andersen**  
Senior Advisor Network Strategy and Development  
**Sonofon, Telenor Group**
- 15:30 **Seamless Mobility – From “e” to Everywhere with Wi-Fi**
- The evolution of Wi-Fi is pushing communications beyond traditional wireless phones and PDAs, to a new generation of devices and services-toward the new culture of seamless mobility. And Personeta is leading the way – helping create mobile, flexible communications services that utilize Wi-Fi
- Chuck Kanupke**  
VP Marketing  
**Personeta**
- 16:00 **Case Study: The strategic value of Mobile Device Management in the 3G Environment\***
- Dr. Rakesh Kushwaha**  
Co-founder and CTO  
**mFormation**
- 16:30 Afternoon Tea and Networking Time
- 17:00 **Seamless Connectivity: Enabling Advanced Communications Services for PCs and Mobile Devices**
- Windows Vista is said to be very helpful for mobile phone applications such and data management and mobile games. Most of the European, American and Asian operators have already or are at the early stages of implementing their networks to provide SIP-enabled services or to conquer fix-to-mobile convergence. From a business perspective, the market is fuelled with endless opportunities to generate all sort of new revenues streams. From a technological/technical perspective, there are many challenges and hindrances to overcome, such as security, stability seamless functionality... What does the future hold for Windows Vista and Mobile NGN or Mobile Applications and platforms.
- Abolade Gbadegehin**  
Senior Architect for  
**Windows Vista Microsoft Corporation**
- 17:30 **Case Study: Multi-Functional SIMCARD**
- 18:00 **Case Study: Mobile Phone Proximity Payment Systems**
- 18:30 Close of Day Two





08:30 Registration and Coffee  
09:00 Chairman's Welcome and Opening Remarks

**Redrawing the Geographical Business Borders of the 3G Market**

**Providing a fascinating glimpse of the evolution of the ROW 3G booming market**

09:10 **Merging the Technological Evolutions with Economical, Structural and Social Needs in Sub-Saharan Region**

- Articulating emerging countries ICT strategies in cooperation with major innovators and telecommunications technologies suppliers
- Integrating the developing regions into the new technology era with effective partnership and alliances strategies
- Enabling and involving country and regional leadership (public and private) in creating and achieving realistic technologic challenges and preparing the local economies for the changes

**Gabriel Sar**  
Ambassador Senegal  
Japan

09:45 **China: Capturing the Opportunities of Advanced Telecom Services Offerings and Matching the Consumers Needs**

- Broadband, IPTV and next generation services: what does the future holds for HK and mainland China: which further investments are needed to implement the QoS and reach the maximum
- Maintaining local and international leadership: what are the key challenges?
- Customer centric standpoint: consistently offering convenience and ease of usage for consumers and allowing access to internet at blistering speeds
- Achieving high speed wireless internet connectivity and extended coverage and evaluating the existing mobile broadband offerings
- Identifying key differentiators by exceeding expectation in QoS, customers' satisfaction, merging innovative technologies with markets needs
- Short case study on IPTV, Triple Play offers and position on forthcoming Quadruple Play

**Ricky Wong**  
Chairman  
CTI (City Telecom, Hong Kong Broadband)

10:15 **Defining the Upcoming Factors for 3G Services and Technologies Success in Russia**

- Providing limitless availability of high-speed 3G services
- Creating potential for mobile content and advanced multimedia services
- Advocating the development/deployment of sophisticated network throughout Russia/CIS
- Customer centric approach: designing and offering high end services and products for price-conscious consumers

Invited Speaker:  
**Rozinova Raisa**  
CEO  
Skylink

10:45 **Benchmarking the 3G Indian Market**

- Looking at key aspects of the competition and seeking fresh approaches to improve existing business performances
- Identifying the most flexible and adaptable business models for a fast changing wireless environment and demanding consumers
- Striving for success by delivering high end 3G services with high QoS

**Senior Executive**  
**Tata Indicom**

11:15 Morning Coffee and Refreshments

11:45 **Perspectives on the development of 3G Services offerings in South Asia**

- Examining the challenges South Asian countries are facing with the regulator policies with regards to 3G licences agreements
- Designing effective investments strategies to finance further 3G developments in South Asia
- 3G and beyond and wireless era: investing in innovation in a high growth region – Indonesia at glance
- Defining the key success factors and best investment strategies

Invited Speaker:  
**Johnny Sjam**  
Consumer Market Director  
Indosat

12:15 **Reviewing the Key Challenges for 3G in ME**

- 3G licences agreements: which frameworks, which policy for which countries and which services
- Creating advanced telecommunication content communities: how to introduce advanced and personalized services to address the needs (ie. Triple Play, IPTV, High Speed Broadband...)
- Educating the customer for increased ARPU and maximum reach with affordable and sophisticated services resulting from cutting edge technologies
- Prioritizing the consumer needs and on the 3G market place with roaming, pricing models, new services offers

**Marwan Al Ahmadi**  
Chief Strategy Officer  
MTC Group

12:45 **Practical Planning for Successful Deployment of 3rd and 4th Generation Telecommunications Services in South America**

- Identifying best practices and winning strategies to achieve further diffusion of mobile advanced services
- Maintaining local leadership with customer-centric marketing strategies: understanding the pressure of price-conscious environment – matching low price models with first class service offerings
- Delivering tailor made advanced services to demanding consumers in heterogeneous regions: creating strategies for maximum reach
- Benchmarking the trends for high growth regions and emerging countries

**Guilherme Portela Santos**  
Vice President  
Vivo

13:15 Luncheon

14:15 Coffee and Networking

# Empowering

high growth regions and

# emerging countries...



In-depth Review of Content and Emerging Technologies and Services

**The Power of Strong Content, Brand and Partnership Management – Linking Efficient Product Management, Effective Partnership with High 3G, 3.5G, 4G Business Performance**

**14:45 Promoting Digital Infotainment to Maximize Mobile Content Revenues and Customer Uptake**  
 Live365 has recently signed for a partnership with major Asian 3G operator (Chungwa Telecom). This newly established APAC venture, is a strategy meant to acquire shares of the large market potential of web broadcasting services in the Asia-Pacific region. Some considers it as a bid to opening up further to the very complex, competitive but largely lucrative market of digital entertainment for mobile phone users. Most of the multimedia content providers/enablers (ie. Live365) are looking at the mobile market where the competition is getting incredibly intense. From the PC/Mac world/Gaming Devices, media content providers/enablers are sliding into the mobile world. The mobile world is being reinvented monthly by handset/ devices manufacturers. The main challenges for multimedia companies now are to keep pace with the fast evolving technologies, connecting with the changing faces of the consumers, maintaining leadership and competitive advantage and creating new profitable business models with mobile operators

**Mark Lam**  
 CEO  
 Live365

**15:15 Leverage Content for an Increasing Range of Platforms for Maximum Reach**  
 During the past few years ITN pioneered streaming video to mobile phones and worked with the major telecom operators to develop the technology and the editorial skills needed to deliver data services to 2.5G and 3G handsets. ITN never stand still; and always enhances what ITN does to meet the demands of the changing media landscape and innovative technology.

**Ave Wrigley**  
 Head of New Media Technology  
 ITN

**15:45 Opening up to the Exciting Business of Mobile Adult Content**  
 Playboy Wireless offers the fun and sexiness of the classic Playboy lifestyle through custom wireless content including Playboy-themed games, images, video clips, voice clips and ring tones. Playboy is now offering wireless entertainment services through licensees in 30 territories around the globe including Germany, the United Kingdom, Australia, France, Italy and Brazil.

**Ed Lang**  
 General Manager, Mobile Division  
 PlayBoy (subject to final confirmation)

**16:15 Partnerships and Alliances: Profitable Revenue Sharing Models and Strategic Business Relationships**

- Assessing the importance of strategic partnership for successful 3G advanced services delivery and marketing strategies
- Rethinking contractual relationships
- How to make money through advertising: the mobile TV operators revenue model
  - Partnership with broadcasters, IT giants (ie. Yahoo, Google, MSN)
  - Partnership with mobile TV technology and software developers

Invited Speaker:  
**Christopher James**  
 General Manager  
 MTV Asia

16:45 Afternoon Tea and Refreshments

**Methodologies for Mapping and Managing Advanced Mobile Content Services Delivery for 3G, 3.5G, 4G Market New Entrants**

**17:15 Perspective: From Triple Play to Quadruple Pay**

- Identifying the market rates and subscribers' growth for video services, VoIP, satellite and terrestrial triple play
- Determining the right business model, backend processes, customer care support and economic environment
- Defining key growth and customer uptake factors for Quadruple Play activities

Invited Speaker:  
**David N. Watson**  
 VP Operation  
 Comcast

**17:35 Capturing the Opportunities of Advanced Broadband Services Offering and Matching the Consumers Needs**

- Allowing access to internet at blistering speeds
- High speed wireless internet connectivity and extended coverage
- Convenience and ease of usage to consumers

**Karim Taga**  
 MD  
 Arthur D. Little (Austria)

**18:15 Exploring the Market Demand for Next Generation Network in Emerging Regions**

- Moving from obsolete network to IP-centric infrastructures
- Understanding a billion dollars market: the softswitching business
- Identifying the most adapted NGN for emerging country
- Defining the most profitable migration strategy for your country

Invited Speaker:  
**Qu Baozhong**  
 Deputy General Manager  
 Planning & Construction Department of CNC

**18:45 Success Story: Number Portability (NP)**

- Understanding NP in a converged network environment
- Customer retention strategies parallel to an efficient NP program
- Implementations and further evolutions

Invited Speaker:  
**Ewan Sutherland**  
 Executive Director  
 INTUG

19:15 Closing Remarks of the Chair



Over the past 5 years the annual Marcus Evans 3G Mobile World Forum series has explored 3G services from the mobile operators view, what service will provide the most value to the user and also the technical issues that need to be considered to ensure the success of their 3G and forthcoming 4G strategies. It has recently been renamed Global 3G Evolution "G3G Evolution Forum" to be in phase with the fast moving evolution of the 3G market and technologies.

New attractive services appear on the mobile market every day (Mobile TV, Mobile Games, Mobile Gambling, Mobile Infotainment...). Pretty soon these sophisticated services (FMC, Wireless Broadband, Voice over Everything), and cutting edge technologies (IMS..., 1xEVDO rev. A/B/C, MBMS, DVB-H, DMB-S/T) will be gorging up bandwidth and will give operators a serious problem if they don't have the capacity to handle the needed transmission rates for quality delivery of service to increasingly demanding customers. HSDPA has become a market reality with several networks in service, planned or in deployment and few in trials. It is expected that most all UMTS operators will upgrade to HSDPA. In the CDMA orientated regions, trials are conducted to upgrade the existing infrastructure for the 1xEVDO rev. A/B/C standards. 3G Long-Term Evolution can utilise existing 2G and 3G spectra. The 3GPP standard is expected to be ready in mid-2007 with commercial products expected in the 2009 timeframe. Among the more prodigious efforts to date are the roll-outs of controversial, competitive or complementary WiBro/WiMAXm in Japan, South Korea and worldwide.

Furthermore, ahead lies a great number of technical challenges such as those related to the rollout of triple play to quadruple play services as well as the implementation of the TD-SCDMA standard and technology.

In this incredibly fast moving and turbulent "3G and beyond" market, few operators are lined up on the winning side and able to differentiate themselves with unique services offerings. The majority are on the verge of meeting the storm. It has to be acknowledged that the almost self-regulated 3G market is no longer reserved for a fistful of mighty and powerful players. The normal evolution of the telecom business has torn apart some of the 3G markets prime boundaries and enabled new aggressive entrants to compete for the remaining shares. The regulators are now trying to sell off remaining UMTS licences to resolve the 3G coverage issues. The success lies now in operators' ability to handle quickly massive and abrupt changes in technologies, to provide appropriate response to a deeply segmented and demanding community of customers, to build today the telecommunication landscape of the future.

## In January 2007

### Why this conference:

The next event in this successful series, Global 3G Evolution Forum 2007 will take place from 22nd-25th January 2007. G3G Forum will once again gather together the world leading 3G pioneers' strategists and regulators to showcase the bright future of third generation and beyond technologies and services. We will discuss latest developments in mobile industry and explore forthcoming opportunities in 3.5G and 4G and complementary or competitive new technologies.

### Why Tokyo:

G3G Forum Tokyo is meant to inspire today's telecom businesses into creating new leadership ideas and values. Tokyo is the city where innovation evolves beyond rationality and craftsmanship exceeds in excellence and is continually pushing the boundaries of mobile communications. Disruptive technologies in 3G have created new business models and paradigms. Speculation about Wimax horning in on 3G data market has gained momentum. Emergence of low-cost competitors is reshaping the 3G market and the global telecom competition. Content, entertainment and subsequent mobile device management are said to keep driving high value business of the future. Customer experience and brand management will be paramount and new and non traditional partnerships are becoming essential to 3G future prosperity.

In Tokyo fast evolving environment, ROW 3G services and solution providers must take a hard look at every facet of their business processes, technological performances and marketing procedures if they wish to remain competitive. Marcus Evans 6th Edition of Global 3G Evolution Forum is a strategic choice for top global telecommunication corporations seeing in Japan the most successful test bed for new technologies/products and the key driver of the continuity of the worldwide 3G vision.

In 2007 we will be delivering an agenda that merges 3, 3.5, 4G new trends, technological and business concerns and the world millennium development goals with more involvement from International Bodies. In January 2007, the congress will also aim at promoting a better understanding of the new technologies by encouraging knowledge transfer between the businesses, the people and the communities. G3G has the genuine mission of bridging the gap between the advanced countries like our host "Japan" and the emerging regions.

G3G Evolution Forum will be an exceptional meeting platform offering endless network and business opportunities and providing the audience with innovative and reliable strategies to gain a competitive edge in the intensely turbulent 3G mobile market. Global 3G Evolution Forum in Tokyo is the telecom industry must-attend event of 2007.

## The programme

### Specifications on this year programme, agenda and new features

Please note that we have not differentiated the days per importance, but we have "thematized" them, therefore:

- 22nd January 2007: **"Entertaining an Idea of Excellence"** with in-depth reviews of specific technologies/or know-how via the Tutorials.
- 23rd January 2007: **"Defining Winning Strategies and Creating New Leadership Ideas"** which will display keynote presentations on various strategic aspects of the 3G and beyond business (ie.: Competition, Expansion, Marketing, User Experience, Evolution, Trends...) with the G3G Award Ceremony at 19:30
- 24th January 2007: **"Striving for Speed"** which will be focused on new innovative, emerging, complementary or competitive standards and technologies.
- 25th January 2007: **"Empowering High Growth Regions and Emerging Countries"**, recommended by Mr. Bienaimé, this day will be the tribune for the new entrants and aspiring participants to the 3G and beyond market place.

The Streamed Sessions are, as well designed to follow a very synthetic and comprehensive process and addressing all level of 3G and beyond development:

**Session A:** Global Trends and Assessment of 3G, 3.5G, 4G Multimedia VAS (Mobile Content, Mobile Infotainment...)

**Session B:** Converged Solutions to Increase Mobility and Enhance 3G, 3.5G, 4G QoS (Billing, Charging, Mobile Apps, 3rd parties, Advanced Content, Converged Network, Triple/Quad Play, DVB-h, Media Flo, MBMS, DMB...)

**Session C:** Practical Planning for Profitable Mobile Device and Terminal Management Strategies (Intelligent Chips, M2M, Multifunctional Simcards, Mobile Handsets...)

**Session D:** GSM, CDMA vs. WiMax – Which network for what region? Comprehensive Roadmap of Strategic and Customised Network Deployments (Migrations, Optimization, IPv6 Transition, Handover...)

**Session E:** Methodologies for Mapping and Managing Advanced Mobile Content Services Delivery for 3G, 3.5, 4G (IPTV, Wallet Phones, Triple Play...)

**Session F:** Linking Efficient Product Management, Effective Partnership with High 3G, 3.5G, 4G Business Objectives (Marketing, Pricing, Advertising, Financing, ENUM, Peering...)



## Key benefit of attending and key topics

### Business Strategy

- Hear forward looking statements from major decision makers and respected industry experts who have paved the way for the successful development of 3G and beyond services and technologies
- Understand how internationally established 3G brands determine their 3G and beyond business territories and defend their market position
- Learn how operators manage to successfully catalyse specific 3G, 3.5G consumer demands and turn it into tangible revenue
- Learn how to reflect greater sense of possibility with a wider range of 3G, 3.5G, 4G services
- Explore ideas across key vertical markets and incorporate them to reduce costs and maximise your 3G ROI
- Gain a stronger sense of competitive positioning
- Walk away with multiple strategies and flexible methodologies to maximize your profitability

### Technology

- Gain a sophisticated understanding on how experts and the industry are planning to step in 3G LTE era
- Explore the opportunities of cutting edge multiple access strategies
- Discover the latest 3G and Beyond techniques from leading companies
- Gain critical insight into operators' successful management of 3rd parties' partnership
- Acquire an objective business and technical information and reliable roadmaps for FMC deployment
- Better understand the full range of rich, multimedia services enabled by new technologies
- Seize the benefits intelligent mobile device/terminal management strategies
- Evaluate the capabilities of HSxPA technologies and learn from operators' trials and early commercialisation
- Assessing the investment for broadcasting networks deployment and subsequent opportunities for Mobile TV and advanced multimedia services delivery strategies
- Identify the characteristics of competitive or complementary network technologies (3G, WiFi, WiMAX...)
- Look into the world of enhanced mobility and connectivity with latest M2M innovations

### Expansion

- Define the best partnership strategies for successful local and global network development
- Learn how to build effective co-branding strategies
- Understand how to successfully integrate advanced communication delivery into your multidimensional business strategy

### Development

- Understand the needs and learn how to conquer growth opportunities
- Serve the empowerment of emerging regions by initiating relationship or strengthening business partnership and cooperation
- Understand how to actively promote local innovation
- Find out the appropriate scopes and focus of strategies aim at supporting local investments in telecommunication technologies

### Regulation

- Enhance your understanding of international standardization, regulations policies and process and their impact on the 3G business
- Discuss fundamental issues regarding the core role telecommunication standards has within the transformational state of the telecom industry

## Target industry players

- Mobile and fixed carriers
- GSM, 3G, VoIP, Cable, Broadband, Multiple Services, Triple Play, Quadruple and Multi-Play Operators
- Mobile Virtual Network Operators (MVNOs) and Internet Service Providers (ISPs)
- Application Service Providers
- Application developers and content providers
- (OEMs): Terminal and network infrastructure providers, payment and security system providers
- Global national Corporate Enterprise, Venture Capitalists
- Researchers and consultants
- Regulators, Government Officials, Industry Associations early adopters and other fixed and mobile professionals

This event is focused toward decision-makers in the mobile services value chain plus those executives who are charged with the advancement, acceleration, development and deployment of 3G technology-enabled services leading to the mass market for personalised mobile multimedia.

This event will be designed to be of significant value to OEMs, mobile operating platform developers, infrastructure and content developers, system integrators, chip manufacturers, bankers, analysts and lawyers.

Job titles to include:

President, Chairman, CEO, CFO, Chief Technology Officer, Business Development Director, Managing Director of Global Business Development, Product Director, Senior Vice President of Strategic Marketing, IT Director, Senior Systems Engineer and Head of Global Roaming, Wireless Software Engineering and Application Development, Head of VAS and Director, Wireless Internet Services, Mobile commerce and mobile entertainment professionals, bankers, venture capitalists, consultants, senior analysts and other innovators concerned with market creation, business development and implementation of 3G-enabled technologies and services.

## Acknowledgement

I would like to thank all the world-leading visionaries, professionals, practitioners, associations and delegates within the 3G world from around the world who have contributed to and supported the **marcus evans** Global 3G Evolution Forum. On behalf of **marcus evans** I hope you will have a rewarding, enjoyable and productive time. I personally look forward meeting you all and working with you at our next 3G forum in 2008.

### Prudence Kolong

Senior Producer

### marcus evans

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# 6th Annual Global 3G Evolution Forum 2007

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- 3 DAY CONFERENCE** @ **US\$2955**  
 **3 DAY CONFERENCE + WORKSHOP** @ **US\$3455**  
 **ONLINE DOCUMENTATION** @ **US\$450**

**Payment is required within 5 working days.**

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

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**Business Opportunities:** A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist.

**Date** 22nd-25th January 2007

**Venue** Hotel New Otani Makuhari, Chiba, Japan

## Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at 81-43-297-7777 and make it clear that you are attending **marcus evans** conferences event quoting AM2287 as a reference.

## marcus evans

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