

# Mobile services

## Business Models & Strategies

**22 Workshops & Seminars - 22 November 2005**

3G services are now in a commercial phase in Western Europe. How will the mobile operators handle the transition between 2G and 3G ? What are the solutions to prevent a decrease of voice ARPU ? Are new services such as video streaming, video telephony or television going to contribute significantly to the data ARPU ?

The mobile sector is facing important challenges with potential competition from new actors such as MVNOs and fixed operators taking advantage of the emergence of new technologies. The business model of the 3G networks is still at an early stage and many questions are still pending. The goal of this day of discussion and debate is to analyse the strategy of mobile operators in this context and to evaluate the evolution of mobile services to broadband. UMTS Forum and IDATE propose to address these different key issues during a common workshops organised during the opening day of the IDATE International Conference.

### Programme

#### ■ 2.00 pm Introduction

**Worldwide 3G growth** Jean-Pierre Bienaimé, President, UMTS Forum

**Challenges for 3G operators** Frédéric Pujol, Head of Mobile Services

Practice, IDATE

**Chairman:**

- **Frédéric PUJOL**, Head of Mobile Services Practice, IDATE

**Speakers:**

- **Fabien BAUNAY**, Director General, Plurimédia

- **Abdelkrim BENAMAR**, Vice-President, Ericsson

- **Robert CHU**, Director of Telecoms, Media and Utilities, IBM

- **Murielle PUGLIONISI**, Principal Consultant, Capgemini

- **Serge SUBIRON**, Head of Marketing, Netsize

#### ■ 2.30 pm Keynote:

- **Dr Sung-Woon Cho**, Kisd

#### ■ 2.50 pm Round Table: New Mobile Services Era

Mobile TV: looking for a business model ? - Video streaming, video telephony, IM - IMS - Fixe Mobile Convergence

**Chairman:**

- **Jean-Pierre BIENAIME**, President, Forum UMTS

**Speakers:**

- **Francis BERNARD**, Vice-President, Strategy & Intelligence, Bouygues Telecom

- **Rob CHANDHOK**, Vice President, Engineering & Market Development, Média Flo

- **Bosco FERNANDEZ**, Vice President Government Industry Relations

- **Yannick LEVY**, President & Chief Executive, Dibcom

- **Gaëlle MARTIN-COCHER**, Strategic Business Development, Streamezzo

- **François THENOZ**, Director of Strategic Marketing, Orange

#### ■ 5.40 pm Final Round-Table

Spectrum & regulatory issues - long term evolution

**Chairman:**

- **Frédéric PUJOL**, Head of Mobile Services Practice, IDATE

- **Jean-Pierre BIENAIME**, President, Forum UMTS

**Speakers:**

- **Souheil GALLOUZI**, Senior Director, Technology & Product Management, Qualcomm

- **François THENOZ**, Director of Strategic Marketing, Orange

- **Francis BERNARD**, Vice-Président, Strategy & Intelligence, Bouygues Telecom

- **Bosco FERNANDEZ**, Vice President Government Industry Relations

#### ■ 4.00 pm Coffee break

#### ■ 4.30 pm Round Table: Business Models & Profitability

Is 3G only providing extra capacity for voice or is it really mobile broadband?  
Expected changes in price and ARPU. 3G Tariffing structures - The impact of MVNOs - Business case for 3G operators - Mobile VoIP: a real threat? - Bundles impact?

#### ■ 6.20 pm End of the seminar

#### ■ 7:30 pm IDATE International Conference, opening reception

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