

# Hits and Misses of Mobile World Congress 2012

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# Developments, Strategies, Stakeholder Messages

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- **Viability for universal mobile broadband including network, spectrum and device costs**
- **Network technologies, equipment developments and carrier deployments**
- **OTT and operator-provided services, and mobile ads**

**And**

- **Crowd control!**  
**Analysts suffered baton charges, long taxi queues and countless seething cocktail receptions to bring you this insight from the show**



# **Viability for universal mobile broadband including network, spectrum and device costs**

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- **Pleas to stop governments soaking MNOs with exorbitant spectrum fees and special taxes while also crimping profits with caps on call termination and international roaming rates**
- **Spectrum shortages will cause capacity crunch and unrealized data growth expectations**
- **Operators need profits and cash flows to roll-out mobile broadband beyond demand hot spots**
- **Smartphones for \$100; then \$50 or \$20?**



# Network technologies, equipment developments and carrier deployments

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- **3GPP standards advances prompt conformity and consolidation in NEPs' drive to stay on the pace**
- **NEP differentiation is difficult to achieve or sustain**
- **NEP strengths and weaknesses are reflected in the operator network strategies they promote**
- **Femtos must compete with other small cells in hetnets**
- **WiFi's role expands with "onload" as well as "offload"**
- **VoLTE is coming, but this is a trickier proposition than VoIP on fixed networks with DSL, cable nets, Skype etc**
- **WiMAX technology "second owners" might do okay**



# OTT and operator-provided services, mobile ads

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- **Are OTT players freeloaders or are their services the reason why we are willing to sign-up for data plans?**
- **Even more apps: some people are even willing to pay for them; while much of the revenue will come from cunningly embedded ads**
- **Mobile sector specialists benefit from strong growth in mobile advertising; but can it deliver comparable revenues to online?**



# Thank You

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