



22nd, 23rd July 2010, ITC Sheraton Hotel, Saket, New Delhi, India.

"Identifying the significance of 3G launch, Impact of mobile content & emerging issues in India & South Asia"

Key Speakers Include:

Robindhra Mangtani, Senior Director, **GSMA**

TV Ramachandran, Resident Director, Regulatory Affairs & Govt. Relations, **Vodafone**

Shyam Prabhakar Mardikar, Senior Vice President - Network Services, **Airtel**

Pradeep Dwivedi, SVP- Marketing & Product Management, **TATA TELESERVICES**

RN Padukone, Principal General Manager, Corporate Planning & Monitoring, **BSNL**

Randeep Raina, Head 3G, **Nokia Siemens Networks**

Chandan Ghosh, Head Long Distance & Operations (Carriers & Enterprise Business), **Aircel**

L.V. Sastry, Head - Enterprise & SMP, **Aircel**

R. N. Prabhakar, former member, **Telecom Regulatory authority of India (TRAI)**

Sumnesh Joshi, Dy. General Manager, **BSNL**

Ajay Ranjan Mishra, Global Head of Innovation Management & BD, **Nokia Siemens Networks**

P.V.Acharya, Executive Director, **C-DOT**

Rajat Mukarji, Chief Corporate Affairs Officer, **Idea Cellular**

Ranjan Anshuman, Head - VAS, Technology & Innovation, **Virgin Mobile India**

Ravi Gandhi, Head/VP/GM-Corporate Planning/Strategy, **Airtel**

Satya N Gupta, Chief Regulatory Advisor, **BT Global Services-SAARC Region**

Vijay Madan, Former Executive Director & Chairman Board of Directors, **C-DOT**

Anil Prakash, Secretary General, ITU-APT Foundation of India, Secretary General, **IPTV India Forum**

Jasmeet Gandhi, Head- services marketing and devices OPM, **Nokia**

Sridhar T. Pai, CEO, **Tonse Telecom**

Rajesh Chharia, President, **ISPAI (Internet Service Providers Association of India)**

S.N. Zindal, Former Director General, **ACTO**

Deepak Halan, Group Business Director, **IMRB International**

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3G Summit 2010

July 22nd - 23rd 2010, New Delhi, India.

Conference Info:

India is the fastest growing cellular market in the world. With ever rising cellular subscribers, voice is increasingly becoming a commodity. It is estimated that near 550 million people use mobile phones in India. Despite the global slow down, the industry saw its subscriber base going up by 170 million last year, indicating that the boom is here to stay and probably grow larger. India, being one of the biggest international markets, can greatly drive adoption of 3G services as it continues to see the highest growth rates in mobile adoption. The release of higher frequency spectrums in 3G allows for the development of new technologies and applications. Services like MMS, video conferencing, gaming, GPS, m-Commerce applications like online shopping through 3G terminals, instantly arranging meetings based on applications like calendar synchronization, white board applications that can recognize several languages in handwriting, searching any store/outlet in the city through a 3G terminal, and remote home monitoring systems would be commonplace in a few years after the launch of 3G services. There will be huge demand for mobile number portability, presence and instant messaging, mobile TV and convergent communication which would be consumer centric services. These applications offer considerable potentials for an improved life quality – and some fun.

3G subscribers account for around 13% of all mobile subscribers worldwide. It is estimated that 3G mobile subscribers in India will reach 90 million and the annual 3G device sales will reach 81.3 million by 2013. As 3G adoption accelerates, 3G carriers, handset manufacturing, infrastructure equipment makers, semiconductor OEM's, and 3G application providers stand to gain. The convergence of entertainment, telecommunications, software, and data services is all happening at the mobile device and the various stakeholders in each of those ecosystems stand to gain. In India, intense tariff wars shook the industry due to overcapacity, causing myriad problems for operators. For operators, ARPU started declining further, and network congestion increased. These factors have pushed carriers to consider alternative revenue generating opportunities, and they are responding by offering more data services and QoS made possible by 3G technology. In Japan, where there is 87% 3G penetration--almost 45% of the average revenue per user (ARPU) is generated from data services. Compare that to the USA with about 37% 3G penetration--which on average has 28% data service ARPU. This shows that there is still an untapped market for data services which will be further tapped with increased 3G adoption.

By 2013, 3G service revenues are expected to generate \$15.8 billion, accounting for a share of 46% in overall wireless service revenue. Due to the 52% contribution made by the replacement market, annual sales of 3G devices are projected to reach 81.3 million by 2013. Correspondingly, the annual 3G device revenues are expected to increase to \$11.2 billion, with 59% coming from high-end handsets. The Average Revenue Per User (ARPU) from these services will rise from the present 9% to nearly 23%. It is clear that the coming years are very significant for the Indian telecom industry, but not without challenges. The challenges are numerous but the opportunity is far bigger. With the 3G is all set to roll out, and with around 10 million mobile subscribers being added every month, including 3 million rural subscribers, the Indian telecom sector is at the heart of the socio-economic transformation of the country!

This event will gather representatives from leading operators, service providers, handset manufacturers, content developers, regulators, analysts, consultants, game makers, music, mobile imagery, WAP and streaming audio & video to address the key issues of the technology.

It is with great pleasure that we invite you all to the "3G SUMMIT-2010" and wish you all the very best.

Key Themes Discussed at this conference:

- Evaluating 3G launch & developing marketing strategies to achieve optimum future revenue in India & South Asia
- Business opportunities from convergence and next generation technology
- Considering alternative revenue generating opportunities (to the declining voice revenues)
- Analysing the new investments towards infrastructure & technology solutions
- Focusing to provide more services and improved QoS to increase ARPU
- The importance of outsourcing tasks such as provisioning, implementation, configuration, support and ongoing operations.
- Impact of mobile data services on revenue (with the use of high-speed mobile networks)
- Forecasting the market value for mobile entertainment
- What will be the future market size of 3G handsets?
- Evaluating the market dynamics for operators and equipment vendors
- Plethora of converged services to the consumer that blend data, voice and video.
- Analysis on the regulatory issues faced in the Asian telecom market.
- Which are the markets or vendors flourishing due to the rapid uptake of 3G in global market?

Who Should Attend:

CEOs, CIOs, CTOs, VPs, Directors, Heads, Managers of: Fixed-line operators, Internet Service Providers, Regulators, Investors, Telecoms solution vendors, Content providers and more from :

Cellular Service Providers - GSM & CDMA-, Content Aggregators, Content Owners, DOT, DIT, Ministries & Regulatory, Entertainment & Electronic Media, Handset Manufacturers - GSM & CDMA, Mobile Internet Applications & Solution Developers, Multimedia Service Providers, Next Generation Content Solution Providers, Portal Providers, Security Providers, Service Organisations, Smart Card Manufacturers, Software Developers, System Integrators, Telecom Associations & Regulators, Telecom Service Providers, VAS Consulting and Research Organisations, VAS Technology & Platform Companies, Venture Capitalists

Why should you attend:

3G Summit 2010 - "Identifying the significance of 3G launch and the impact of mobile content & emerging issues in India and South Asia"

Get more from the event, with a broader scope bringing the whole communications value chain together. Enjoy and make the best out of our **dedicated networking drinks time, meet the leading international vendors** showcasing the technology of tomorrow in the co-located exhibition. **Expand your knowledge** of the latest business models and technologies in the high-level conference.

Delegate Registration:

To register and to book your seats at the conference - please email your interest & queries to delegate@virtueinsight.com

Sponsorship Opportunities:

To register & to book your sponsorship package - please email your interest & queries to sponsor@virtueinsight.com

08:30 – Coffee and registration

09:30 – Chair's opening remarks

Deepak Halan, Group Business Director, IMRB International

EXAMINING THE 3G MARKET

09:40 – 3G in India: Content, Services & Applications

- Exploring the 3G evolution path
- Analysing new investments towards infrastructure and technology solutions
- What are the short and long term demands for 3G.
- What is driving consumers' interest in 3G?
- Operational approach for successful 3G rollout.
- Assessing the impact of 3G enrolment on QoS and QoE

10:20 – An analysis on the available opportunities with 3G

- Market situation: revealing the key revenue drivers.
- What is the role of content providers in the new 3G business ecosystem?
- What services can the content aggregators offer or sell by making the most of 3G?
- What kind of content will provide tomorrow's revenue stream?

RN Padukone, Principal General Manager, Corporate Planning & Monitoring, BSNL

11:00 – Morning coffee & Discussion

11:20 – Panel Discussion: Examining the market potential in India

- What are the market potentials, its applications business case and technology for mobile TV in India?
- Current infrastructure and what is required to achieve sustainable avenue for revenues
- Opportunities for players to roll broad band services
- Forecasting the market value for mobile entertainment

Moderator: Anil Prakash, Secretary General, ITU-APT Foundation of India, Secretary General, IPTV India Forum

Panellists:

Deval Parikh, Chief Officer Handsets, VAS & Procurement, Virgin Mobile India

Shyam Prabhakar Mardikar, Senior Vice President - Network Services, Airtel

Rajesh Chharia, President, ISPAI (Internet Service Providers Association of India)

12:00 – Key Drivers for the maximum 3G returns

- Current and forecasted demand for network capacity.
- Highlighting the significance of proper promotion
- Key factors in 3G penetration.
- Examining the factors that decide network upgradation
- Business models and factors for serving all end users.
- Optimised CAPEX and OPEX

12:40 – Networking luncheon

BUSINESS MODELS

14:00 - International deployment of 3G & lessons learned for India: Technology, services and applications.

- 3G/WCDMA/HSPA world wide deployments & operators case studies.
- What are the strategies for successful deployment of an efficient infrastructure?
- Business opportunities from convergence and next generation technology.
- Partnerships for successful network deployments and data services.
- Things to be considered in development of 3G multimedia like mobile TV and video applications

Ajay Ranjan Mishra, Global Head of Innovation Management & BD, Nokia Siemens Networks

14:40 – 3G: Operator's perspective

- Determining the optimum bundling and pricing strategies for 3G service offerings
- Alternative revenue generating business models/opportunities.
- How to deliver an outstanding customer experience and have a direct impact on competitiveness and profitability?
- Which are killer 3G services, content and applications?
- Evaluating current 3G launch proposition & developing marketing strategies to achieve optimum future revenue.
- Focus on providing more services and improving QoS to increase ARPU.

15:20 – Afternoon Tea

15:40 – Development of OFC Back Haul and access technologies for successful 3G roll outs

Senior Representative, RailTel Corporation of India

16:20 - Panel Discussion - 3G, the power booster to increase ARPU

- Data service applications - Directly proportional to ARPU
- Innovating with revenue generating VAS
- How to meet the demand for spectrum to deliver service to the last mile.
- Developing customer centric services like GPS, gaming, mobile TV to achieve outstanding ROI
- Introducing new applications catering to rural masses to gain from the rural expansion

Moderator:

Rajat Mukherji, Vice President, Corporate Affairs, Idea Cellular

Panellists:

Chandan Ghosh, Head Long Distance & Operations (Carriers & Enterprise Business), Airtel

Jasmeet Gandhi, Head- services marketing and devices OPM, Nokia

17:00 – Chairperson's closing remarks and End of Conference

Deepak Halan, Group Business Director, IMRB International

17:20 - Networking Drinks - Take your discussions further & build new relationships in a relaxed & informal setting...

3G Summit 2010

July 23rd 2010, New Delhi, India.

08:30 – Coffee and registration

09:30 – Chair's opening remarks

Sridhar T. Pai, CEO, Tonse Telecom

TECHNICAL IMPACT

09:40 – Role of IT firms in 3G rollout and services

- Developing digital media products & services with a user in mind
- Highlighting the importance of IT firms in providing high QoS and QoE.
- Role of content developers and IT vendors to deliver an immersive video experience
- Issues to be dealt with the local content

10:20 – Service adoption challenges

- Issues with scaling the mobile infrastructure
- Coverage, service presence and continuity issues during the early years of 3G deployment.
- Wise pricing to avoid hinder of mass adoption.
- Band width demand for 3G, HSPA, LTE and beyond

11:00 – Morning coffee & Discussion

11:20 – Outlining the strategies to improve capacity to meet the consumers' demand

- Update on HSPA , LTE and mobile WiMAX deployments
- Spectrum and network considerations
- Using femto cells & UMA technology to extent coverage and capacity
- New back-haul solutions that can cost-effectively handle increased traffic
- Understanding the role of managed services for provisioning, implementation, configuration, support and ongoing operations

12:00 – Panel discussion: Challenges in upcoming markets

- What are the successful strategies to face the future challenges post 3G launch in India
- Analyzing the changing business environment for 3G
- Evaluating the opportunities and threats in emerging markets
- Analyzing pricing plans to boost consumer usage for post 3G launch
- Consumption patterns - how are consumer behaviour different in emerging markets from mature, competitive markets?

Moderator:

Sridhar T. Pai, CEO, Tonse Telecom

Panellists:

Randeep Raina, Head 3G, Nokia Siemens Networks

P.V.Acharya, Executive Director, C-DOT

L.V. Sastry, Head – Enterprise & SMP, Aircel

Sumnesh Joshi, Dy. General Manager, BSNL

Pradeep Dwivedi, SVP- Marketing & Product Management, TATA TELESERVICES LIMITED

12:40 – Networking luncheon

14:00 – Panel Discussion: 3G in India - Regulators' perspective and its impact on operators.

- Availability, allocation and management of spectrum for 3G services.
- Key regulatory issues for 3G operations in India.
- Global spectrum issues and how will those impact 3G services in India
- High license acquisition costs - Will huge pricing affects QoS and QoE? - Steps to be followed for operators

Moderator: R. N. Prabhakar, former member, Telecom Regulatory authority of India (TRAI)

Panellists:

TV Ramachandran, Resident Director, Regulatory Affairs & Govt. Relations, Vodafone

Ravi Gandhi, Head/VP/GM-Corporate Planning/Strategy, Airtel

Vijay Madan, Former Executive Director & Chairman Board of Directors, C-DOT

S.N. Zindal, Former Director General, ACTO

Satya N Gupta, Chief Regulatory Advisor, BT Global Services-SAARC Region

IMPROVING USER EXPERIENCES

14:40 – Post 3G, Rural India : Internet goes mobile...

- Significance of expansion of rural tele density
- How can it make a difference in declining ARPU?
- Finest ways to recover the high costs of buying 3G spectrum at govt auction
- Time & cost effective strategies against fixed line infrastructure.
- The significance of govt. initiatives besides mobile operators'

Robindhra Mangtani, Senior Director, GSMA

15:20 – Afternoon tea

15:40 – The challenges & benefits of providing a great mobile user experience with 3G

- What do customers really want and what defines a great mobile content experience?
- What changes would bring about the most enhanced user experience?
- Developing applications that will meet the needs of the Indian mobile user
- With 3G, potential to provide cinematic quality of entertainment in mobile

16:20 – Plethora of converged services to the consumer that blend data, voice and video.

Ranjan Anshuman, Head - VAS, Technology & Innovation, Virgin Mobile India

16:50 – Future holds for 3G: cool devices & services that every one wants

- 3G's impact on device evolution: Smart phones, Net books
- Operating system- What advancements can outplay the existing?
- New offerings in low cost hand sets
- Opportunities and challenges for embedding wireless devices.
- Revolutionary services and offerings that consumers will be looking for, in 3G applications)

17:20 – Chairperson's closing remarks and End of Conference