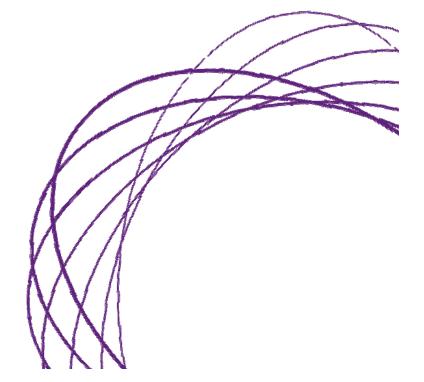
Reform of European Regulations – the New Rules of the Game

Göran Marby

Director-General Swedish Post and Telecom Authority





Communication is constantly finding new ways

- Traditional
 Voice, e-mail, SMS/texting
- Today
 Chat & social media





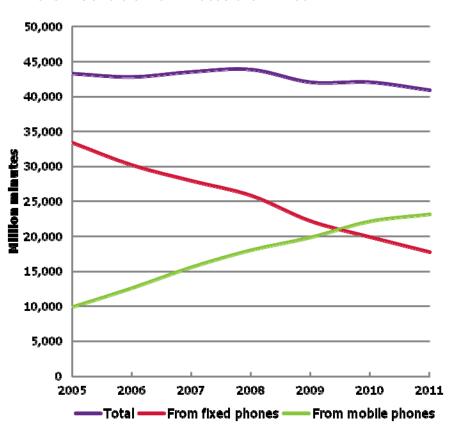






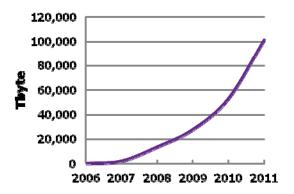
Wireless use dominates voice and data

More mobile traffic minutes than fixed

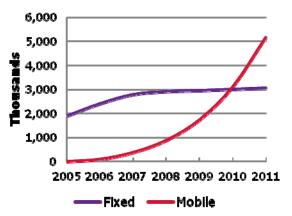


2^ms

Mobile data traffic is booming



More mobile broadband subscriptions than fixed



PTS: The Swedish Telecommunications Market 2011

Convergence

Until now

PSTN/GSMnetworks for voice

Television networks for TV

Terrestrial audio broadcasting networks

Computer networks for data

In the future

Everything becomes IP (internet).

One network can transport all services.



"The perfect storm"

- All-IP a technical evolution
- Wireless takes over
- Need for a change of business models
- "The perfect storm"

 when these
 paradigm shifts
 occur at the same
 time





Same service - all platforms

- Consumers want to use their favourite services on all available platforms, regardless if it is fixed or mobile.
- Example: VoIP services as Skype or Viber, television/video services.
- Operators are considering blocking VoIP on mobile platforms
- Berec is now working with issues regarding Net Neutrality.



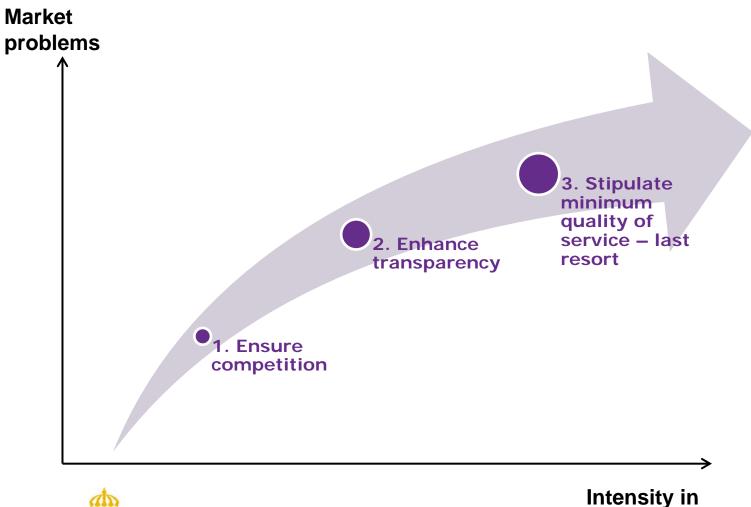








Net Neutrality – need for regulatory intervention?





Intensity in regulation



Thank you for your attention!

