Mobile Internet and Technology Competition

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Structure of Presentation

1. **Situation**

2. Who led introduction of mobile Internet? And why?

3. Conclusions

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Internet Superior to Traditional Mobile Approach

- More people use SMS than Email

- Accessability of content on the Internet is superior
  - Links from SMS difficult to handle

    Internet as "public space"

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Wireless Internet Has Only Started

- Spectrum underused

- Video increasing

- Prices decreasing

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Germany Lagging in Mobile Internet

- ## Lag

  - ### Expensive data transmission via SMS

  - ### Inconvenient access to content via SMS

  - ### Lack of high income jobs in design of devices

- ## US and Japan leading

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iPhone Characteristics

- Access to WWW
- Email
- Applications adapted to small screen
- Camera
- Music
- Flatrate

None invented by Apple

All invented in Japan

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Japan's Lead in the Mobile Internet

- Mobile Internet users:
    - 10 years ago: 30 mio.
    - Today: 100 mio.

- Mobile email typical.

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Why is Japan Leading the Mobile Internet?

■ Operators compete in every respect, including radio interface.

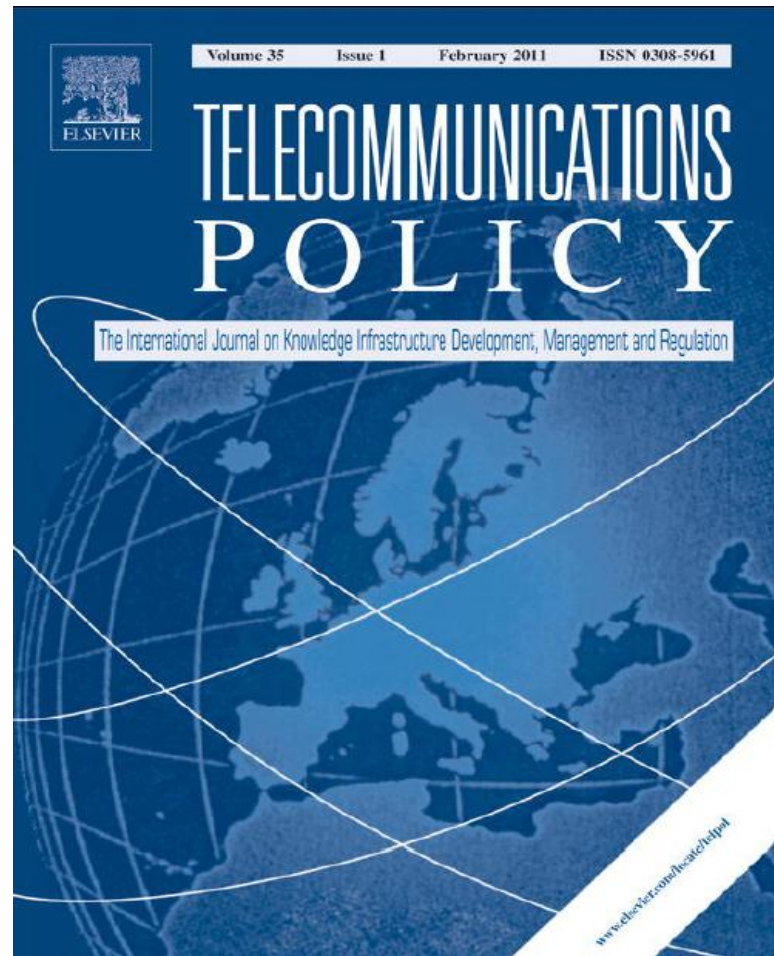 Messaging prices started falling in 1997 to <1 cent.

$\rightarrow$ **Unlimited competition leads to new products and services**

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Apple

- Copied services.

- Improved user interface.

- Plays role of world-wide operator.

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Reference

Weber, Haas, Scuka

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General Option

Create a *dialogue*

For awareness, discussions of problems and solutions, in:

Science

Politics

Public

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Option 1

Copy Japanese *technology competition*

- Provide spectrum to new operators interested in
    new technologies
    new business models
    on a European scale

Risky

$\rightarrow$ Needs to be worked out in detail

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Option 2

Provide better usable spectrum *commons*

- Below 1 GHz
- With more power

Risky

→ Needs to be worked out in detail

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Dialogue Kick-off

- Round table at KIT with participants from Europe, US and Japan

  50 actions collected

  See http://www.itas.fzk.de/v/rt-radiodiversity/

- Process should be broadened

- **Invite you to participate**

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