



Mobile Contents and Applications - Hong Kong's Telecoms Advantage



Three Important Factors for Mobile Data Services to Take Off



- Applications
- Applications
- Applications

Three Factors Identified in MMS Seminar, May 2002



- Handsets suitable for display of multimedia contents
- Affordable and readily understood tariffs for mobile data
- Services, contents and applications that users are willing to pay for

Hong Kong Market being Too Small



- Contents and applications developers should build a strong presence in Hong Kong

What the Government has done



- Support the Hong Kong Wireless Development Centre
- “Open Network Access” obligations under 3G licences issued in October 2001
- Proposed to include “Open Network Access” obligations in
 - the nine GSM licences to be offered to existing operators after their licences expire in 2005 and 2006
 - the proposed new licence in the 800 MHz band

Why “Open Network Access”?



- Certainty for non-affiliated contents and applications providers
 - avoid diverting resources to contract negotiations with mobile network operators
- Experience in South Korea and Japan shows importance of choice of contents and applications
- A reserve power which the regulator would happily not use

Why the New 800 MHz Band Licence?



- Stimulate a more vibrant mobile data market
- Market (*not Government*) to decide whether a new operator should enter the market and whether a particular technical standard will gain acceptance by Hong Kong consumers
- Technical standard decided by
 - location of the 800 MHz band
 - commercial availability of equipment in that band
 - need to avoid mutual interference with Mainland networks

Why the New 800 MHz Band Licence? (2)



- New competing technologies will emerge
 - Wi-Fi (already here)
 - Wi-Max
 - IEEE 802.20
 - 4G
- Conditions to be included to ensure that the new network, if licensed, will not be just another voice network
- Not a zero-sum game

The Hong Kong Telecoms Advantage for Mobile Contents and Applications



- Large mobile customer base for marketing products
- Users accustomed to high-speed and “always on” performance of broadband fixed connections in offices and homes
- “Open Network Access” provides conducive environment for contents and applications developers



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Seminar Organized by
Telecoms InfoTechnology Forum and Hong Kong
Wireless Development Centre*

25 March 2004