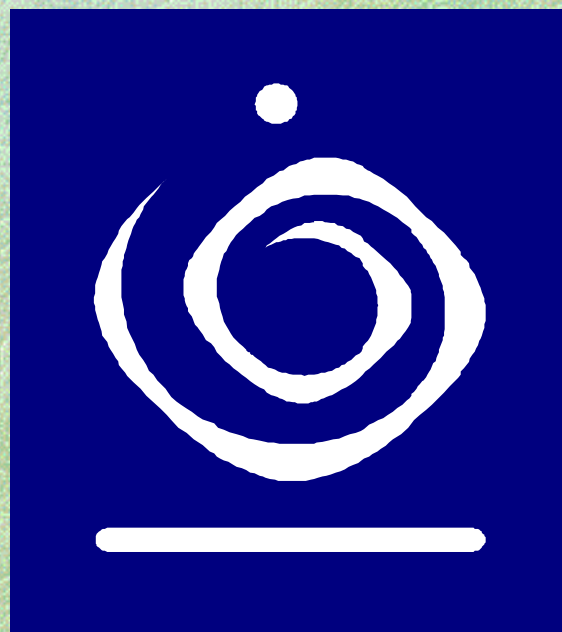


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**UMTS  
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**UMTS Forum**  
**Report to 3GPP SA#5**  
**Andy Watson**

**Technical advisor to the Forum Steering Group**  
**Liaison Officer to 3GPP TSG SA**  
**& EP SMG, EP UMTS**

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# Report from UMTS Forum



**September 1999 - Forum 3 years Old Since its Formal Incorporation**

**200 Member Companies World-Wide**

**Chairman**

**Dr. Bernd Eylert**

**Vice Chairs**

**Josef-Franz Huber**

**Dr. Chris Wildey**

**3GPP Co-ordination Group Chairperson**

**Dr. Antonella Napolitano**

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## **Report from UMTS Forum**



### **Current Activities:-**

**New Market Forecast Study**

**Exhibition at ITU CPM/WRC2000**

**InfoCom Technology/Regulatory Workshop - Singapore**

**Globalisation Activities**

## *New market Forecast study - “Development of the 3G Market”*

- To stimulate global business planning for 3G investments
- Study awarded to the Yankee Group
- Study targets
  - **To enhance understanding of the 3G multimedia services market by region (NA, E/W EU, Japan)**
  - To provide projections for the 2002-2007 timeframe with extensions up to 2010
    - Revenues by market application segments and devices
    - **Service priorities and timing**
    - Business modelling

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### *Market Forecast Study*

#### **Timescales**

- **31/8/99**      **Kick-off and detail planning**
- 7/9/99      Start of work
- 18/10/99      Conference call
- **15/11/99**      **Interim meeting**
- 13/12/99      Conference call
- **17/1/00**      **Draft final report**
- 20/1/00      Report review meeting
- **1/2/00**      **Final report**

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# Report from UMTS Forum



## *Market Forecast Study*

- Major contribution to UMTS Forum internal & external activities
- **Will be used for the Forum's MRP process towards 3GPP**
  - Methodology Under discussion
- Deliverables
  - Final Report for use by membership and Working Groups
    - Market drivers and inhibitors
    - Methodology
    - Applications, services and user segments
    - End user devices
    - Business Planning Model (including Excel spreadsheet)

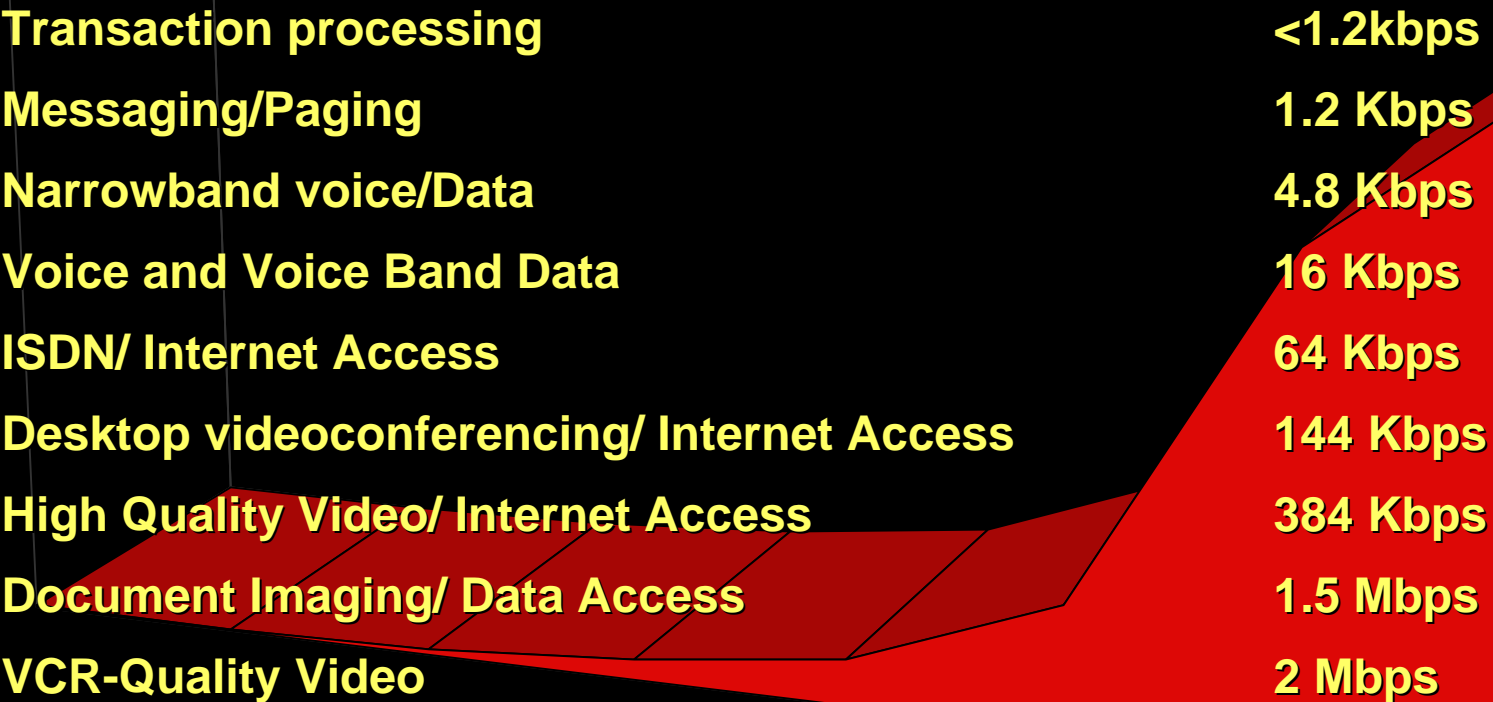
## ***Task 1: Assessment of Next Generation Services & Applications***

- **3G multimedia applications opportunities - mobile and fixed**
- **User group definition and segmentation**
- **Service types, and commercial timeline**
- **Revenue value associated with 3G applications**
- **Subscriber willingness/ability to pay**
- **Key drivers and inhibitors to adoption**



# What are the Potential Applications?

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• Transaction processing	<1.2kbps
• Messaging/Paging	1.2 Kbps
• Narrowband voice/Data	4.8 Kbps
• Voice and Voice Band Data	16 Kbps
• ISDN/ Internet Access	64 Kbps
• Desktop videoconferencing/ Internet Access	144 Kbps
• High Quality Video/ Internet Access	384 Kbps
• Document Imaging/ Data Access	1.5 Mbps
• VCR-Quality Video	2 Mbps



THE  
YANKEE GROUP  
*A Primark Company*

## ***Deliverable: Regional Analysis of the U.S, Europe and Japan***

- **A unique methodology rating each region based on a number of different factors**
  - **timeline for deployment of wireless data**
  - **actual and projected adoption and usage of wireless data**
  - **usage by application type**
  - **usage by service type**
  - **usage by device type**
  - **economic and socio development of each region**
  - **basic assessment of the wireline telephony system, Internet access and fixed wireless opportunity**
  - **user profiles**

## **Task 2: Assessment of Next Generation Devices**

- **Devices for 3G will be split into two major categories:**
  - **Voice Centric-Wireless Intelligent Terminals (WITs)**
  - **Data Centric-Notebooks, Handhelds, Compucators**
- **Technology Enablers**
  - **Network: increase in bandwidth, throughput, coverage**
  - **Applications: ROI for business, convenience for consumers**
  - **Devices: lower cost, digital, high speed, compact, increased memory**
  - **Standards: WAP, MNC, IP, Bluetooth**
- **Market Enablers**
  - **Use of Internet**
  - **Technology ownership: computers, wireless phones**
  - **Use of SIM/smart cards, PC Cards**

## ***Task 3: Development of a Business Planning Model***

- **The Yankee Group will develop a generic PCS/Cellular average revenue per user business model**
  - **New revenue segments will focus on the following areas:**
  - **Transaction Processing, Advertising, Content Delivery, Location Related Services, and Telemetry Applications**
  
- **The generic business model will be adjusted for country specific parameters**
  - **Assumed take-up rates of services, and individual price structures**







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## **Report from UMTS Forum**



# **Globalisation Activities**

**To Promote the Adoption of UMTS World-wide**



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## **Report from UMTS Forum**



# **ERO Report No.60**

**Jointly Published by the UMTS Forum**

**Global Circulation of Terminals**

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# Report from UMTS Forum



## Presence at Telecom '99

**Own Stand in British Pavillion**

**Shared Presence on ETSI Stand**

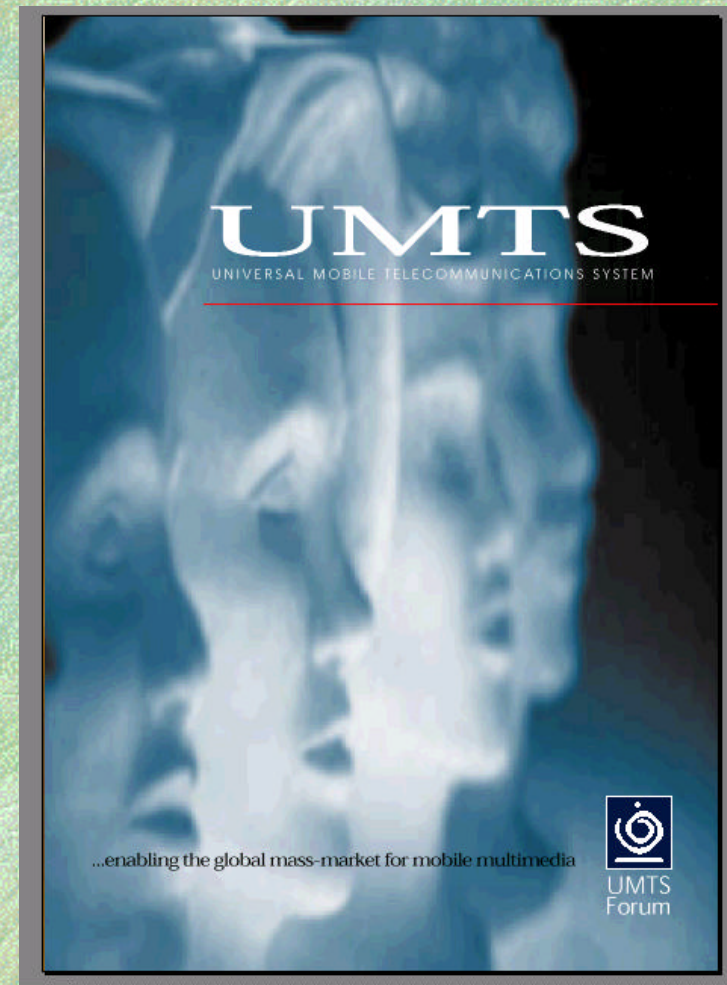
**Material to be Available.....**

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## Report from UMTS Forum



## New UMTS Brochure



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## **Report from UMTS Forum**



### **Presence at Telecom '99**

**UMTS Forum Chairman Dr Bernd Eylert will deliver the keynote address:-**

**"Mobile Communications: Evolution to the Third Generation"**

**On 14 October, Session INF11 in the Infrastructure Summit.**

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## **Report from UMTS Forum**



### **Presence at Telecom '99**

**UMTS Forum Vice Chairman Josef Huber will also represent the UMTS Forum as a panel member on 15 October, Session INT7 in the Interactive Summit**

**Attendance at ETSI "Meet The Press" social evenings Mon/Tue/Wed**

**Various Chairman interviews already set up with international press including Reuters and French national paper Le Temps... more to follow**

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