



# Mobile Broadband China 2010

**July 1-2, 2010**

**Crowne Plaza Century Park Shanghai  
China**

## Overview

With 769 million subscribers and more than 300,000 3G base stations deployed by the end of 2009, China is on the verge of huge growth in mobile data services and one of most exciting and dynamic markets in the global mobile communications sector.

Local operators invested US\$23 billion into 3G infrastructure in 2009, making it the single most significant equipment market, and with capital spending forecast to reach almost \$20 billion in 2010, it's a market hardware and software suppliers simply can't afford to ignore – indeed, China is now as important in shaping the global mobile industry as are Western Europe and North America.

Sustained investment in fundamental R&D, coupled with ongoing technology and product development, is also making China an essential hub of the next-generation mobile technology ecosystem that will drive benefits domestically and for operators and consumers around the World.

To enable organizations from across the telecommunications industry to capture the benefits of this extraordinary rise, *Light Reading* is developing **Mobile Broadband China 2010**, a unique industry conference, taking place on the 1<sup>st</sup> and 2<sup>nd</sup> of July of 2010 in Shanghai.

Scheduled to coincide with World Expo in Shanghai in summer 2010, the event will focus on the network deployment and commercial implications of advanced wireless technology development, using *Light Reading's* tried and tested, resolutely independent, conference model to combine international industry insight with the best Chinese technology and network deployment vision.

Moderated by *Heavy Reading* and Pyramid Research senior analysts, and supported by senior operator executives, major vendor partners, influential standards bodies, and trade associations, the event will provide an unparalleled expert forum for discussion and debate on the mobile broadband market in China and beyond.

## Key Themes

Key topics to be addressed at **Mobile Broadband China 2010** include:

- **Linking Service Innovation to 3G & 4G Network Technology** – Widespread 3G network deployment underpins the innovation currently occurring in mobile Internet applications and services. Combined with open network APIs, subscriber data management, policy tools, and business model innovation, this presents tremendous opportunities across

the value chain and will pave the way for long-term investment in 4G deployments.

- **TDD-LTE Technology Roadmaps & Deployment Options** – The event will explore the attributes of emerging TDD-LTE technology and investigate potential deployment options for TDD-LTE in China and around the world. The ability for the industry to capture scale economies through common FDD/TDD infrastructure and device chipsets is critical.
- **Multi-Standard Radio Access Networks** – To investigate how operators can best support multi-technology radio access networks, the event will examine the value and challenges of multi-standard base stations and controllers, software-defined radio heads, smart/active antenna technology, and cell site solutions that enable operators to reduce the overall cost of ownership of converged radio access networks.
- **The Scalability Challenge in the Transition to Packet Backhaul** – The event will assess what's required from an operational and technology perspective to ensure the transition to IP in the backhaul network can scale rapidly and cost-effectively to meet near-term 3G demand and medium-term LTE requirements.
- **The Evolution of the Mobile Core Network** – The transition towards a single packet core for voice and data services has far-reaching implications for network architecture, traffic management, service delivery, and monetization of network investment.

### **Mobile Broadband China 2010 Sessions**

The sessions at **Mobile Broadband China 2010** will cover the following:

- **The market transition to 3G and LTE mobile broadband**
- **The outlook for 3G mobile data in China**
- **The role the Chinese mobile industry plays in 3G**
- **How can Chinese mobile operators learn from the operation?**
- **Key components of the LTE ecosystem and how global scale will benefit**
- **The benefits of global scale to carrier business**
- **The multi-standard RAN benefits of global scale in terms of R&D investment, product choice, equipment pricing, and roaming**

### **Moderators**

**Mobile Broadband China 2010** will be hosted by two of the industry's leading mobile network analysts – who are expanding *Light Reading Mobile* and *Heavy Reading's* presence in this critical segment of the telecom market.

**Gabriel Brown, Senior Analyst, Heavy Reading**, focuses on wireless technologies and services, including 802.11 wireless LAN, ultrawideband, WiMax, and 3G. He has covered the wireless data industry since 1998, previously as Chief Analyst of the monthly *Unstrung Insider*, published by *Heavy Reading's* parent company *Light Reading*; he was additionally responsible for the overall editorial planning of *Light Reading's* entire line of *Insider* research newsletters. Prior to joining *Unstrung*, Brown was the editor of *IP Wireline* and *Wireless Week* at London's Euromoney Institutional Investor. He often presents research findings at industry events and is regularly consulted by wireless networking technology leaders.

**Patrick Donegan, Senior Analyst, Heavy Reading**, is among the world's leading independent experts in backhaul network issues. His first *Heavy Reading* report, "Backhaul Strategies for Mobile Operators: North America," was published in March 2006, encompassing extensive research with multiple leading mobile operators and equipment vendors. Donegan has 15 years of experience in the mobile communications and wider telecom markets. He joined *Heavy Reading* from Nortel Networks in January 2006. At Nortel he spent five years as a senior manager of strategic planning for the company's wireless business – spanning GSM, CDMA, UMTS, WiMax, and other wireless technologies. Prior to Nortel, Donegan spent two years in business research for Motorola's Corporate Strategy Office in EMEA and two years as a wireless analyst for the Yankee Group. He made his early career as a telecom magazine journalist and editor, serving as deputy editor of *Public Network North America* from 1990-1995 and editor of *Mobile Communications International* from 1995-1997.

Donegan and Brown will develop the content for **Mobile Broadband China 2010** in conjunction with the event's sponsors in a collaborative process that will last for several weeks.

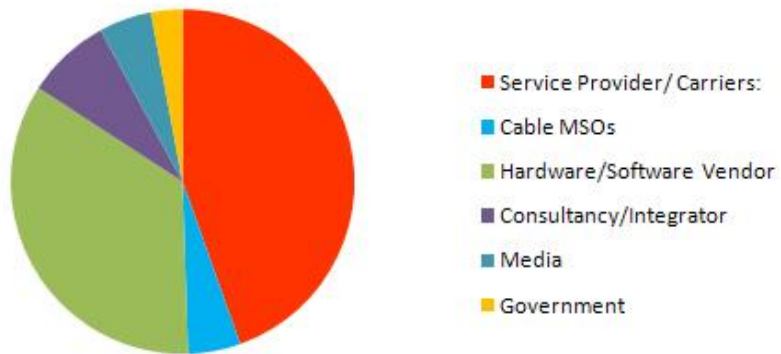
## **Event Attendance & Promotion**

### **Event Promotion**

- **Mobile Broadband China 2010** will be promoted extensively to relevant portions of *Light Reading* and *Light Reading Asia's* 250,000 registered users and 300,000 monthly visitors via exclusive banner ads, email blasts, and editorial coverage.
- Light Reading also be working on partnerships with the 3 main mobile operators in China (**China Mobile, China Telecom, and China Unicom**), as well as their local branches in over 30 provinces. Representatives from those mobile operators are able to attend **FOR FREE. Mobile Broadband China 2010** will also be promoted to mobile operators from the developed mobile broadband market.
- Admittance to **Mobile Broadband China 2010** is by invitation only. Visitor promotion will target key decision makers from service providers and cable/MSOs with a focus on C-level executives, VPs, and SVPs. All registration applications are screened by both *Light Reading Live* events staff and *Light Reading* editors to ensure they come from the appropriate demographics.

### **Event Attendance**

- More than 200 representatives of decision makers from key regional mobile operators and key solution vendors, with a focus on C-level executives, VPs, and SVPs, will be at **Mobile Broadband China 2010** with the following demographics:



**For more information on this unique opportunity please contact:**

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