

8 CONCLUSIONS AND RECOMMENDATIONS

The Extended Vision of the UMTS Forum investigates the value chain from the end-user up to content provision. In addition to the traditional Telecoms Value Chain establishing mainly transparent connections between two end-users, the UMTS Operator expects guidance on how to proceed in the new field of information-based services.

This Report gives an overview on the first investigation results in the UMTS Forum. However, further more detailed work will be necessary taking into consideration the fast changes of concepts and businesses in the Internet driven world.

Mobile Operators are well positioned to exploit the many new opportunities afforded by the introduction and of 3G mobile multimedia services from 2001/2002. UMTS is much more than Internet or wireless.

The Extended Vision enlarges the view of UMTS to a scenario of a heterogeneous network environment with various organisations playing different roles in the same value chain. Several issues arise in both the mobility and security areas.

This Report by the UMTS Forum demonstrates how UMTS will continue to develop and add value, enabling players to grow their Mobile Multimedia businesses to 2010 and beyond. The value chain from the end-user up to content provision has been investigated. In addition to the traditional telecoms value chain that typically establishes transparent connections between two end-users, UMTS Operators, suppliers, Regulators and investors are given practical guidance on how to proceed towards new market opportunities for the provision of mobile multimedia services in the emerging Information Society of the 21st century. The Extended Vision of UMTS identifies the new opportunities for service providers and content providers to generate new value, not through traditional marketing approaches, but by intensifying segmentation to support personalisation, location, interactivity, the operational and transacting environment, and m-Commerce.

A single “killer” application will probably not appear, but it seems likely that some “killer cocktails” or new groups of services/applications will, being tailored to specific end-user profiles and needs. In general, basic service concepts are common between 2G and 3G. However, the service delivery mechanisms and user device attributes and interfaces will be vastly improved with 3G. Services that already exist will be greatly improved with images. Customer segmentation based on lifestyle management is crucial to produce and understand 3G services, and their marketing and implementation.

The provision of a Mobile Multimedia Portal platform, which could either be shared between UMTS Operators or maintained as an Operator-specific one, enables the UMTS Operator to enter the IP-based business with a variety of applications, from information and entertainment to mobile commerce.

Internet Domain Names, IP-addresses and E.164 addresses are a limited resource. Thus, timely advanced planning of such resource is of great importance for the industry. At this stage, it does not matter whether the Internet Domain Names and Numbers for the mobiles will finally be used either by an ISP, Portal Operator or the UMTS Operator itself. An early clarification of address reservation and structuring needs to be done.

More detailed work will be necessary to deliver the full UMTS vision, taking into consideration the fast changes of concepts and businesses in the Internet driven world.

The existing standardisation structure in telecommunications needs to be extended to the Internet. Industry-wide collaboration, with a tolerant regulatory environment, is preferred since individual initiatives fragment and would not prove sufficient by themselves to sustain long term growth and market success.

This Report contains a number of detailed recommendations from the UMTS Forum covering future research and standardisation requirements, and necessary regulatory actions in the critical areas in order to define, standardise and deliver openly-available efficient solutions; specifically:

Rec #	Recommendation	Reference Section
1	The UMTS Operator should take up the new business opportunities via partnering with ISP, Portal Content Providers or consider them in one ownership.	7.
2	Operators have the opportunity to move up the value chain: <ul style="list-style-type: none"> • In a stepwise approach towards "All IP" transport and switching, following 3GPP Rel. 99, Rel. 00 and further Releases towards HTML-DHTML-XML transparent solutions. • By accessing content via a Mobile Multimedia Portal Platform. 	5.
3	Harmonised timely introduction of " <i>service portability</i> " in conjunction with a Mobile Multimedia Portal platform will enable personalised content management. Functional blocks of the Mobile Multimedia Portal platform and its phased introduction should follow a harmonised milestone plan.	4.3.1 4.2.1 (3.1)
4	Early clarification of address reservation and structuring is vital to the success of UMTS/IMT-2000. Timely advanced planning of Internet Domain Names, IP-addresses and E.164 addresses is of importance for the industry in order to ensure an early clarification of address reservation and structuring.	4.6
5	Any regulation should be kept to the minimum necessary to achieve the desired effect. International solutions to regulatory problems should be sought. The regulatory framework should allow public service broadcasters and programme makers to take advantage of the new opportunities offered by the technological convergence in a commercial framework and in competition with other market players. However, such commercial activities must be kept strictly separated from state-subsidised activities.	6.3
6	Individuals should be allowed to carry IMT-2000/UMTS mobile terminals with them all around the world without any restrictions when crossing borders, such as customs duties or individual licences, and to use them, subject to normal connection requirements. Such mobile terminals shall of course comply with internationally accepted rules concerning interference, health and safety.	6.6.1

7	3GPP should take up investigations and define UMTS solutions for <ul style="list-style-type: none">• IPv4/v6 co-existence and integration with IPv6• QoS control, applications-dependent• IP-security combined with USIM• Mobility management/roaming for information services (IP-based).	5.1
8	All players should work to achieve global acceptance of the principle of Suppliers Declaration of Conformance to mutually agreed requirements. This will simplify the placing on the market of future multi-mode terminals.	6.6.3