



Spectrum for society: social and economic benefits

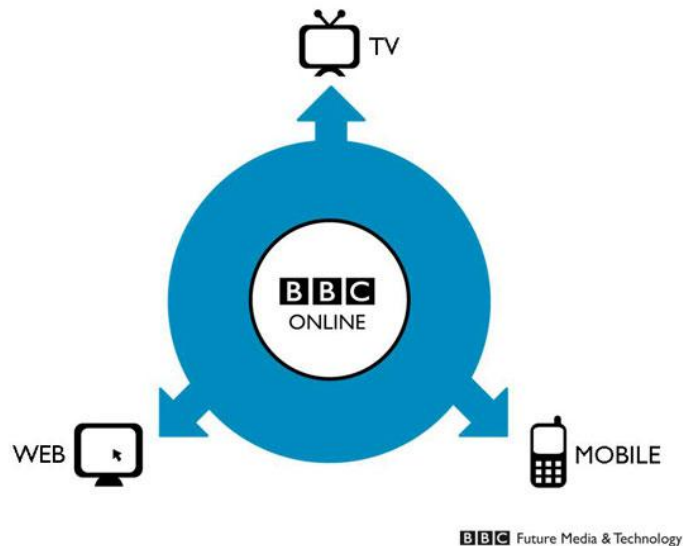
Brian Williamson

1 March 2011

**MEP breakfast, European Parliament,
Brussels**

Plum Consulting, London, T +44 (0)20 7047 1919, E brian.williamson@plumconsulting.co.uk, www.plumconsulting.co.uk

Delivering public service content

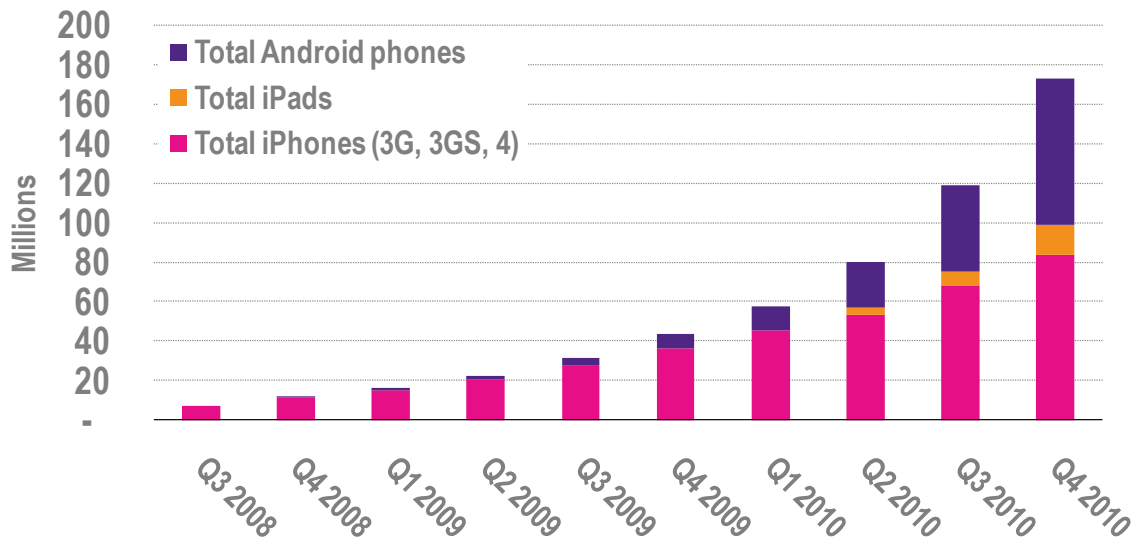


Broadcasting vs. mobile is a false dichotomy

Smart device take-up driving mobile data demand



Total global number of iPhones, iPads & Android phones sold



Source: Plum Consulting, Apple quarterly financial results, Gartner

Faster adoption than broadband 2000-2010

Mobile apps/devices => social benefits + easier route online?



Health



Transport



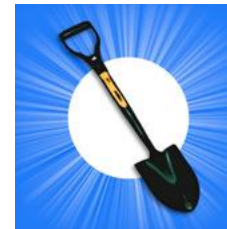
Disability



Civic

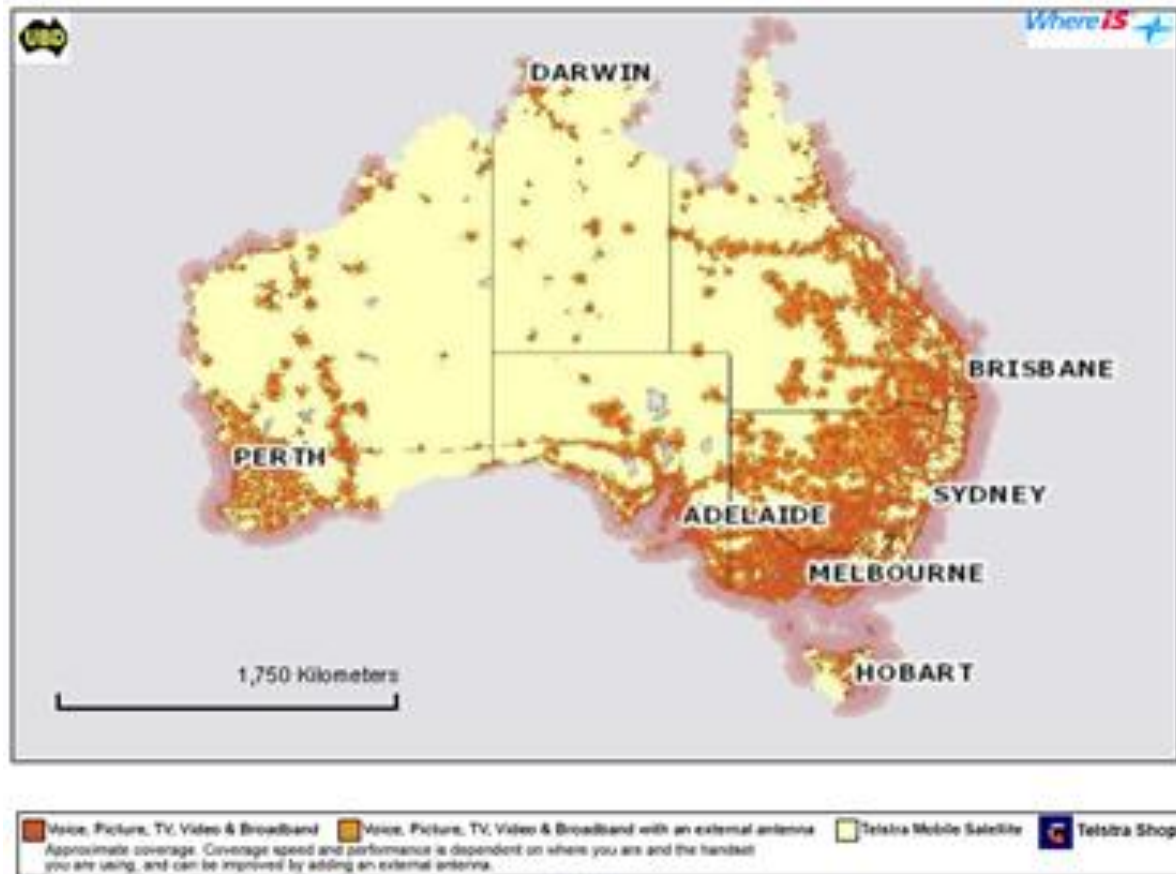


Education



- Intuitive interface
- Relevant apps
- Affordable connectivity

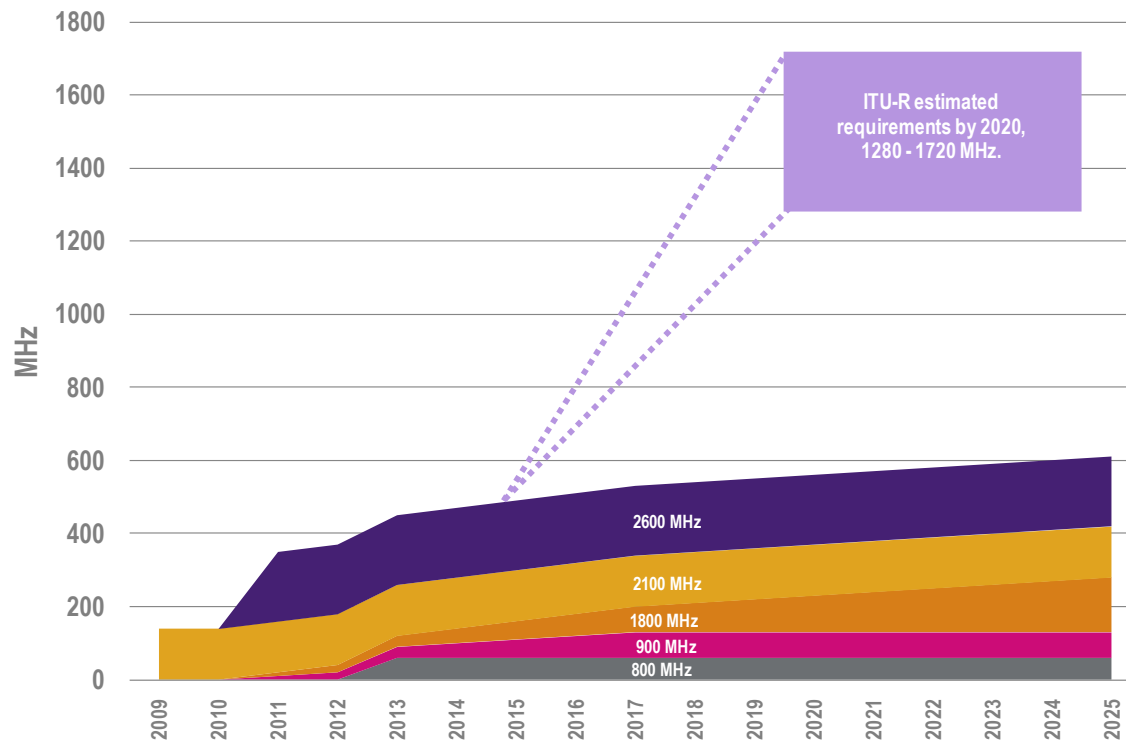
UHF 850 MHz => 99% 3G coverage



ITU forecast implies spectrum gap



EU expected spectrum supply vs. ITU demand for mobile broadband



Finish magenta, move on to grey?

