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Position Paper for the Workshop “Social and Economic Factors Shaping the Future of the Internet”

Commercial decisions and Policy measures to be addressed to foster demand for innovative services and investment in Next Generation Networks (NGN) by Andrea Camanzi

- Telecommunications industries are fast becoming low cost industries with high volumes for product and services based on the IP standard.
- In order to offset the high costs of investments required, economies of scale will need to be made.
- NGNs will offer the efficiencies required and reduce the operational costs by unifying the collection, transport, delivery and control of fixed, mobile and data traffic. Thus, whilst services will be fully integrated they will need to be offered on a network independent basis on the global market.
- In order to achieve the goal of developing NGNs the market should be open, competitive and driven by private investments sustained by demand from empowered users who will continue to require highly advanced and new services.
- This occurred for instance with mobile digital telephony which quickly developed with a high demand for services such as international roaming, SMS services in a highly secure environment that empowered users.
- A constant offer of services that empower the user will ensure the take-up of services and hence ensure the economies of scale required to recover the NGN investment costs.
- A combinations of commercial decisions and policy measures will need to be taken to ensure the empowerment of users, such as:
 - Roaming on fixed networks should be made possible;
 - Users should be allowed, at their own request to pick and choose single services on a stand alone basis from different operators;
 - Telephone numbers and routing addresses should be allocated directly to the users;
 - Service delivery platforms should be open and interoperable, with interoperable DRMs.