

Broadband Mobile Content

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Digital Broadband Content: Developments & Challenges
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User Focus

- User preferences are crucial to success
- Ease of use and personalisation are essential to broad user uptake
- Mobile content – particularly music and games – can drive telecommunications and media growth.
- Markets are most developed in Asia
- Very large growth potential in North America and Europe

Enabling Technologies

- Manufacturers are working with other industry participants to develop handsets with features that will facilitate mobile content growth
 - Industry and government must facilitate the development of standards and interoperability guidelines
- Mobile portals providing marketing, distribution and billing technologies are at the center of the mobile content value chain
 - As new technologies are introduced, this position could change.
- A profusion of pricing models often leaves customers unsure of the cost of acquiring or using content, due in part to data transfer costs.
 - Pricing shifts may spur growth and change the roles of market participants
- The industry is now addressing piracy, IP rights and DRM.
 - As these policies develop worldwide, mobile platforms must be considered

Current Mobile Content Offerings

- Music – especially ringtones and music downloads -- is a key source of mobile content today
 - With full-track offerings, industry concern over copying will likely increase in prominence
- Games developed for mobile platforms are becoming more complex.
 - Industry standards and interfaces would enhance mobile game development
- Other mobile content includes video, enterprise and information and location services
 - Video, adult and gambling raise unique policy issues
- No single dominant value chain has emerged. Different models will likely develop for different types of mobile content. The numerous players include:
 - content owners and developers
 - mobile operators
 - companies with enabling technologies
 - content aggregators
 - handset manufacturers

Emerging issues for government and other stakeholders

- Infrastructure policies for broadband, wireless and spectrum ensure that networks keep pace with the content they transmit
- R&D projects, along with public sector use of mobile content applications, can forge new business models and promote user acceptance
- IP, DRM and technical standards are essential to continued growth
 - Industry and government-facilitated policies to encourage consensus and development must take into account the mobile environment
- Competition is essential to ensure that industry participants do not foreclose mobile content from new technological platforms
- Privacy, security and consumer protection must be addressed by ongoing policy initiatives
- Payment and micro-payment policies should consider mobile content
- Taxation policies can significantly impact mobile content uptake