

JUST ONE QUESTION



...to **Jonas Sellergren**, VP Innovations, Wayfinder (supplier of location and navigation services for mobile phones).

? ▶ *Apple's "App Store" is an online software clearing house where iPhone users can buy and download hundreds of applications made by independent developers.*

This way of encouraging third-party development and distribution has been called a "game changer". Do you agree?

! "Yes, I agree to a large extent. Maybe not in the sense that the concept of distributing third-party products in this particular way is new; it has been unsuccessfully tried by several other mobile phone manufacturers before. I think that the attractiveness of the iPhone and the fact that its users are already buying and downloading music to the device will make it easier for Apple to convey the message that the users can also purchase and download third-party products for the device."

Media-hungry Americans

▶ The number of Americans who had access to media-rich social networking sites via a mobile phone rose 93 percent in the 12 months ending June 2008, according to a survey of more than 30,500 US consumers by research firm comScore. About 58 percent more people sent photos with a phone than in the year before, and the number of Americans with an unlimited data plan also rose 58 percent. ●

» This is happening as more than 40 percent of internet traffic is video and as they put new applications on – and **we haven't started** the true mobile internet yet. Consumers are not going to stand for buffering... The expectations for quality are going to expand. «

CIENA'S CEO **GARY SMITH** TO TELEPHONY ONLINE

Huge potential in simple banking

People without bank accounts are being ignored by traditional banks. In South Africa, this is true for 11 million people, almost a quarter of the population.

▶ Addressing this problem, WIZZIT, a division of the South African Bank of Athens, was launched in 2005 to offer customers a functional bank account that uses

mobile phones for person-to-person payments, transfers and prepaid purchases.

It also allows migrants living in the cities and mining towns of South

Africa to send money home to relatives who live predominantly in rural areas.

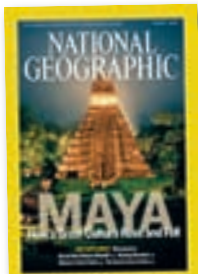
The transaction cost is often a problem for this target group, but a WIZZIT-to-WIZZIT transfer, for example, costs only USD 0.41 irrespective of the value. ●

TRANSACTIONS IN THE FUTURE

▶ **THE TOTAL** value of transactions over mobile devices globally will exceed USD 600 billion by 2013, according to Juniper Research.

That will be ten times the value of mobile payments in 2008.

NOW READ THIS!



▶ **THE NATIONAL GEOGRAPHIC - MOBILE VERSION** The society has launched a WAP site that offers photos, animal ringtones, articles from National Geographic magazine and video from its television shows.

IN THE PHONE. Under development is an online "green" guide with tips on eco-friendly products and shopping for non-endangered. National Geographic is not looking to form an MVNO, but has said that it is in talks with carriers and manufacturers to bring National Geographic branding to new handsets.



▶ **ICT INFRASTRUCTURE IN EMERGING ASIA** *Policy and Regulatory Roadblocks – Edited by Rohan Samarajiva and Ayesha Zainudeen, Sage India/IDRC 2008. Lessons to be learned from five Asian countries – Bangladesh, India, Indonesia, Nepal, and Sri Lanka. How do you expand connectivity in emerging Asia?*

INDIA & SRI LANKA. This book brings together scholars, practitioners, former regulators, and policymakers to address the problems. It reports the findings of a cutting-edge 3000+ sample demand-side survey of telephone use at the "bottom of the pyramid" in India and Sri Lanka. It considers the problem of expanding connectivity from different angles: that of the user, the operator, the policymaker, the regulator, and civil society.



▶ **TELECOMMUNICATIONS REGULATION HANDBOOK** *By Hank Itven, McCarthy Tetrault, infoDev. The handbook provides regulators with a reference source on the main telecommunication regulatory practices and procedures currently utilized around the world.*

LET'S LEARN. It was first published in 2000 in cooperation with ITU, and is widely used in regulator training in a wide range of developing countries, and it has been translated and published in six languages. The handbook focuses on good practice available to implement clear and effective regulatory reform initiatives required for the introduction of competition, privatization and more efficient telecom markets in emerging and industrialized economies. It includes introductory descriptions and overviews of the regulatory methods employed by regulators in different countries.