

## NUMBERS

70...

► **...PERCENT OR** more of businesses are not measuring mobile traffic to their sites, mostly because they don't know how to track unique visits from mobile devices, according to a study from the data measurement firm Omniture. As such, businesses are losing out on money-making opportunities from mobile traffic.

858,000...

► **...PEOPLE IN** the US alone tuned into NBC's coverage of the Olympics opening ceremonies via a mobile device, reports the ratings firm Nielsen. In Australia, Telstra – which offered an Olympics mobile TV package – said it had exceeded its subscriber target **by 50 percent by the end of the first week**. China Mobile had over 200,000 users watching the opening ceremonies via mobile.

118,000...

► **...BASE STATIONS** should be powered by solar, wind, or biofuels in four years. That's the target for the GSM Association's program promoting the deployment of clean-energy-powered base stations – up from today's number of 1,500. The organization estimates that 6.3 million tons of carbon emissions **will be avoided** if its 2012 target is met.

50 million...

► **...PEOPLE IN** the EU and the US could potentially benefit from wireless home healthcare monitoring solutions, according to a report from analyst firm Berg Insight. However, **there are still very few commercial products** that enable distance monitoring of medical equipment such as glucose level meters or blood pressure monitors via mobile networks.



## EC initiative targets fiber monopolies

► **NEELIE KROES**, the European Commissioner for Competition, hopes to stimulate aggressive deployment of fiber to the home across Europe – what the Commission calls Next Generation Access (NGA). According to Faultline, Kroes is suggesting a layered approach wherein regulatory authorities should



Neelie Kroes

at least insist on access to the ducts of incumbents so rivals can lay their own fiber; and where that is not possible, they should have access to unlit fiber already laid but not used, so they can light it themselves or access to the “bitstream” itself. ●

## Google adds triangles

► **MYLOCATION** is a feature of Google Maps that geolocates your position based on mobile-tower triangulation. MyLocation could inscribe the user on a map within a mile radius of the actual location, but following an upgrade Google promises that the blue bubble mapping the user's location will become more precise, shrinking in size in densely populated areas. The more towers Google has in the system, the smaller the circle can be. ●

## EDITOR-IN-CHIEF

# The good life in the cities of our dreams

► **CHINA'S ANCIENT** ruler Kublai Khan faced unprecedented challenges. In order to keep his far-flung and fast-growing dominions together, he needed knowledge. Not just to rule, but to be able to encourage and wisely exploit the exchange and interaction of ideas and goods.

Legend has it that the Mongol emperor loved to spend cool evenings sitting on the terrace outside his palace listening to the young Venetian Marco Polo's stories and observations about all the beautiful and strange cities he had seen on his journeys. Kublai sent Marco on many missions of exploration throughout his empire and eventually back to Europe in an effort to broaden trade. The Grand Khan asked educated people to come and teach foreign customs to his people. He had an open and curious mind and probably felt that his empire could not be sustained unless it was well connected.

**LIKE KUBLAI** Khan, we want in this issue of Ericsson Business Review to broaden the concept of connectivity to the level of cities and countries, as a means of time-shifting and space-shifting. How cities connect to one another in terms of finance and business goes to the heart of globalization. We already feel on a global scale the effects of jobs and financial power moving to new centers, based on the principle of best-connected, physically and mentally.

The three cities we have chosen and dubbed “hyperconnected” go a long way back in history as hubs along important trade routes connecting East and West. They have always been connected, but now modern technology is re-creating and revitalizing those ancient connections. As a result of national aspirations, the huge investment they are making in modern infrastructure is about more than facilitating transportation and exports – it's about connecting government and catering to citizens' needs in terms of health and education. It is political as well as economic. It's about culture.

**OUR THREE** cities are in effect moving things, in a way that Kublai would have approved of.

IP is again showing its disruptive force in the way it is hitting the television business. Two articles analyze the emergence of IPTV. As managed TV is pitched against unmanaged TV, it becomes obvious that we need new regulation in order to attain a sound market environment for television's next generation. Regulation also plays a key role in mobile payments. The in-depth article “Mobile payments – reloaded” carries an optimistic message to all who have doubted that this long-awaited and much-hyped mobile application would ever take off.

However, the telecom industry has some problems that cannot be blamed on a lack of regulators' understanding. A constant threat to connectivity is fragmentation. The telecom industry has a proud tradition of working collaboratively and openly with patents, in order to create strong global standards for communication. There is, unfortunately, a threat to this way of working. There could be “a fork in the road toward 4G” unless we heed the warnings contained in the article with this name.

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