

Mobile Broadband SIG  
“Mobile Broadband in Rural Areas”

Thursday 8<sup>th</sup> March 2012



*This SIG is championed by **Tom Rebbeck** of **Analysys Mason**, **Mark Neild** of **Nokia Siemens Networks** and **Peter Montgomery** of **GSMA***

Venue – **Analysys Mason, Bush House, North West Wing, Aldwych, WC2B 4PJ London**

## AGENDA

12:15 Registration & Networking over Buffet Lunch

13:15 Introduction to the Cambridge Wireless Mobile Broadband SIG by **Peter Montgomery** of **GSMA**

13:25 Welcome from the Host, **Analysys Mason**

13:35 Welcome from the Lunch Sponsor, **NimishKumar Bhatt** of **Livewire (UK) Ltd.**

### Sessions Chaired by Mark Neild of Nokia Siemens Network

13:45 “**International Perspectives on Rural Broadband**”

**Tom Rebbeck, Research Director, Analysys Mason**

Analysys Mason will present how other countries are solving the problem of rural broadband, with examples from a number of international markets both in Europe and beyond.

14:05 Q&A

14:15 “**4G Spectrum in the UK : Opportunities and Challenges**”

**Graham Louth, Director Spectrum Markets, Mobile & Auctions, Ofcom**

A quick review of the spectrum becoming available for 4G in the UK, objectives for the award, opportunities for network and spectrum sharing, and the challenges of coexistence with adjacent users

14:35 Q&A

14:45 **Networking over Tea and Coffee**

### Sessions Chaired by Tom Rebbeck of Analysys Mason

15:15 “**Is Digital Dividend Spectrum the Answer to all our Mobile Broadband Prayers?**”

**Mark Neild, Engagement Manager, Nokia Siemens Network**

**Stuart Revell, Chair, ICT KTN Wireless Technology and Spectrum Working Group**

The ICT KTN Wireless Technology and Spectrum working group investigates technology innovation opportunities as a result of spectrum usage challenges. This talk will specifically look at the challenges that have to be solved to enable the Digital Dividend 800MHz spectrum to be utilised to maximise coverage and capacity whilst taking into account interference and co-existence challenges to adjacent spectrum users.

15:45 Q&A

15:55 Panel Session with all speakers chaired by **Tom Rebbeck** of **Analysys Mason**

16:40 Closing Remarks and Event Closes

*With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event*

## Profile of Host

### **Analysys Mason**

Analysys Mason is a trusted adviser on telecoms, technology and media. We work with our clients, including operators, regulators and end users, to:

- design winning strategies that deliver measurable results
- make informed decisions based on market intelligence and analytical rigour
- develop innovative propositions to gain competitive advantage
- implement operational solutions to improve business efficiency

With over 250 staff in 12 offices, we are respected worldwide for our exceptional quality of work, independence and flexibility in responding to client needs. For nearly 25 years, we have been helping clients in more than 100 countries to maximise their opportunities. For more information please visit: [www.analysysmason.com](http://www.analysysmason.com)

## Profile of Lunch Sponsor

### **Livewire (UK) Ltd.**

[www.livewireukltd.com](http://www.livewireukltd.com)

## Profile of Organisers

### **Cambridge Wireless**

Cambridge Wireless is a leading industry forum and vibrant community with a rapidly expanding network of companies actively involved in the development and application of wireless technologies. In addition to high level networking dinners, educational events and business development activities, Cambridge Wireless runs an annual Future of Wireless International Conference along with the Discovering Start-Ups initiative to support emerging, innovative wireless companies. Over 15 Special Interest Groups focused on specific technologies and market sectors, also provide opportunities for members to meet, form partnerships to exploit new commercial opportunities, and share knowledge and information about the latest industry trends and hot topics. Cambridge Wireless has partnerships with other leading industry clusters and organisations around the world to extend its international reach and to keep members up to date with the latest global developments and business opportunities. For more information, please visit [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

## Profiles of SIG Champions

### **Tom Rebbeck, Analysys Mason**

Tom has recently rejoined Analysys Mason as Research Director, and has responsibility for the definition, delivery and management of its consumer telecoms research activities. Prior to returning to Analysys Mason, Tom was a Global Project Manager for Telefónica where he was involved in the launch of a number of mobile content services and applications across the Telefónica footprint. Before this, he was Principal Analyst for Analysys Mason, and worked on numerous client projects. For more information please visit [www.analysysmason.com](http://www.analysysmason.com)

### **Mark Neild, Nokia Siemens Networks**

Mark Neild joined NSN in November 2009 in his current role with the objective of helping NSN's customers to apply innovative methods to get better value from telecoms infrastructure and more effectively deploy their people and processes. A major area of focus is modernising Managed Services and improving the Customer experience. Previously he had been one of the leading thinkers in the Telecommunications practice of PA Consulting Group, a business transformation consultancy. Whilst at PA, Mark delivered a number of transformation projects for clients including modernisation, outsourcing and telecoms infrastructure sharing and sales transactions. He also directed the company's innovation unit. Whilst at PA he was the lead commercial negotiator for Europe's first network deployment using customer experience as a performance metric. He has an MBA majoring in finance and is registered with the FSA to deliver Corporate Finance advice. For more information please visit [www.nokiasiemensnetworks.com](http://www.nokiasiemensnetworks.com)

### **Peter Montgomery, GSMA**

Peter currently leads strategic partnership activities for the GSMA. He works with key stakeholders in the mobile telecoms market to collaborate on GSMA led industry initiatives with the aim of facilitating and triggering market expansion, enabling scale and fostering innovation. In turn lowering the barriers to widespread adoption of technologies such as mobile broadband and enabling new emerging solutions such as embedded mobile to gain a sure foothold. Having acquired a degree in Electrical and Electronic Engineering from Birmingham University, Peter

moved swiftly into the commercial world where he led marketing and business development activities at Marconi, Symbian and then Nokia before arriving at the GSMA. For more information please visit [www.gsmworld.com](http://www.gsmworld.com)

## Profiles of Speakers

### **Tom Rebbeck, Analysys Mason**

Please see above

### **Mark Neild, Nokia Siemens Network**

Please see above

### **Graham Louth, Ofcom**

Graham Louth joined Ofcom, the UK's converged communications regulator, in December 2003 as Director of Spectrum Markets, tasked with making the changes necessary to allow spectrum users to decide how to make best use of this invaluable national resource, rather than being decided by the regulator. He is now Director of Spectrum Policy, Mobile and Auctions, in which role he is responsible for ensuring that existing and prospective mobile network operators are able to make the best possible use of existing spectrum, and have access to critical bands of new spectrum such as the 800MHz and 2.6GHz bands, so as to be able to deliver the best possible mobile services to UK consumers and citizens at competitive prices. Prior to joining Ofcom, Graham spent over 10 years working as a consultant with the leading telecoms strategy advisors Analysys, ultimately as head of their regulatory practice worldwide. Whilst at Analysys Graham played a leading role in the development of regulatory thinking and practice in a number of economic and policy areas, working closely with clients such as the European Commission, the IDA in Singapore, and Oftel in the UK. For further information please visit: [www.ofcom.org.uk](http://www.ofcom.org.uk)

### **Stuart Revell, ICT KTN Wireless Technology and Spectrum Working Group**

Stuart Revell is the managing director of RTA Communication Systems Ltd, a consulting company specialising in professional services to the Electronics and Communications industries and is currently leading the Wireless Technology and Spectrum working group on behalf of the ICT Knowledge Transfer Network (ICT KTN).

Stuart has 30 years industry experience in electronics ranging from Industrial Systems to complex communication systems and has managed international teams covering both commercial and technical disciplines. Prior to working with RTA Communications and the ICT KTN, Stuart worked with Freescale Semiconductors, Motorola and Compair Industrial.