

Reform of European Regulations – the New Rules of the Game

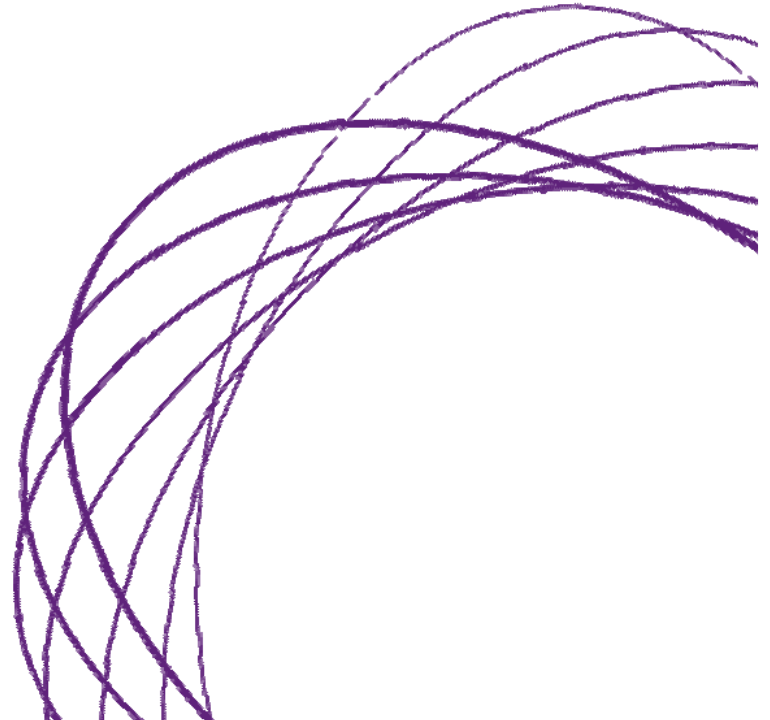
Göran Marby

Director-General

Swedish Post and Telecom Authority



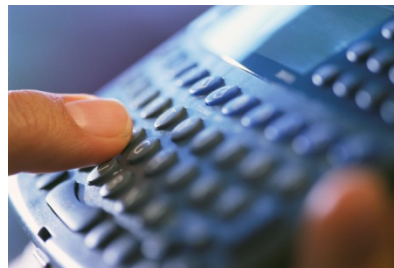
Swedish Post and Telecom
Authority



Communication is constantly finding new ways

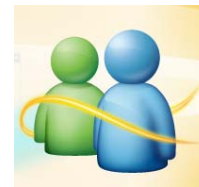
- **Traditional**

Voice, e-mail, SMS/texting



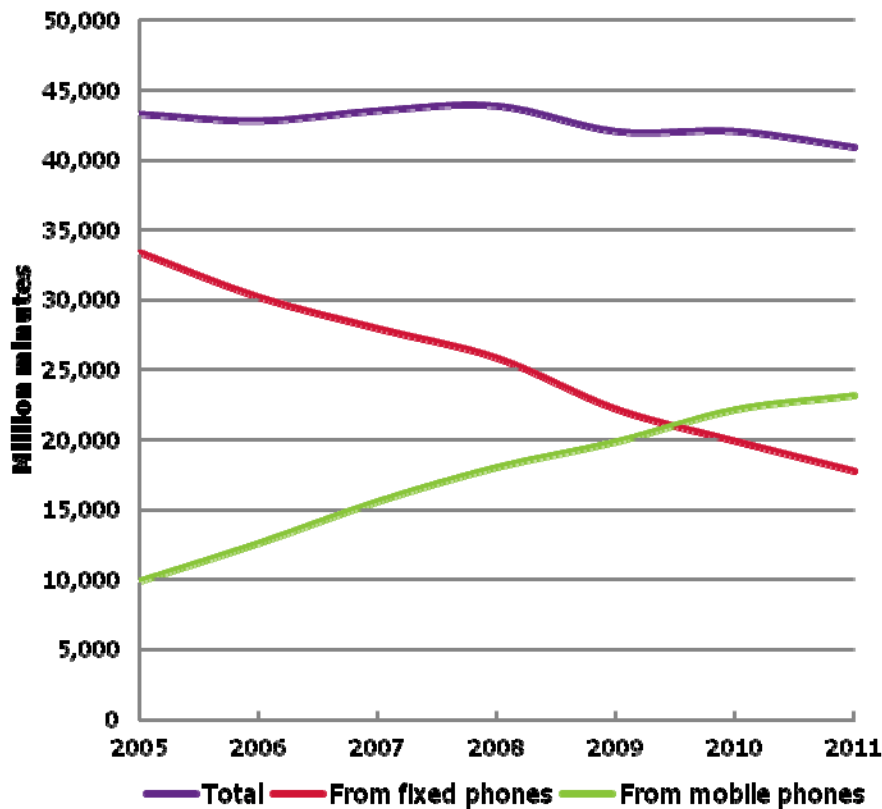
- **Today**

Chat & social media

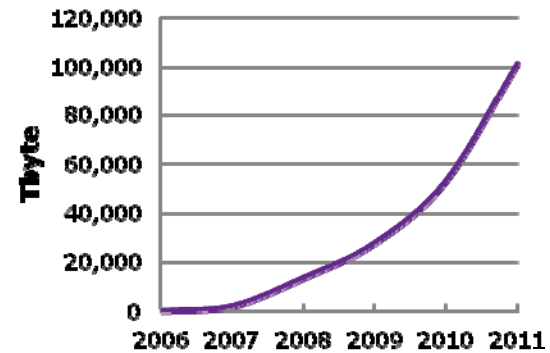


Wireless use dominates voice and data

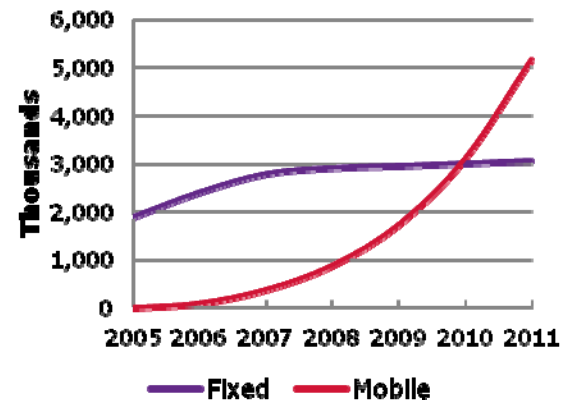
More mobile traffic minutes than fixed



Mobile data traffic is booming

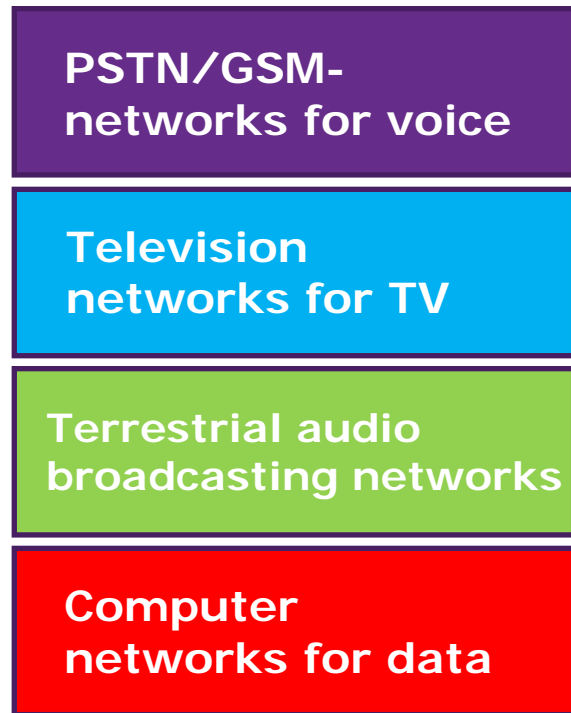


More mobile broadband subscriptions than fixed



Convergence

Until now



In the future



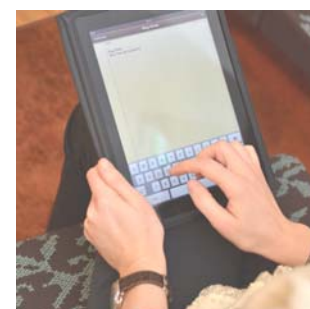
"The perfect storm"

- All-IP – a technical evolution
- Wireless takes over
- Need for a change of business models
- "The perfect storm" – when these paradigm shifts occur at the same time

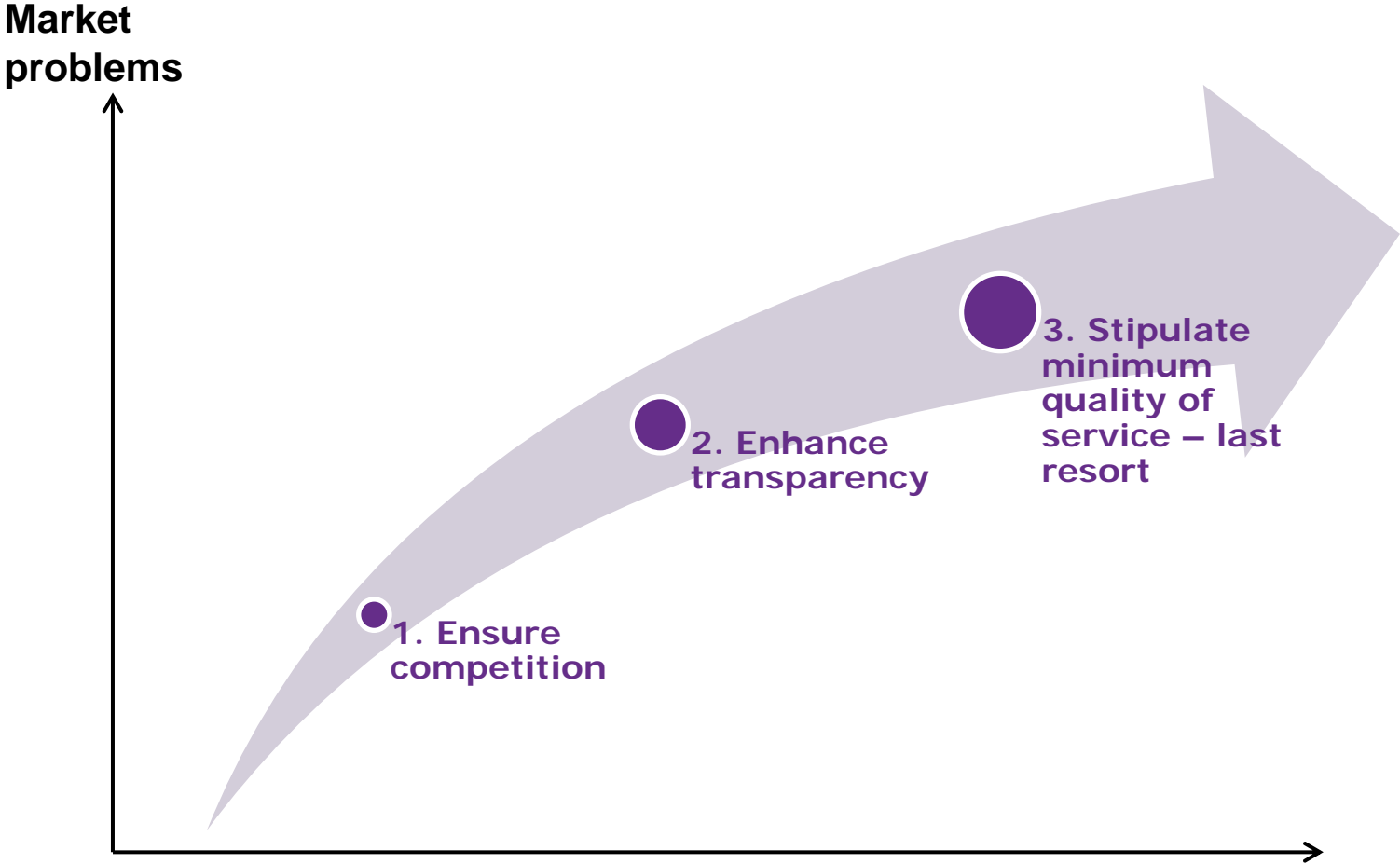


Same service - all platforms

- Consumers want to use their favourite services on all available platforms, regardless if it is fixed or mobile.
- Example: VoIP services as Skype or Viber, television/video services.
- Operators are considering blocking VoIP on mobile platforms
- Berec is now working with issues regarding Net Neutrality.



Net Neutrality – need for regulatory intervention?





Thank you for your attention!

