The Global Telecom Women's Network

Newsletter

February 2008

Welcome to this Edition

Dear GTWN Members and Friends,

It is with great pleasure that I welcome you to the first GTWN Newsletter for 2008, which promises to be an exciting and eventful year for the organisation and its members. Looking back over the past 15 years of the GTWN's history, it is hard to imagine the degree of change that has already taken place within the telecommunications and information technology industries, since those early days. ICT is now central to the global economy, and a vital business and social tool. Convergence of individual communications and media services is now a reality, and has brought with it an explosion in the number and range of companies that are now fully involved in this sector.

Since those early days of the GTWN, when female executives were a rare breed in telecommunications, we can proudly say that there has been a significant cultural shift in the industry. Women are now very prominent across a range of areas - from fixed line to mobile, from hardware to software, and from online media to online gaming. There has also been a significant shift in the telegeography of the industry, with the rise of the so-called BRIC economies (Brazil, Russia, India and China), which has been reflected equally in the growing importance of the ICT sector in these countries.

It is therefore with great excitement, that the GTWN welcomes its guest keynote speaker for the GSM Barcelona Power Breakfast on 12 February, sponsored by Texas Instruments. Madam XIN Fanfei, Executive Director and Vice President of China Mobile Limited[1]. Madam XIN will address us on "Profitability at the Point of Convergence" will focus on the new business models that are driving the new digital based economy. Madam XIN is very well placed to provide insights into this important topic for our members and guests, given her range of experience and expertise in the area (see her brief biography below). I look forward to welcoming you to Barcelona, and to a promising year of networking and interaction within the GTWN community.

Best wishes,

Bridget Cosgrave,
GTWN Global President

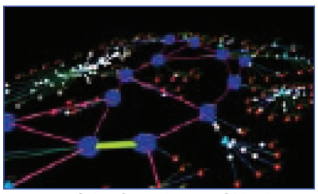
In this issue

Festival of the Fourth Dimension – The Symphony of Machines

by Candace Johnson, Founding President of GTWN

From the 6th to 10th June, 2006, the Festival of the Fourth Dimension exploded in the small technology park of Sophia Antipolis, near Nice on the French Cote d'Azur. GTWN Founder, Candace Johnson, was instrumental in instigating and organising the Festival, as a natural extension of her two main interests - music and the application of leading-edge communications technology.

It was the first global festival to celebrate the fusion through convergence of the digital media underpinning simultaneously the arts, the sciences and information and communications technology.



A view of the Symphony of Machines

This Festival was the beginning of a recognition of the importance of the new digital media technologies in the advancement of human culture and society. For further details, and to watch some of the amazing presentations and performances online, visit www.4dimension.org .

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[1] Madam XIN Fanfei has served as the Executive Director and Vice President of China Mobile Limited since January 2006. She previously served as Deputy Director of the Foreign Affairs Division, Deputy Director of the Planning Division and Chief of the Planning Office, Director of the Planning Division, Director of the Department of Planning and Construction of Tianjin Posts and Telecommunications Administration, Assistant to the Director General and Director of the Department of Planning and Construction of Tianjin Mobile Telecommunications Administration, Vice President of Tianjin Mobile Communications Company, Vice President of Tianjin Mobile, President of Heilongjiang Mobile Communications Company, and Chairwoman and President of Heilongjiang Mobile. Madam Xin graduated from Xidian University and received an EMBA degree from Peking University. Madam Xin is a professor-level senior engineer with many years of experience in the telecommunications industry.

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Reflections on a rising China

by Myla Villanueva, GTWN President Asia Pacific.[2]

Before the holidays, I received a call from Cambridge Professor Alan Barrell inviting me to speak in Beijing before 1,000 Chinese university students for Cambridge University Education without Borders. The goals of CUEWB (which aims to share educational resources worldwide and break the barriers between educational institutions, students and industrial organizations) is close to the callings of Go Negosyo, and therefore also close to my heart.

Professor Barrell who has spent 30 years in various areas of technology was one of the first recipients of The Queen's Award for Enterprise Promotion. He asked me to speak about technology entrepreneurship in a developing country. His passion for entrepreneurship reminded me of Go Negosyo founder Joey Concepcion's own.

A few days later, I also received a call that an invitation from the chairman's office of China Mobile was forthcoming, to attend their first Mobile Information Forum in Guangzhou on the same week. While I live partly in Hong Kong and my work in technology dictates traveling across oceans up to 10 times yearly, I have never had the opportunity to interact this closely in the mainland with young Chinese students. It was also expected that the China Mobile conference would be attended by 1,500 Chinese government officials, business executives and technology experts. I was happily China bound.

I thought long and hard about what to say to the students. The technology message was easy enough. It would not be lost on them that theirs is one of the hottest technology markets in the world. There are over 160 million Internet users in China, and albeit small in relation to its population, the opportunities for the future are vast, with user growth registering a 23-percent increase yearly.

Earlier in November, local Internet hero Jack Ma launched the most anticipated Internet IPO since Google. His company, Alibaba.com's value soared to $26 billion overnight exceeding the earnings multiples for Google more than fives times, at over 250 times earnings.

I wondered, however, what are the aspirations of the Chinese youth about to graduate and enter industry? Are they keenly aware of the international attention, responsibilities and expectations that lay ahead of them as future leaders of the oft-talked about Chinese century? Will they have similar dreams as our students in Go Negosyo caravans? Will our messages be lost in translation?

I settled on the topic: From Silicon Valley to Home and Back to the Future recalling my own student days in the Valley and the great difficulties and joys of building a technology enterprise in a developing country like the Philippines. I talked of starting as a young woman fresh out of college, progressing to the international industry work of today, where mobile technology is headed, and about my fifth technology start-up, Novare, that is in fact beginning to serve some

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[2] Myla Villanueva is a Go Negosyo advocate and PCE Trustee, founder of Novare Technologies, founder of the MDI Group, and chairperson of the global Mobile Innovation Program and Member of the Executive Management Committee of the GSM Association.

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On five consecutive days, leading artists from all over the globe came together in Sophia Antipolis, each bringing with them their vision of what can be achieved when non-traditional materials - light, sound, the elements are harnessed to achieve insight. Highlight of the Festival was the Symphony of Machines - a giant music, light and technology show which was played continuously throughout the Sophia Antipolis Park until midnight on June 10th.

The French Government has now recognised the importance of the convergence of art, technology and science and plans to foster future development of converged applications as one of its key 'poles of competition'.

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Chinese, Israeli, and European companies in the emerging field of fixed-mobile convergence.

All my concerns of connecting were quickly dispelled upon arriving at the National Library Hall. The auditorium was packed with students eager to learn and exchange ideas, and the energy was palpable. After nearly seven hours of discussions, there were nonstop questions from the students fielded to the various speakers and the professors from Cambridge. Many aspire to educate themselves further via master's degrees if it can be afforded, and preferably in other countries. Most of the Cambridge Chinese students who co-organized the event were looking forward to coming back home to China to work.

Up to this month, I receive emails from them commenting on ideas discussed during the forum. I was asked to come and help inspire, but it was I who was inspired by the forward-looking, future leaders of our neighboring country.

Dinner that night was with a thoroughly modern urban couple. A lady friend who is a fast rising tech executive and her husband, a CEO of a major Internet company invited me and my daughter Blanca to their home.

The traffic and pollution were also thoroughly Manila modern. There are after all three million cars in the core of the city of 10 million.

The Olympic fever was omnipresent, with English signs and billboards proudly signifying their readiness to be host in August of this year.

Upon arriving in the four-story townhouse, Blanca and I were quickly greeted at the door by their five-year-old daughter who said hello and Merry Christmas in fluent English, tutored this early on in the language. Our daughters exchanged Christmas cookies, a chocolate Santa and a tea set. A very gracious and beautiful couple, we spoke over traditional Chinese faire about the one child policy (they agree its best) and how they are very much happy with governance and where their country is headed.

Next stop was Guangzhou; formerly known as Canton, for the China Mobile (CMCC) forum.

To put in perspective the scale at which the telecommunications industry is growing in this country, China Mobile is now one of the most valuable companies in the world, with a capitalization of $360 Billion. (The most valuable company globally is also Chinese, in the recently listed PetroChina, making history as the first to hit a valuation of $1 trillion on mainland bourses). The two largest state-owned mobile companies share an astounding 520 million subscribers, a penetration of 39.9 percent and a ways to go before connecting its1.3 billion people.

The waiting room for the CMCC chairman Wang Jianzhou's guests was a testament to the drawing power of the event on Western thought leaders. Nicholas Negroponte of the One Laptop Per Child project and chairman emeritus of MIT Media Labs, Jim Balsillie, CEO of RIM, makers of the iconic Blackberry, Chris Anderson author of international bestseller "The Long Tail" and editor-in-chief of Wired Magazine, Intel's China hand and a friend Mr. Chris Thomas, a GSM Association delegation led by another friend Craig Ehrlich came in support of CMCC's vision. On the China front were top government party leaders, educators and captains in the banking, technology and manufacturing industries.

Showing its desire to stamp its own brand at technology leadership, we are now seeing rising Chinese global brands Haier (in consumer electronics and durable goods), Lenovo (the company which bought the PC business of IBM), Huawei, Sina.com, Baidu, and yes, ZTE. China Mobile has also indicated the launch of its own standard of 3G technology and next-generation mobile called TD-SCDMA (as versus global and American technology of Qualcomm, called W-CDMA). With a market that immense, just serving the local demands makes technology bets backed by government vastly sustainable.

Guangzhou is a very charming city. The placid waters and iridescent night lights of the Pearl River Delta viewed from my hotel window belied the fact that this is the fastest growing city, in the fastest growing province

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Telecommunications and the Climate Change Debate

by Kate McKenzie, Group Managing Director Wholesale,
Telstra Corporation, Australia

No matter where you live, where you travel and where you work you would not have escaped the fact that people are talking about the impact climate change is having on the environment - everything from weather patterns, to air quality and natural disasters like floods and fires.

In October last year Telstra released a report which detailed how the uptake of telecommunications could actually reduce Australia's total greenhouse gas emissions.

Titled, *Towards a High-Bandwidth, Low-Carbon Future: Telecommunications-based Opportunities to Reduce Greenhouse Gas Emissions*, the report was commissioned by Telstra's Public Policy and Communication group which also manages Corporate Social Responsibility, written by independent scientist Dr Karl Mallon and peer reviewed by industry experts.

Key findings of the report confirmed that telecommunications networks can help reduce Australia's greenhouse gas emissions by almost five per cent by 2015 and deliver up to $6.6 billion a year in cost savings for Australian businesses and households.

This local research supported the proposition that by using telecommunications networks there are opportunities to reduce or avoid carbon emissions in Australia by an amount and at a pace that meets the Kyoto Protocol target.

Telstra commissioned climate change experts to quantify the possible carbon and dollar savings that could be achieved by business enterprises, households and governments by using telecommunications networks to avoid or reduce rather than just offset their carbon emissions.

The Report identifies seven major opportunities for Australian consumers and businesses to reduce or avoid the release of carbon emissions into the atmosphere. These opportunities, if implemented by 2015, could help reduce Australia's greenhouse gas emissions by around 27 million carbon tonnes per year. Individually, each opportunity could deliver per annum carbon emission savings of:

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in the fastest growing economic power in the world today. But the pressures of the frenzied growth and industrialization are showing. The gap of incomes between the richer denizens of the coastal cities (and cities at large) and inland rural poor is widening. The Economist references officials stating that by 2020, about 60% of the population will be living in cities and towns, implying more than 200 million will be migrating from the countryside, further stressing urban infrastructures. The costs of supporting education and health care are growing. The costs of development to the environment are seasonally apparent in the air, to a first time visitor wondering whether the haze is smog or fog.

Finally back in Hong Kong, I realize that this is the first country I have lived in outside of the Philippines since my college days in the Valley, at the cusp of the Internet boom and its glory days. It calls to mind a current article in Foreign Affairs by John Ikenberry stating "The rise of China will undoubtedly be one of the great dramas of the twenty-first century". I do feel extremely fortunate to be here and experiencing yet the advent of another amazing story unfolding, differently, on its own terms, and uniquely China.

- 1.8 million tonnes (Mt) by using broadband to remotely manage power for appliances not in use or on "stand-by";
- 2.4Mt by improving business productivity with "in-person" high-definition videoconferencing;
- 2.9Mt with broadband based, real-time freight allocation systems to fill empty freight vehicles;
- 3.0Mt with presence-detecting services that turn off devices that are "on" but not being used;
- 3.1Mt with teleworking and working in regional centres by reducing commuter car traffic;
- 3.9Mt by bringing integrated personalised public transport to your door with a phone call; and
- 10.1Mt by increasing renewable energy use with networked demand-side management.

At the time of the launch Telstra's CEO Sol Trujillo said the Report delivered compelling evidence that broadband networks could play a significant role in helping Australia prosper in a future carbon-constrained world.

"The Report's objective is to contribute to the community debate on climate change and the research into large-scale energy conservation," he said.

"Businesses and governments alike, including airline, energy, banking, insurance, mining and construction companies, are already seeking new ways to reduce and offset carbon emissions. These moves are good for business and good for the environment.

"Telecommunications can deliver additional opportunities in energy conservation that can help in each of these industries. For example, by using high-speed broadband, more people can work from home to avoid car travel and reduce carbon emissions.

Speaking at an annual event for the Foreign Correspondent's Association in Australia Telstra's Public Policy and Communications Group Managing Director , Phil Burgess, summed up how Telstra is looking to act on the findings of the report.

"Acting on climate change doesn't make business sense from a just a marketing perspective, nor a public relations perspective. It makes sense from a pure dollars and cents perspective. By reducing an organisation's energy consumption (not just offsetting energy consumption), reducing paper use, fuel consumption and other significant polluting actions, we stand to benefit from both a commercial and environmental perspective.

"From a principled perspective, our primary corporate responsibilities are to:

- Provide good jobs at good wages;
- Serve the needs of our customers;
- Increase shareholder value and protect shareholder interests;
- Contribute our resources to support the communities in which we operate and the needs of the larger society;
- Advance the national interest by strengthening the capacity of the nation's telecommunications nerve centre and providing the nation a foundation for economic growth, productivity improvement, sustainable prosperity, and global competitive advantage; and to
- Provide good stewardship of the environment - first and foremost by conservation, reducing operating costs, and minimising our environmental footprint."

A full copy of the Report plus Telstra's response to the report can be found at http://telstra.com.au/abouttelstra/csr/reports.cfm

For news, views and discussion on telecommunications in Australia see nowwearetalking.com.au

*NB: facts detailed in this article were originally stated in the Telstra media release issued at the launch of this report.

Should the net be "neutral"?

by Vicki MacLeod, GTWN Secretary-General

The evolving reality of the convergence of telecom-munications, IT, mobile services and new media across a digital platform is raising a range of new issues and challenges for both industry participants and government policy makers. One of these issues is so-called "net neutrality", which has been the subject of a heated debate in the US for several years. It has also been getting a level of attention from industry and regulators in other jurisdictions, as they watch the debate in the US unfold.

When it first emerged as an issue, there were many in the industry, especially those outside the US market, who saw this as an inevitable clash between the old-world "Bell-heads" (telecommunications operators) and the "Net-heads" (internet service providers) as they began vying for power and territory in the internet driven communications sector. But as the debate has continued about the ground-rules for competition in the internet space, there has been a growing realisation that there may be broader implications for the industry as a whole, which will emerge . So what does the term actually mean, and what are the implications of each side of the argument for industry players and, ultimately, users of the Internet?

Although the debates discussed here are generally described as being about 'net neutrality', they have really about two key issues with regard to the Internet:

- Firstly, how to overcome the best-efforts nature of the public Internet and effectively deliver video, voice and other real-time applications with appropriate quality of service.
- Secondly, how to finance the round of investment that will be required to construct a network capable of meeting these requirements.

Background

"Network neutrality" emerged in 2005 in the US as a high profile dispute between traditional network owners and new online service providers such as Google, Yahoo, Amazon and eBay. Essentially the new players were complaining about the proposals by some telcos to charge them to deliver premium type content over their networks. In response, the Federal Communications Commission in August that year adopted a policy statement setting out principles "to encourage broadband deployment and preserve and promote the open and interconnected nature of the Internet". Specifically, the agency said consumers were entitled to:

(1) access the lawful Internet content of their choice;

(2) run applications and use services of their choice, subject to the needs of law enforcement;

(3) connect their choice of legal devices that do not harm the network; and to

(4) competition among network providers, application and service providers, and content providers.

The double dipping issue

In November 2005, CEO of SBC (now Chairman and CEO of AT&T) Ed Whitacre gave an interview to Business Week magazine in which he was asked whether he was concerned about 'Internet upstarts like Google, MSN, Vonage, and others'. His response was that these companies made money by using broadband pipes of the kind owned by companies such as SBC, as well as cable companies, and that although the current model was such that companies did not pay to use those broadband pipes, this model would have to change. The most striking portion of Whitacre's remarks was the following: 'why should they be allowed to use my pipes? The Internet can't be free in that sense, because we and the cable companies have made an investment, and for a Google or Yahoo! or Vonage or anybody to expect to use these pipes [for] free is nuts!"

Whitacre appeared to be calling for a new payment stream from these service providers to the telcos, although the full intent of his statement remains to this day unclear. which was immediately called 'double dipping' by its opponents.

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Analysts responded by pointing out that there are some underlying difficulties with Whitacre's claims that the service providers are not contributing at all to the network costs. In fact, every player in the Internet value chain is already gaining some compensation for the function it provides, either through cash payments or through a reciprocal agreement in the case of peering. Each of the parties reaches commercial agreements for the services it provides, and so if network operators believe they should be paid more for the services they provide, they are nominally free to negotiate with their service provider customers for higher rates (with the risk that they may go elsewhere). Whitacre's suggestion to initiate new payment streams as therefore seen as potential 'double-dipping' for revenues, in that they would receive two (or more) payments for the same service.

AT&T and Verizon executives have since distanced themselves from any hint that they could be proposing a double dipping strategy, and have instead moved the debate to the question of the premium Internet.

Save The Internet

However, once the issue had been raised, key service and content providers who rely on accesss to the telco and cable broadband networks [such as Google, Yahoo, Skype, EBay, Microsoft and Amazon], mounted a strong political and information campaign to "save the Internet". Vinton Cerf, one of the founders of the Internet, became involved in the debate as Chief Internet Evangelist for Google, on the side of the net neutrality supporters. As well, the man credited with the creation of the World Wide Web, Sir Tim Berners-Lee, came out strongly in favour of a non-discriminatory Internet. Allowing differential charging for different types of Internet based services, was "not the Internet model". The right model, he claimed, is the one which exists at the moment, whereby any content provider could pay for a connection to the Internet and could then put any content on to the web with no discrimination. He argued this was where the great benefit of the Internet lay. "You get this tremendous serendipity where I can search the Internet and come across a site that I did not set out to look for," he said. A two-tier system would mean that people would only have full access to those portions of the Internet that they paid for and that some companies would be given priority over others. But Sir Tim was optimistic that the Internet would resist attempts to fragment. "I think it is one and will remain as one," he said.[3] A number of key media personalities also rallied behind the SaveTheInternet Coalition (www.savetheInternet.com), which includes amongst its members techno-musician Moby, the Gun Owners of America, and a range of Free Speech (ie First Amendment) advocates in various universities and colleges, religious groups such as the United Church of Christ, the Center for Digital Democracy, Californians Against Waste, the Feminist Majority, and a number of high-profile bloggers.

US legislation defeated

The vehicle for the ongoing political debate in the US Congress became an omnibus communications act (the Communications Opportunity, Promotion, and Enhancement Act of 2006 or COPE), which on 9 June 2006 passed through the House of Representatives by a substantial majority. The Bill was primarily designed to spur broadband competition by speeding entry by the Baby Bells (Verizon, T, BLS, Qwest) and others into local video markets by giving them the option of obtaining a national franchise instead of negotiating franchises locality by locality. Tucked in amongst its provisions is an amendment that would have strengthened general network neutrality restrictions against telco and cable broadband Internet discriminatory practices. However, this amendment was defeated with 64% of members voting against the specific network neutrality provisions.

COPE would have given the FCC explicit and exclusive authority to address alleged violations of those principles, including maximum fines of $500,000/ day for violations. The FCC would have had 90 days to adjudicate complaints, but would

[3] Speaking to the media at the 15th World Wide Web Consortium meeting in Edinburgh, May 2006

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be expressly prohibited from conducting a related rulemaking.

The network owners' response

In response to all of the concerns expressed by the lobbyists, network operators and their advocates, as well as many analysts, believe that the existence of multiple broadband networks will ensure the openness of the net continues. Given enough bandwidth, the challenge will be for the network owners to find desirable content, rather than for content-providers to find distribution. The FCC has been charged by Congress to play a vigilant role in ensuring that openness.

Network owners said during the debate on COPE that they would always observe net neutrality, without the need for additional regulation, for two basic reasons:

- Competition makes it in each provider's interest to do so. If consumers were to perceive that their use of their broadband connections was being interfered with, they would take their business elsewhere.
- It is the availability of all the resources on the Internet that makes broadband so valuable to consumers. Restricting access to some of those resources would diminish the value of - and the demand for - broadband.

In June 2006 an attempt to enshrine network neutrality in US law was decisively rejected by the US House of Representatives and the Senate. Most Congressmen were at that time swayed by the arguments of the telco and cable companies, who highlighted the dangers of regulatory interference in a system which until now has served the US, and the rest of the world, very well indeed. For example, the Senate Commerce Committee Chairman, Senator Ted Stevens, reflected concerns of many people about the vagueness of the arguments being put forward by the Google-led lobbyists. In eWeek, 22 June 2006, he was reported to say: "Until somebody tells me what net neutrality means, until they can give me a definition, I don't want it in there. Right now, nobody knows what it means."

Can the net ever be neutral?

Although a catchy banner to fight under, network neutrality hides a little-known truth. Internet packets are actually not equal. Cable companies who deliver video via analog or digital video channels do not have net neutrality today. There is no difference between this and an IPTV provider prioritising bandwidth for the TV service. A major characteristic of the Internet and of Internet access is that it is a'best-efforts' network, meaning that all traffic travels down equally good (or bad)

pipes, and there is no proactive monitoring or management of network quality. This has the twin effect of making the Internet very cheap to run (and therefore to use) on the one hand, but on the other means that the Internet currently makes no distinction between packets. The current payment models are as follows.

- **the 'on ramp'** - the content service providers pay their Internet access providers a fee to provide very high-speed connectivity to the Internet, so that those using the Internet can access their content and services.
- **the 'off ramp'** - the consumer pays the access provider for access to the Internet - typically, a flat fee per month for access at a certain speed. In some cases, there will be a limit on the amount of bandwidth that can be downloaded per month. In other cases, (notably in Australia) once the download limit is reached, traffic is 'throttled' to a lower speed.
- **the 'network of networks'** - the various constituent networks of the Internet either make and receive payments to each other for passing traffic back and forth (typically where traffic flows are uneven because one network is larger than the other) or swap traffic without payment (peering) where the traffic flows are relatively even in both directions.

Today, telcos already charge differently for different broadband access services at different access speeds (512kbps versus 1.5Mbps for example). Everyone understands and expects this. Once they carried emails, text pages and files. Now they are just as likely to be carrying time-sensitive information such as movies and telephone calls. If all packets were to be treated equally, as the neutrality advocates appear

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to want, then the Internet would actually discriminate against these time-sensitive packets, simply by treating them all equally. It doesn't matter if there's a bit of jitter or latency in the arrival of email packets but it definitely matters if you're on a Skype call, listening to a podcast or watching a movie.

There is a simplistic assumption that "all bits are equal". Some bits are definitely more equal than others, namely those that have QoS attached to them. Such QoS bits cost more to deliver, which is relatively easy to prove (simple arguments around statistical gain show this without even taking into account the extra capital equipment and operational cost associated with the service).

Deep packet inspection and 'rate shaping' of particular services

Some ISP's (mainly in the less democratic areas of the world) use deep packet inspection (or 'policy routers') to throttle peer-to-peer traffic such as Bit Torrent. Some of them have, according to hearsay evidence, started applying this to 3rd party VoIP services as well. However, this is only viable in a relatively uncompetitive or unsophisticated market, because it would be impossible to prevent more sophisticated user groups detecting this.

Presumably no-one would try to argue that packets containing child pornography or email spam should be given equal treatment to legitimate business emails? Principles therefore need to be established for how traffic will be managed in future when the majority of commerce and entertainment is carried via the Internet.

The current debate

Despite their initial defeat in Congress over the net neutrality provisions of the COPE legislation, net neutrality proponents have continued to press their case, both within the US and within other international forums. The FCC has been lobbied strongly by those concerned about the traffic prioritisation activities of key cable and telco players. In January 2007 two Senators introduced "The Internet Freedom Preservation Act" into Congress. More than 23,000 letters of complaint were apparently received by the FCC during 2007 calling for an investigation into allegations that Comcast was throttling BitTorrent traffic in a discriminatory manner. In response, Comcast has consistently maintained that it is practising "network management", in order to protect the service quality provided to all of its customers.

While attending the recent Communications Electronics Show (CES) in Las Vegas, FCC Chairman Kevin Martin announced that the FCC would be investigating whether Comcast has in fact been unfairly blocking or slowing BitTorrent traffic. Martin said: "The question is going to arise: Are they reasonable network practices? .....they should describe those and make them public."

Conclusion

It is unclear at the time of writing when the FCC will complete its investigation into the complaints against ComCast, or what its findings may be. However, in the meantime, it is clear that the issue is not going to go away while competitors are vying for bandwidth and access to customers with their new media services. Perhaps the answer lies in focussing on allowing an unlimited range of services to develop, without as far as possible discriminating by content, except as provided for by the law. In fact, a model for this type of two tier, or multi-tier system already exists within the telco world, for premium rate information services (1900 calle etc)

In summary, the phrase 'net neutrality' is probably a misnomer for what the debate is really about - which is finding new income streams to finance the next wave of investment in the higher speed Internet, and overcoming the quality of service issues associated with the public Internet. A model such as the 'premium Internet' could address both issues.

Fast forwarding the future of TV

by Ingrid Silver, Partner, Technology, Media & Telecoms
Denton Wilde Sapte LLP

Will 2008 be the year when integration between broadcasts and online channels finally comes into its own?

The industry will wake up in 2008 to the implications of the Audiovisual Media Services (or AVMS) directive. At a recent conference on mobile media, I asked how many in the audience had heard of the AVMS directive. Not one hand went up.

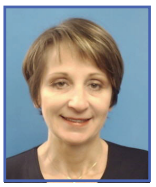
Considering that from the end of 2009, the direct will be regulating new media services in a similar way to how traditional media is currently regulated, this came as a surprise.

If 2006 was the year of wild experimentation, 2007 was the year online media got serious (and legal). We saw Joost announce deals with major Hollywood content providers, NBC and News Corp launch Hulu and – closer to home – BBC, ITV and C4 unveiling Kangaroo.

Many of these distribution platforms will take hold in 2008 and will go on to be hugely successful. Those who say this will be the year of online for media may well be right. However, as the marketplace becomes increasingly crowded, anyone who thinks new media is going to be the panacea to the ills of traditional media may want to think again.

If a service looks anything like TV, under the AVMS the chances are that by 2009, it will be regulated an awful lot like TV. Those who aspire to succeed will need to start mapping out their strategy now to navigate through that regulation before it is set in stone.

Welcome to our newest member of the GTWN Steering Committee Sylvie Deschamps of Texas Instruments



Sylvie Deschamps has been a member of the GTWN Steering Committee since 2006, and since joining us has worked tirelessly to promote the interests of the GTWN and its members at relevant international gatherings.

Sylvie is currently head of strategic sourcing in Texas Instruments. Sylvie's career with Texas Instruments spans 18 years, during which time she has had multiple responsibilities in planning and operation, business and marketing, as a P&L manager, followed by a time in the wireless division, before taking up her current appointment.

Sylvie is a French national and is married with two children. She graduated from Aix-en-Provence University with a Master's Degree in Economics and Marketing. She spent two years early in her career working in Africa (Gabon) on food distribution channels.

Sylvie has been instrumental in securing the generous sponsorship of Texas Instruments for the GTWN Power Breakfast during GSM Barcelona on, 12 February 2008. Our sincere thanks to TI, and we look forward to working closely with Sylvie and her colleagues on many other occasions in future.

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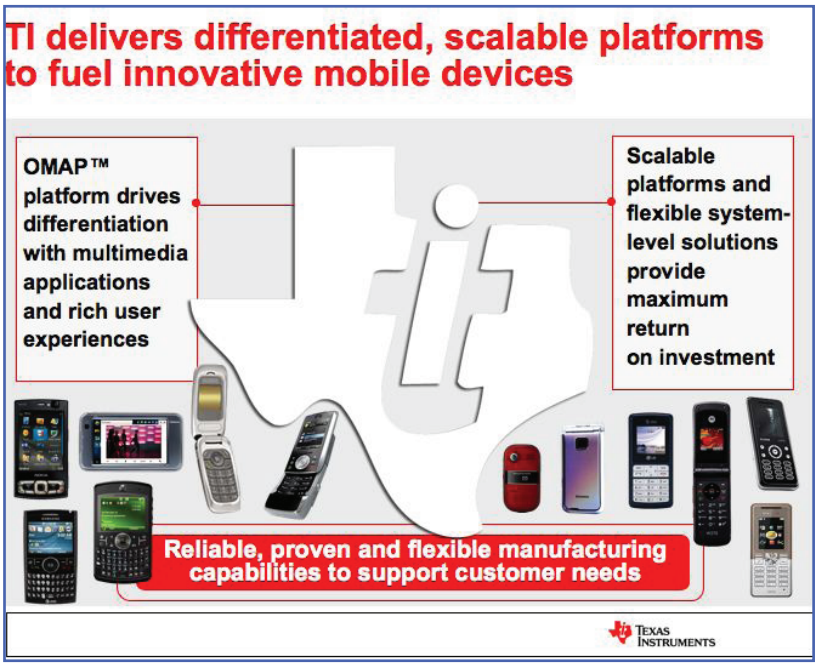
(Continued from Sylvia Deschamps' article on page 10)



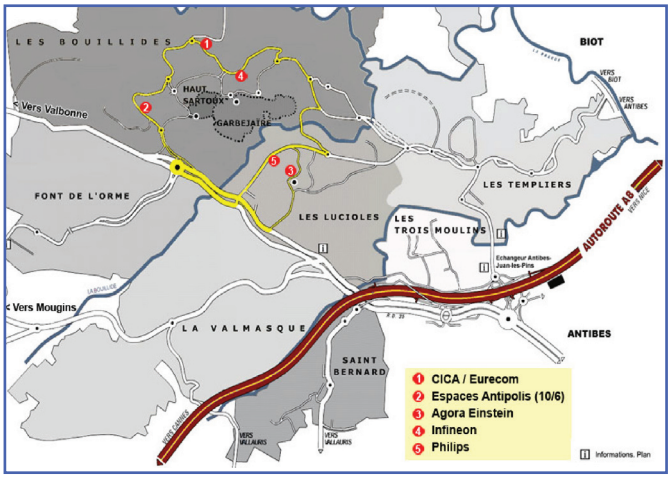
Pierre Garnier, Texas Instruments Technology Business Unit General Manager, will set out his view of the new converging business model during his address to the GTWN 3/GSM Power Breakfast in Barcelona.

Festival of the Fourth Dimension – The Symphony of Machines

by Candace Johnson, Founding President of GTWN

(continued from page two)

During the Festival of the Fourth Dimension, participants were invited to follow the itinerary shown on this roadmap. The five broadcast locations(see map below) allowed those present in the area around Sophia Antipolis to experience this interative multimedia show from different viewing and sound angles. Participants were also invited to participate by calling a local server and leaving a song to be integrated in real time into the Symphony.



Events around the world

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3GSM Convention, Singapore

A Power Breakfast during the 3GSM Convention in Singapore, on Tuesday 17 October 2006, was generously sponsored by Intel and included high-level representatives from such operators as Celcom Malaysia, China Mobile, Digi Malaysia, Smart Communications, SFR, Belgacom, Telstra and Telecom Italia as well as from Motorola, Cisco, Nortel, Accenture, Novare Technologies, Neustar, GSMA, IDA, Gartner, Palm, and McKinsey.

GTWN President Asia Pacific Myla Villanueva, also President of Novare Technologies spearheaded the "Call to Action" after keynote presentations by Craig Ehrlich, Chairman of the GSM Association and Alexander Izisimov, CEO of Russian mobile operator Vimpelcom. Those present agreed to individually and corporately champion ways to bridge the digital divide, and simultaneously, make 3G services pay. They agreed to co-operate with the GSMA Development Fund and all GSM Members to bring about this goal.

"It's not about chasing market share", declared Izisimov, "it's about enhancing customer service and expanding the value of the services that the consumer wants to use". Vimpelcom's ventures in the green-fields markets in central Asia were providing valuable experience in developing handsets and services that consumers in such low income countries could afford. These services were providing new economic and social opportunities in these less

developed countries, in a win-win environment for businesses and for users.

"Fibre and ADSL will not be the answer for many of these countries", said Craig Ehrlich. "Wireless solutions will be the least cost and most efficient way of bringing the benefits of new communication technologies and broadband services to the 2/3 of the world's population who do not have any means of communication." Currently more than 1 million users were being added every day worldwide. The aim was to double the coverage of mobile communications around the world, from the current 2 billion, to at least 4 billion, over the next few years.

GTWN Events in London

- Last April saw a lively and thought-provoking GTWN Power Lunch with guest speaker Angel Gambino. The lunch held at the London office of Denton Wilde Sapte saw senior representatives from Channel 4, Belgacom and T-Mobile in attendance.

Sponsored by
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- And finally the next GTWN Power Lunch is already taking shape for 27 February. Hosted by Denton Wilde Sapte in their London office we are looking forward to a lively debate and discussion on what's happening in the industry at present and what lies ahead for 2008, with guest speaker Jane Lighting, CEO of Channel Five. Further details from Ingrid Silver, Partner at Denton Wilde Sapte at ingrid.silver@dentonwildesapte.com

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Mission

The Global Telecom Women's Network (GTWN) exists to promote the perspective of women and their role within the global information and communication industries by providing

- a forum for debate and discussion of key issues;
- promotion of women at all levels;
- networking among women to achieve these goals; and
- role models and mentorship of women within these industries.