

# Standardisation landscape & impact of Internet in the telecom industry

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1 Lessons from the past

2 Evolution of the telco standardisation landscape

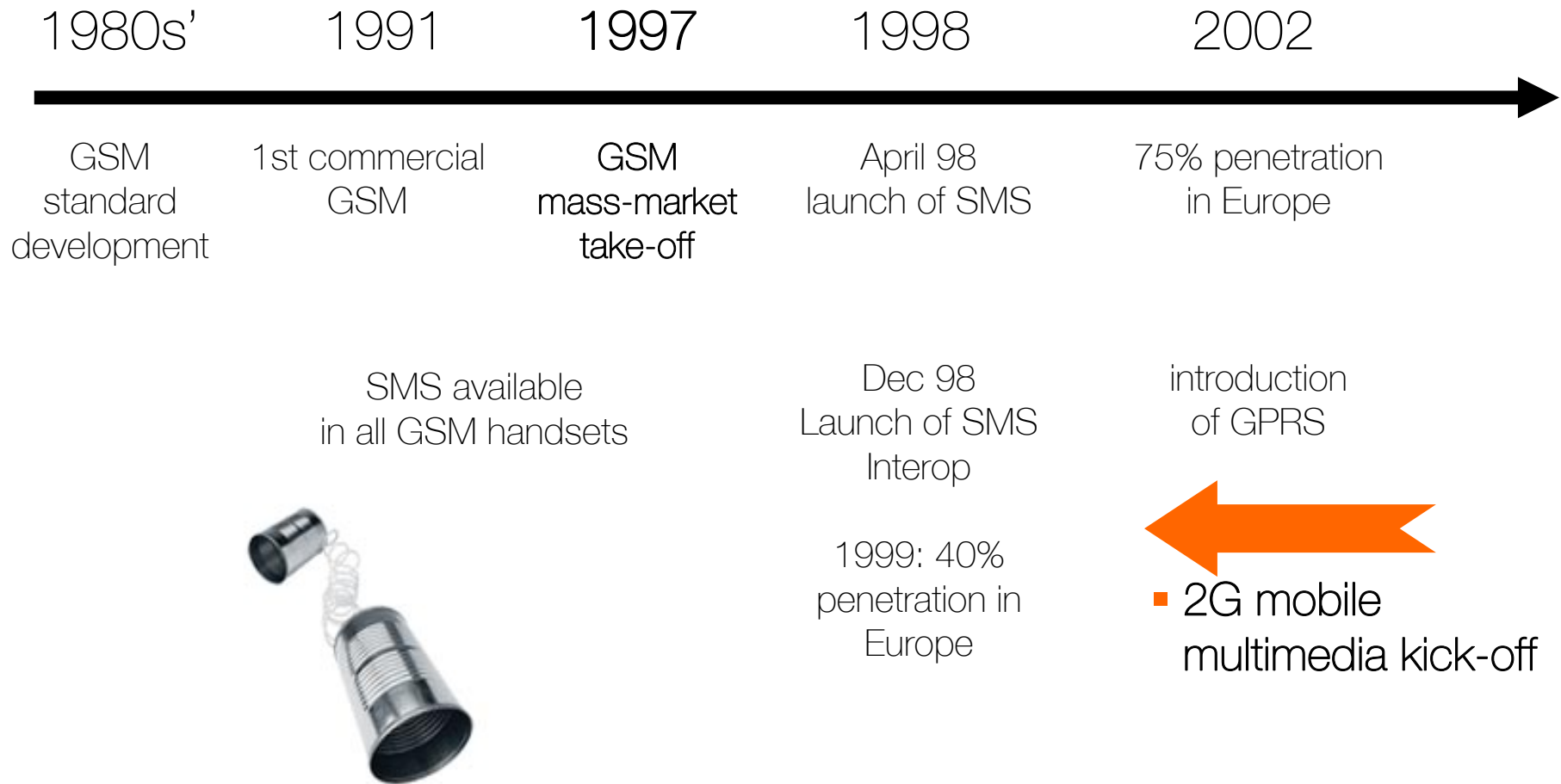
3 The impact IP

Specials  
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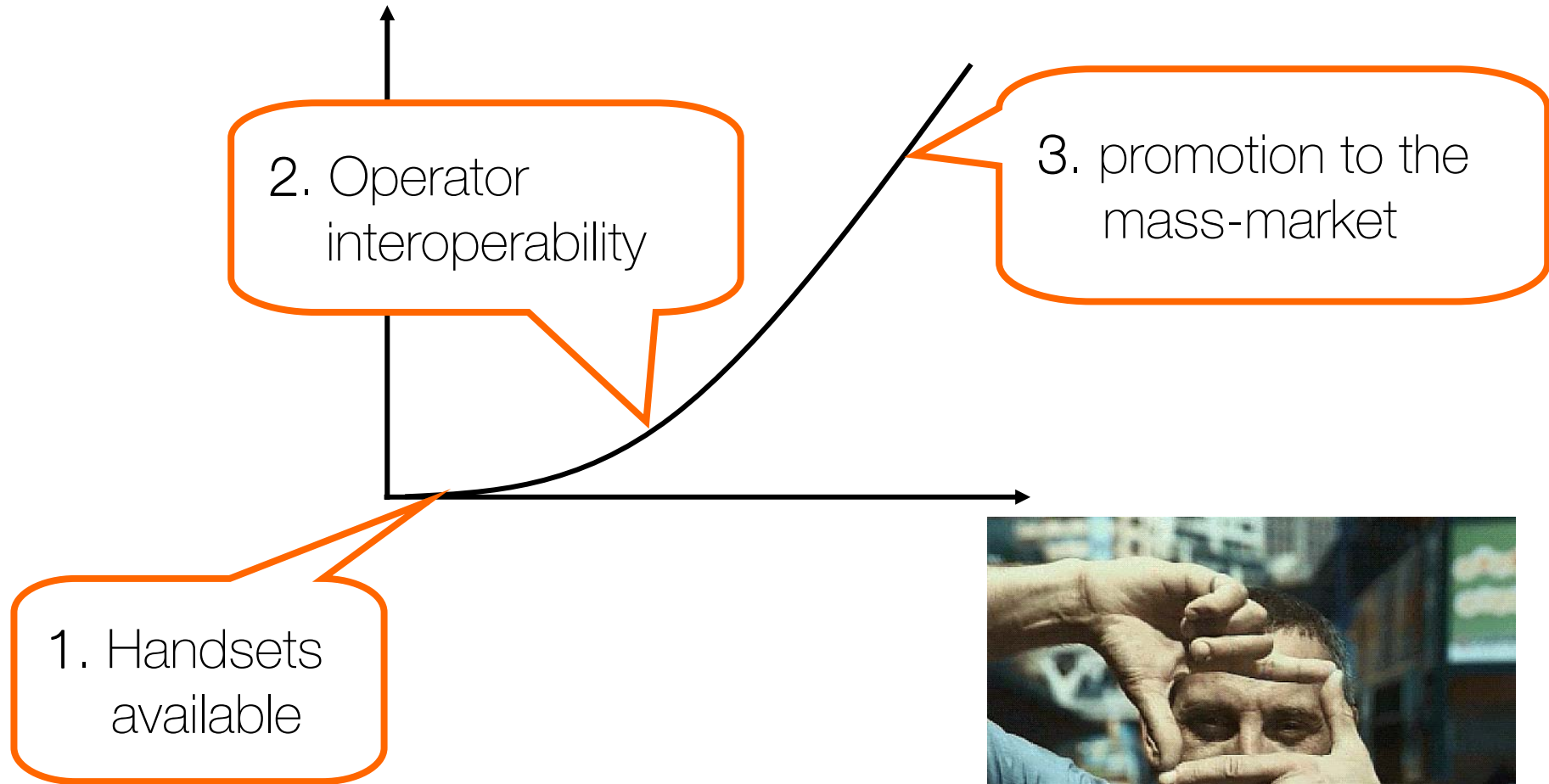




# SMS : some lessons from the past!



# SMS take-off: key criteria





# multimedia standard cycle

Development of specifications  
and implementation

2-3 years

Deployment of devices  
and platforms

2-3 years

for large  
deployment

Market take-off





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# change of the telecom standardisation landscape in the last 20 years

- Domination of the ITU until 1988
- 1988: creation of ETSI in Europe and the GSMA
  
- Years 90s
  - Predominance of mobile with ETSI, and then 3GPP
  - In parallel, development of the Internet with the IETF and industry fora
  - Progressive decline of governmental organisations
  
- Years 00s
  - Development of multiple fora: existing instances are seen as slow and archaics ; governance is no more adapted
  - Émergences of services « standards » for which the weight of regulation is reduced
  - Increasing impact of intellectual propriety (patents become an trade assets among industrial players – mostly manufacturers)



and today...



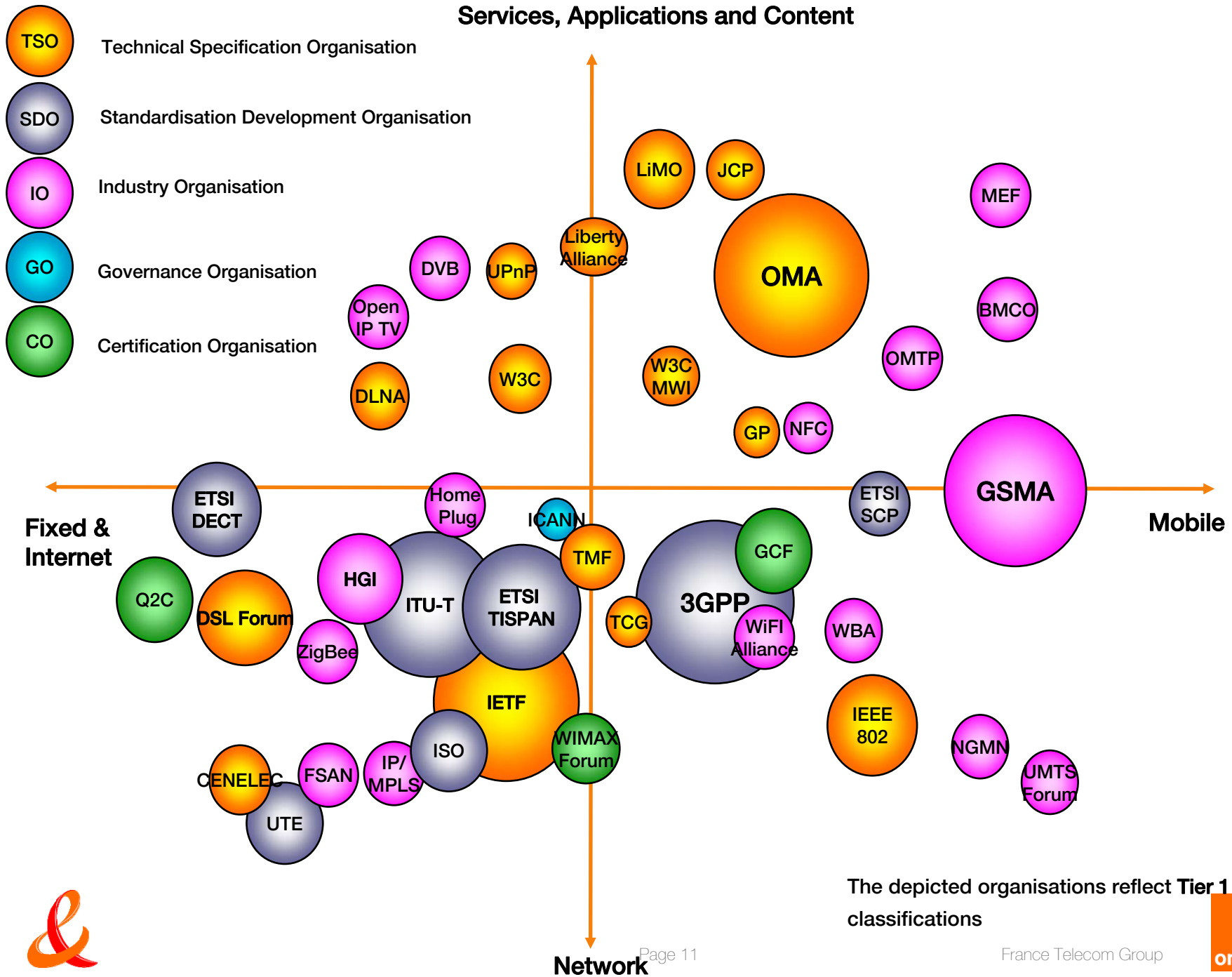




- ~80 Organisations followed by FT/Orange
- ~400 delegates to coordinate
- Budget ~15M€
- Subscription fee ~2.5 M€



# Services, Applications and Content



The depicted organisations reflect Tier 1 & Tier 2 classifications



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# Telco standardisation and the IP paradigm

- The arrival of the IP protocol has been used for interpersonal communication services using IMS
  - Allowing operators to provide these services
  - Providing quality of services
  - Offering strong authentication through SIM
  - Solving the interoperability issues of IETF/SIP based phones
  - Developing a common network architecture for fixed/mobile/internet services

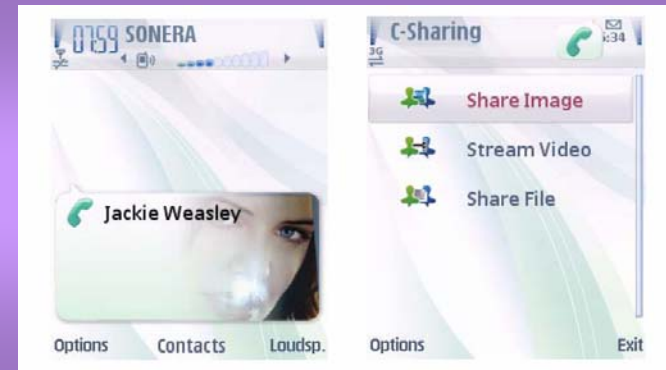


# RCS phase 1

## enriched call

Call enriched with multimedia sharing capabilities

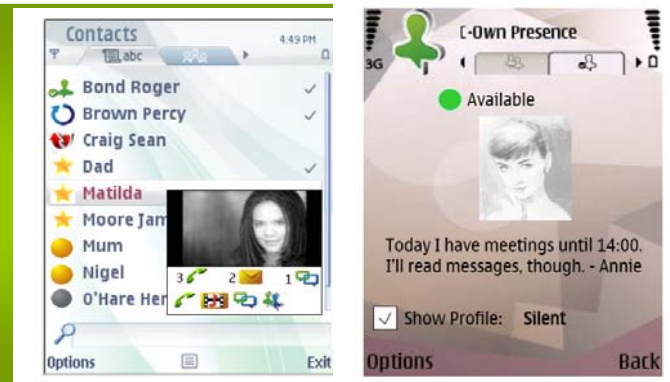
- Document
- Audio
- Video



## enhanced address book

Contacts enhanced with capabilities and presence

- Integrated Communication capabilities (call, message, chat, share)
- Presence & capability enhanced contact card
- User defined presence: availability, image, free text for RCS phase 1
- Conversational view for all messages + calls, per contact
- Contacts backup and restore manually (synchronisation)



## enriched messaging

Conversational view for all messaging communications (SMS, MMS, IM)





# Rich Communication Suite members (1/2)



# Rich Communication Suite members (2/2)



TELCOWARE



TOSHIBA  
Leading Innovation >>>



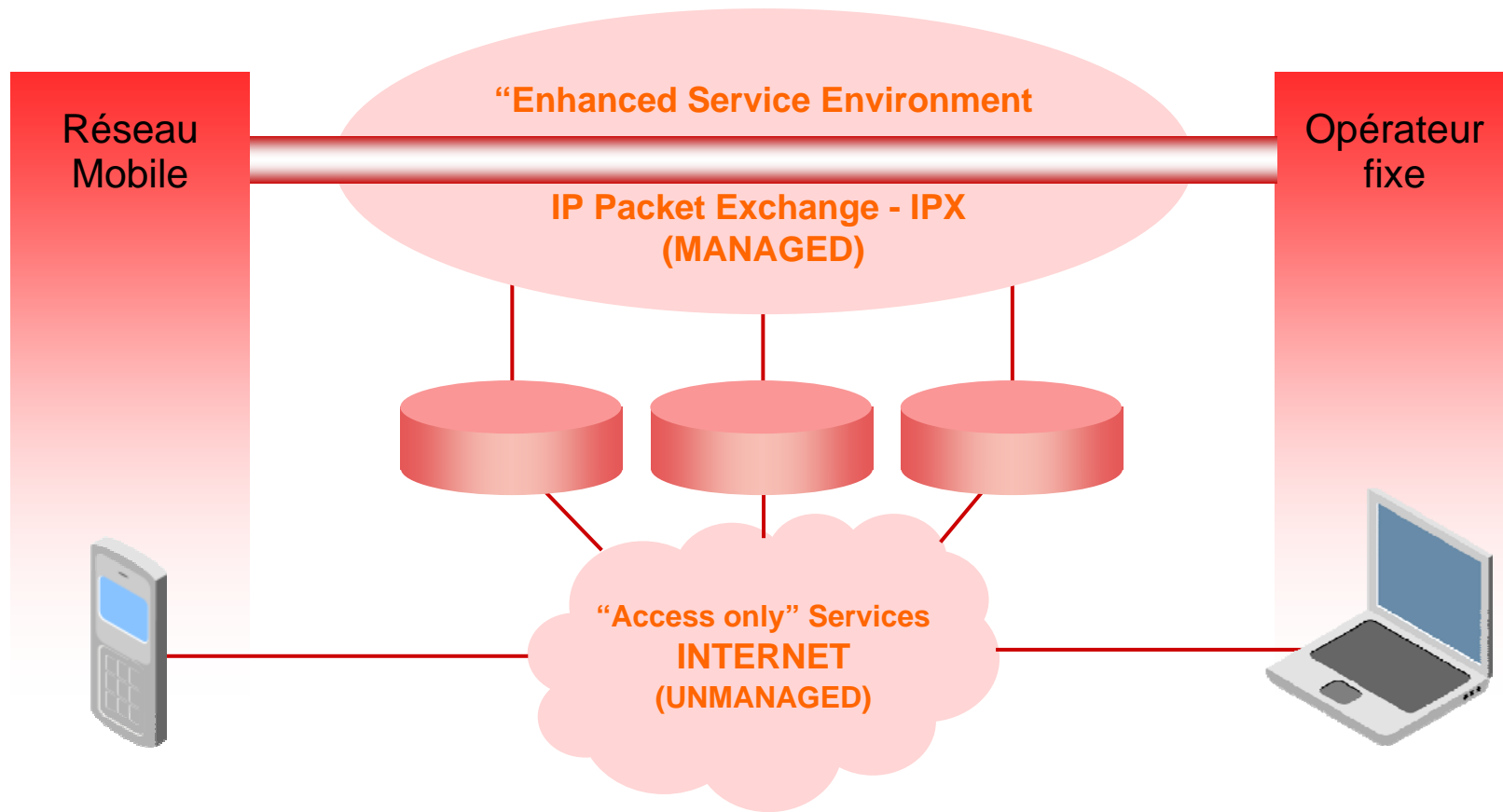
Sony Ericsson



TeliaSonera

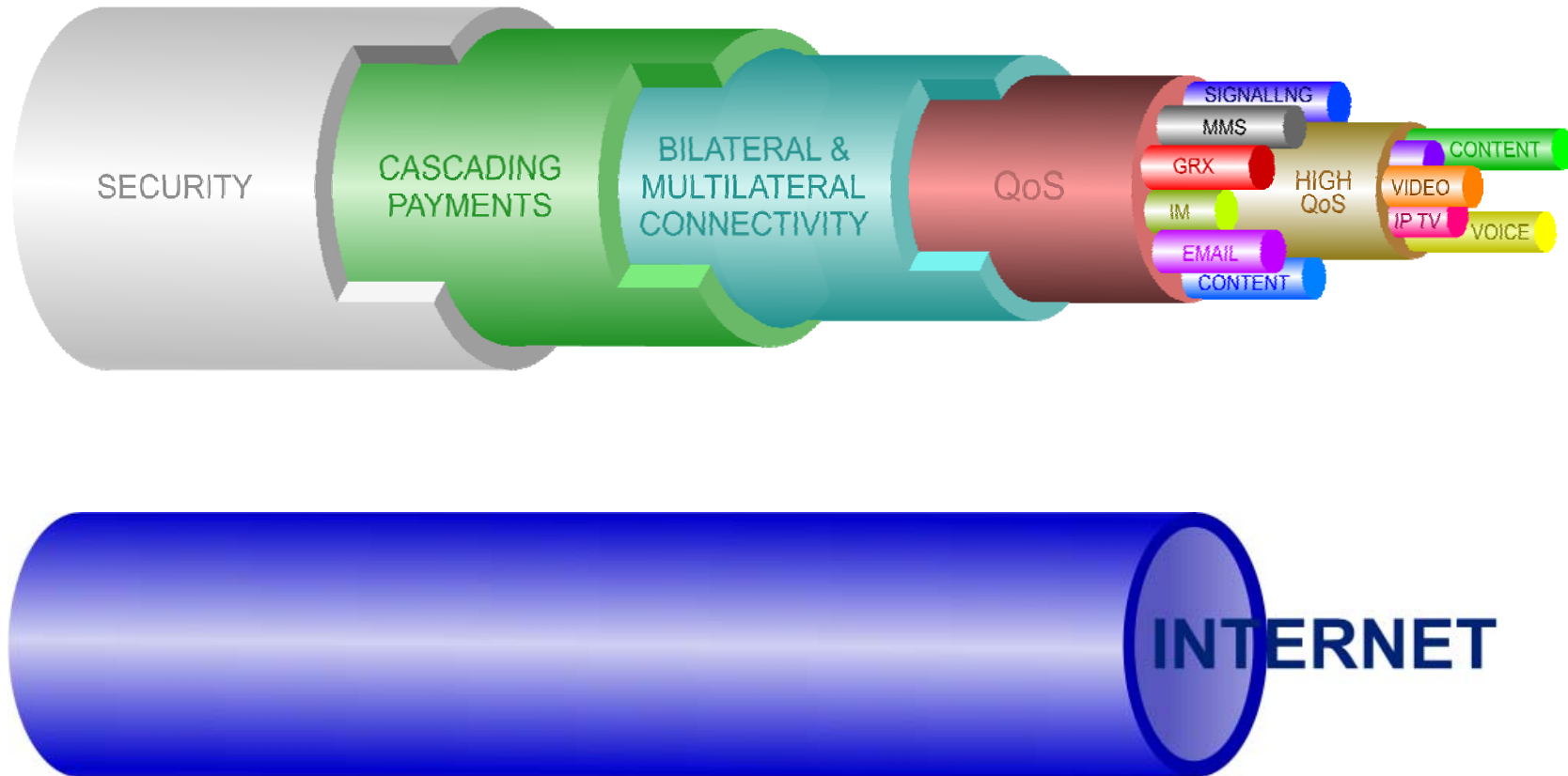


# interconnexion of IP networks





# IP interconnection principles



**time to  
conclude!**



## Concluding key messages

- Standardisation has re-become a strategic stake for the development of services with re-increasing **collaboration among operators**
- However, the current standardisation landscape requires **rationalisation** to ensure efficiency
- Telecom industry is embracing the Internet to develop the new networks offering **multimedia services**





thank you!



together we can do more