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**Source: DIGITALEUROPE**

**Subject: Market data supporting the use of L-band for Mobile Multimedia Downlink**

**Password protected:      yes                       No**

### **Summary**

DIGITALEUROPE supports the future use of the L-band 1452-1492 MHz in CEPT for Downlink Multimedia services. This contribution provides supporting market data relative to the ever increasing demand for digital contents, every where, every time, on all kind of devices.

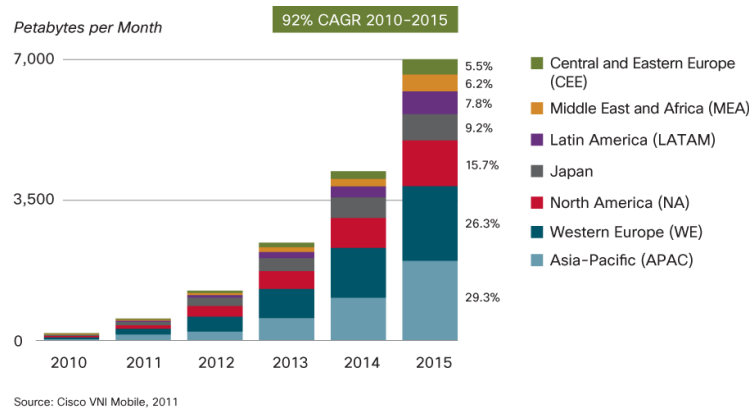
## Proposal

DIGITALEUROPE proposes to FM PT50 to take into account the following market data when developing the ECC Report regarding the future use of the L-band (1452-1492 MHz) in CEPT and when conducting the impact assessment on the most appropriate applications to be enabled in this spectrum.

At the beginning of the 21st century, content viewer, user, customer, subscriber looks for more and more digital contents, every where, every time, on all kind of devices.

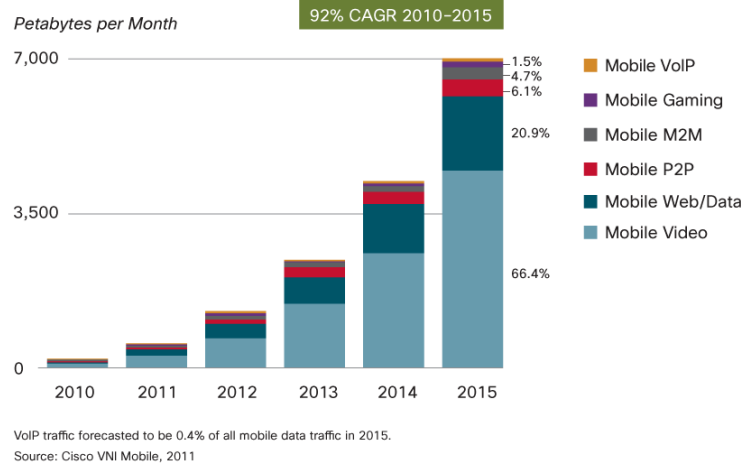
To illustrate the very fast growing needs created by the content, the Cisco white paper "Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2010–2015 *February 1, 2011*", the two following graphs can be selected.

The first one (figure 1) is the forecast of the Compound Annual Growth Rate 2010-2015 in terms of volume of data transmitted per month over the mobile networks by areas of the world which shows that Asia-Pacific and Western Europe are the two area where growth are the most important. In total the volume will be multiplied by a factor of 7 between 2012 and 2015, while for the two most important the factor will be closer to 10 times.



**Figure 1: Total volume of data transmitted per month in the various parts of the world on mobile networks**

The second graph gives a breakdown of the volume of data. It shows that the major contributor to the volume is mobile video about three times more than the web/data.



**Figure 2: Breakdown of the volume of data per application services**

Based upon a recent market study published by Sandvine, an observer of web traffic management, a document called "Global Internet Phenomena Report: Spring 2011", Sandvine stated that the streaming for entertainment represents now up to 49.2 % of the total internet traffic during peak hours compared to 29.5% in 2009. A year end forecast indicates an increase of 55% to 60%. In Europe with several similar kinds of services, the consumption is already 33.2% on peak hours compared to 31.9% last autumn.

## Background

CEPT Project Team FM PT50 has been tasked by the ECC to determine, based on an impact assessment, the most appropriate future use of the L-band, 1452-1492 MHz, in CEPT.

DIGITALEUROPE supports the harmonisation and use of the L-band for Downlink Multimedia services in Europe. This contribution provides market data to support this position.

DIGITALEUROPE has been working on detailed analysis on video and broadcast network resource requirements and on mobile broadband.

## ABOUT DIGITALEUROPE

**DIGITALEUROPE** is the voice of the European digital economy including information and communication technologies and consumer electronics. DIGITALEUROPE is dedicated to improving the business environment for the European digital technology industry and to promoting our sector's contribution to economic growth and social progress in the European Union.

**DIGITALEUROPE** ensures industry participation in the development and implementation of EU policies. DIGITALEUROPE's members include 60 global corporations and 37 national trade associations from across Europe. In total, 10,000 companies employing two million citizens and generating €1 trillion in revenues. Our website provides further information on our recent news and activities: <http://www.digitaleurope.org>

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