



***What can technology offer in a converged world?***  
***Competitive Platforms for the Delivery of Digital Content***

***Roberto Blois***  
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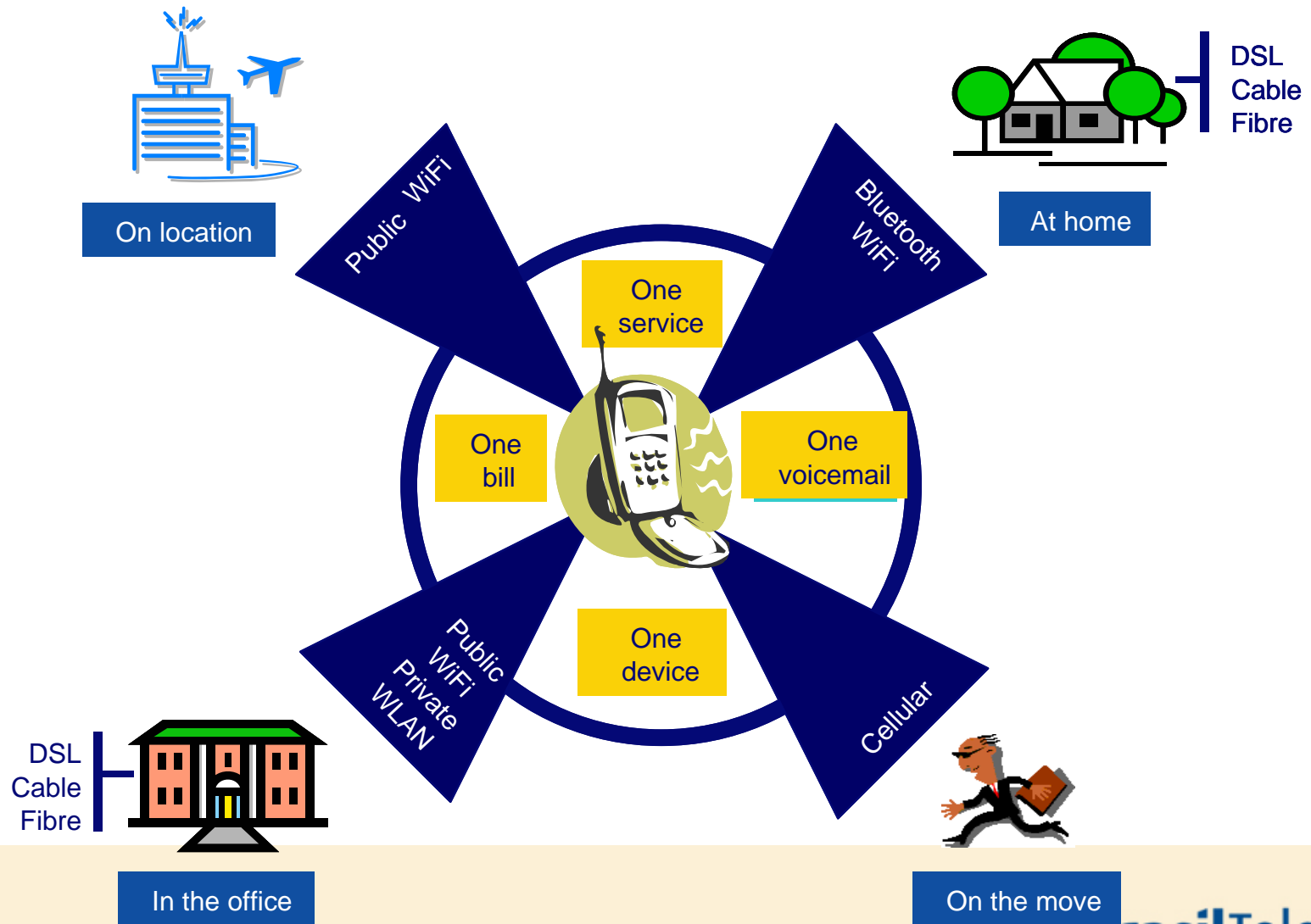
# ***What can technology offer in a converged world?***

## **Converged World:**

**All services and contents available to all customers, independently of technological platforms.**

**Would it be possible to offer?**

# What customers want?



# ***What can technology offer in a converged world?***

**Technology can offer new systems and services.**

**Systems will be available.**

**New Services will be developed.**

# ***What can technology offer in a converged world?***

**Technology can offer new systems and services.**

**Systems will be available.**

**New Services will be developed.**

**However, will there be financial resources and stable regulatory framework to allow their roll out?**

## *Real world: What is happening to the operators?*

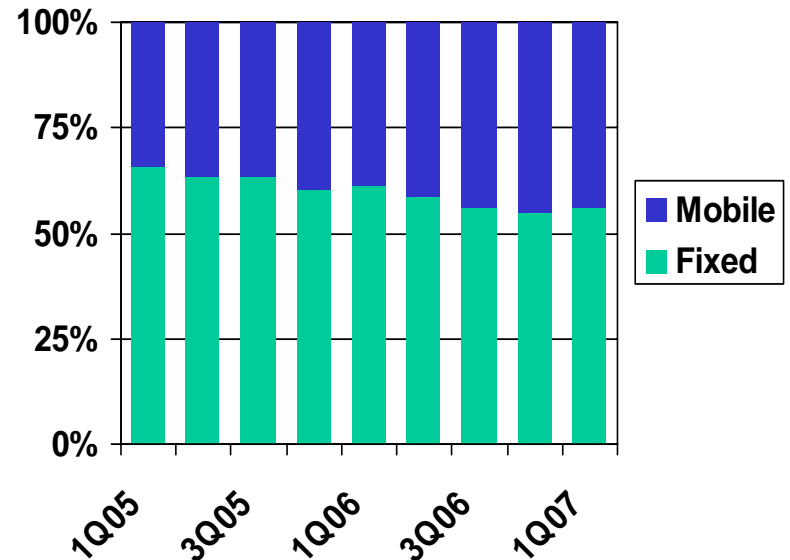
### **Fixed Network**

**Voice: migrating to mobile network**

**Data: from dial-up to broadband**

**Broadband (DSL): competing with cable, wireless and 3G. (different framework)**

**Network maintenance costs are independent from use**

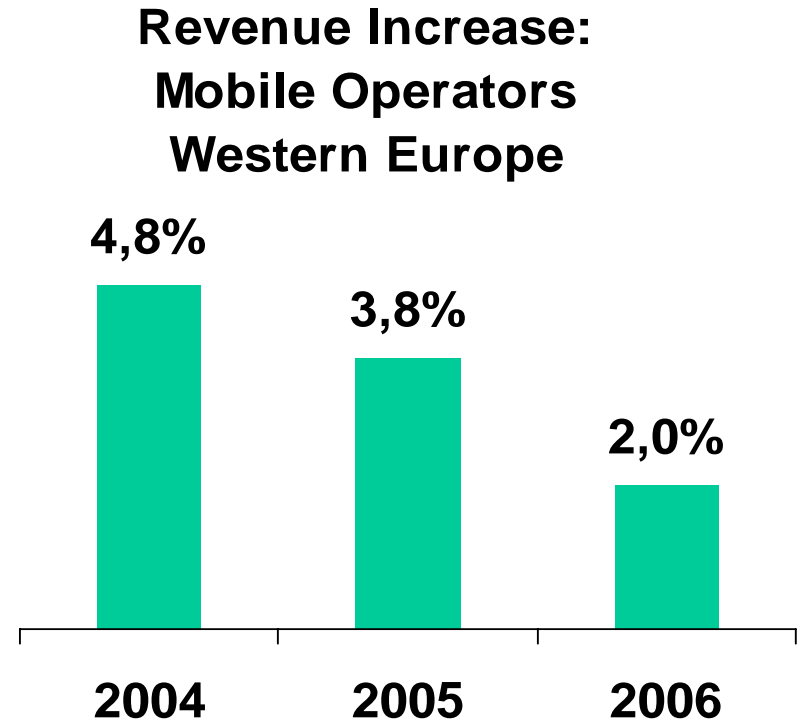


## *Real world: What is happening to the operators?*

### **Mobile Network**

**Margins decreasing very rapidly**

- Voice and Data competing in very aggressive markets



## ***How to move forward?***

**Investment in future converged networks depends heavily on:**

- **Availability of capital (margins in current operations are very important)**
- **Clear and stable Regulatory Framework**



## ***The Content Issue***

**No converged offering will be available if the Regulatory Framework does not allow all contents to be distributed through all platforms.**

**Countries have different rules governing the content distribution.**

**Critical issue: Preservation of Cultural National Values**

# ***The Content Issue***

**In Brazil: Broadcasting, Cable TV, Internet and Telecommunications Services have distinct rules. No regulation for Internet**

**Need to adapt regulations**

# ***What can technology offer in a converged world?***

**Technology can offer almost everything we can imagine.**

**For that National Laws and regulations need to be clear.**

**Governments and Regulators to update the Legal and Regulatory framework.**

**Carriers to invest and offer content diversity to the public.**