

ITU WRC 15 – Position Statement UHF-Band 470-694MHz



ITU-R WRC 15 / Sub 700MHz UHF (470-694MHz)

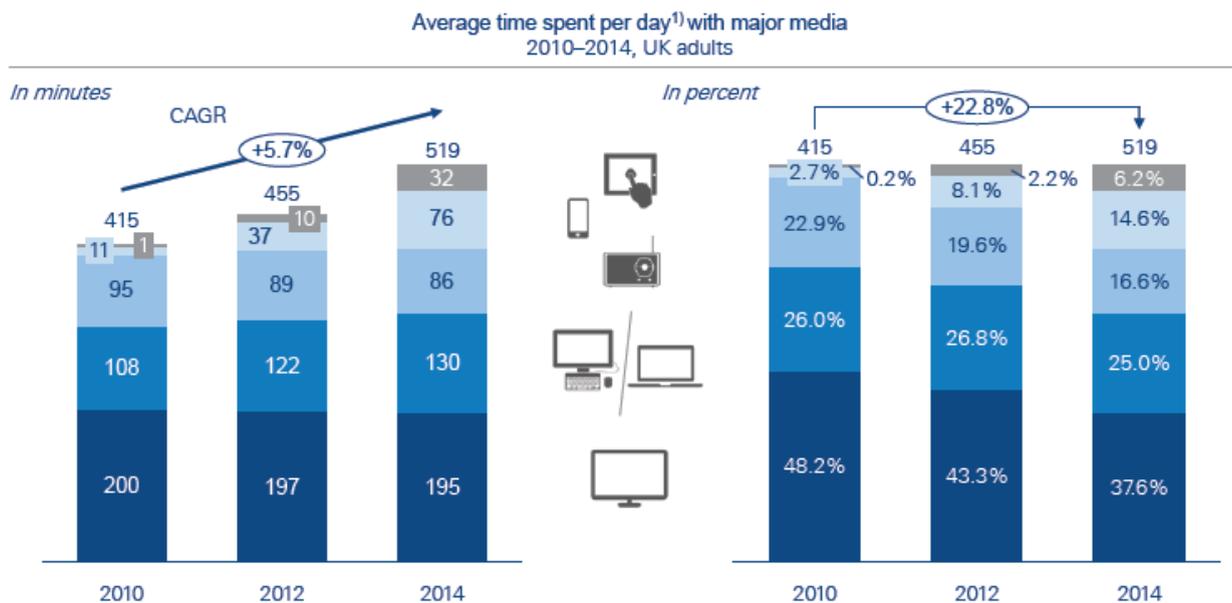
GROWING DEMAND FOR BANDWIDTH AND THE NEED FOR MORE SPECTRUM IN THE SAMENA REGION

SAMENA Council

- Is supporting a co-primary mobile allocation and IMT identification in the band 470-694MHz in the Region 1 during the ITU-R WRC-15
- Is inviting policy makers from the region to adopt the allocation of this band (470-694MHz) in the Region 1 in order to simultaneously facilitate the adoption of the innovative delivery of broadcasting content using LTE-Broadcasting and release extra capacity for mobile broadband services using LTE-Advanced.

Globally, mobile data traffic doubled between 2012 and 2013. The increasing number of LTE deployment is opening a whole new landscape of users' applications and revenue opportunities for operators. For the Middle East and Africa, Cisco projects that mobile data traffic will grow 14-fold from 2013 to 2018, and that video traffic will be account for 76% of mobile data traffic in the region by 2018, compared to 50% at the end of 2013.

The consumption of the content is evolving towards non-linear reception (terrestrial broadcasting) and towards mobility for example as indicated in the figures hereafter.



Source: eMarketer Oct 2014, note: 1) regardless of multitasking

Figure 1: Average time spent per day with major media (Source: Athur D. Little "Telecom and media - how to ride the OTT wave")

Sub-700MHz band could be re-farmed to adapt to this evolution of the broadcasting services. ATDI study¹ demonstrated in October 2014 that LTE broadcast (LTE-B) reusing mobile networks sites would be an efficient way to deliver TV content while saving prime UHF spectrum that could be reuse for the other mobile broadband services everywhere including in sparsely populated areas.

The Sub-700MHz band would deliver high quality, wide area mobile broadband services including in countryside areas and deep inside buildings.

The 700 and 800MHz UHF bands is considered to be of great importance when it comes to launching latest mobile broadband services, particularly in less dense populations. Regulatory authorities have been allocating these spectrum bands for mobile broadband in many European countries (e.g. Germany and France).

Moreover, the sub-700MHz band could efficiently re-use 700MHz and 800MHz cell sites currently being deployed, for LTE broadcast (LTE-B) and LTE Advanced (LTE-A) services.

Finally, it is also important to note that in order to execute a smooth shift for both terrestrial broadcasting and mobile services, the procedure of preparing a portion for mobile broadband utilization will take time and require a clear regulatory framework and roadmap.

About SAMENA Telecommunications Council

The SAMENA Telecommunications Council is a tri-regional, non-profit telecommunications association that represents over 40 telecommunications operators in 25 markets. SAMENA Council's membership embodies a community of telecom operators, technology providers and manufacturers, and leading global management consultancy organizations. SAMENA's Board of Directors and member companies include the largest regional operators and global multi-network operators as well as new competitive entrants. SAMENA Council focuses on digitization and broadband investment policies, and aims to promote beneficial regulation and governance that further industry evolution, as well as encourage cooperation among key ICT industry stakeholders.

SAMENA's vision is to provide a unified voice and a collaboration forum for leading operators and service providers in the SAMENA region. Its mission is to promote the development and adoption of policies, regulations, standards, business models, and collaboration initiatives that enable growth and improve efficiency in the telecommunications industry of the SAMENA region, incentivize investment and development, and broaden value-creation opportunities.

¹ <http://www.atdi.com/lplt/>

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