

TELECOM BUZZ

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Infrastructure Status :
Light at the end of the
Tunnel ?



Bharti Airtel in Talks
to Acquire Loop
Mobile



banglalink
An ORASCOM TELECOM Company

Banglalink selects
MobileComm India as
their Competence
Development Partner.

Internet: Connecting the Unconnected Everyday



Editorial

Internet has come a long way since the early days of ARPANET to today's mobile technologies. In relatively short period of time, it has opened up a plethora of possibilities for businesses, individuals alike and a whole new world of communities. It has successfully changed the way we interact, we conduct business, we communicate, we shop and how we proceed day to day.

India which is now the third largest Internet user surpassing Japan has added 164.81 million of Internet subscribers as of March 2013, with seven out of eight accessing the internet from their mobile phones, according to a report by TRAI. The growth has been attributed to the rise in smartphones usage and the widespread availability of affordable smartphones. Apart from this, many netizens use dongle to access the internet. However, the good news is that the sharing is not just limited to people now. Nonliving things can also communicate which has led to emergence of a new concept called 'Machine to Machine communications' or 'Internet of Things'. In computing terms, the Internet of Things is also known as the 'Internet of Objects', that refers to the networked interconnection every day. The Internet of Things probably already influences your life. And if it doesn't, it soon will, say computer scientists.

We hope you'll find this issue interesting. Drop us any suggestions or feedback you may have at newsletters@mcpsinc.com

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- MobileComm expands its service offerings to Afghanistan; bags **Roshan 's project on 2G Simulation and Analysis**
- MobileComm expands its existing relationship **with Ericsson Training Academy** into LTE Trainings.
- With increasing demand for wireless connectivity, MobileComm is betting big on WiFi as a Ruckus Reseller partner.



Internet: Connecting the Unconnected Everyday

Mobile Applications have become an indispensable part and our lifestyle has become more relaxed and hassle free.

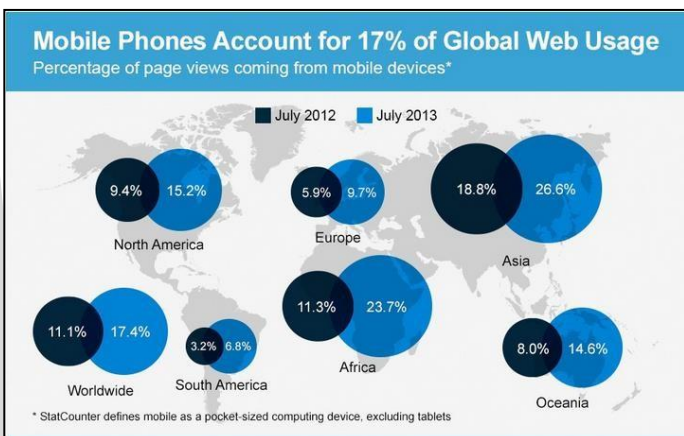
There is no denying the fact that internet has completely revolutionized the life we once used to live in. We have been stressing this in almost all our issues and we won't mind reiterating it once again. As I sit down to write my thoughts about Internet ecosystem, I recall the funny lines I read on a social networking site few days back which goes like – 'Biology Says "Cell" is a fundamental unit of life...and our generation has taken it too seriously!'

No wonder, mobiles have taken over as a fundamental unit our lives today providing a whole new dimension to communications. They are evolving from a mere communication resource to an alternate pocket-sized entertainment screen thus removing the requirement for having numerous devices for several characteristics. Young people are now so addicted to their mobile phones, it feels like they have lost a limb when they are without them, a study finds.

Having enough said about these portable devices, what makes people glued to them is the constant connectivity they bring to the plate and their ability to simplify our lives. This would have not been possible without the service commonly known as 'Internet', that cater to the needs of more than 2.7 billion people today using computers and mobile devices.

MOBILE WEB TRAFFIC

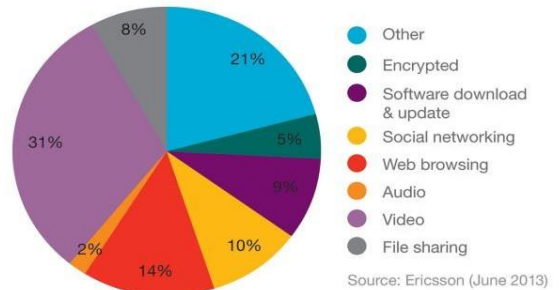
So far in 2013, 17.4% of web traffic has come through mobile, representing more than a 6% increase since 2012 when 11.1% of traffic came from mobile.



Source : StatCounter

RISING MONTHLY MOBILE DATA TRAFFIC

The monthly mobile data usage per smartphone to rise from 450MB in 2012 to 1,900MB by 2018. Ericsson's data shows video makes up the largest segment of mobile data traffic today — and is expected to grow by around 60 percent annually until the end of 2018 when it's forecast to account for about half of total global traffic, dominating mobile content consumption ~ Ericsson



GLOBAL AVERAGE INTERNET SPEED

According to the latest figures from Akamai, for the first time, global average connection speeds have surpassed the 3 Mbps mark. **Between Q4 2012 and Q1 2013, the global average connection speed rose 4 percent from 2.9 Mbps to 3.1 Mbps, or 17 percent year-over-year.**

Country/Region	Q1 '13 Avg. Mbps	QoQ Change	YoY Change
— Global	3.1	4.0%	17%
1 South Korea	14.2	1.5%	-10%
2 Japan	11.7	3.9%	6.8%
3 Hong Kong	10.9	9.0%	16%
4 Switzerland	10.1	6.1%	24%
5 Netherlands	9.9	10%	12%
6 Latvia	9.8	4.5%	12%
7 Czech Republic	9.6	9.1%	34%
8 Sweden	8.9	10.8%	32%
9 United States	8.6	7.4%	27%
10 Denmark	8.2	13%	17%

Average Measured Connection Speed by Country/Region



SHARE OF PC'S IN INTERNET TRAFFIC

Nearly half of all IP traffic will originate with non-PC devices by 2017. In 2012, only 26 percent of consumer IP traffic originated with non-PC devices, but by 2017 the non-PC share of consumer IP traffic will grow to 49 percent. PC-originated traffic will grow at a CAGR of 14 percent, while TVs, tablets, mobile phones, and machine-to-machine (M2M) modules will have traffic growth rates of 24 percent, 104 percent, 79 percent, and 82 percent, respectively.

TRENDS TO WATCH

- a) At more than 150 million internet users, India now has 3rd largest internet population in the world after China and US. The total number of internet connections is expected to swell to about 380 million within the next 4 years, according to a study conducted by ASSOCHAM Yes bank.
- b) According to Mckinsey, India has the potential to double its economic contribution from the internet, from 1.6 percent of GDP at present to 2.8 to 3.3 percent by 2015. This is said to be achieved through growth in the consumption on internet access devices and usage, increased levels of e-commerce and greater investment in infrastructure.
- c) E-Commerce will likely touch \$900 million in gross revenue by end of 2013, up from \$550 million in 2012.
- d) According to ITU, In 2013, over 2.7 billion people are using the Internet, which corresponds to 39% of the world's population. In the developing world, 31% of the population is online, compared with 77% in the developed world.
- e) According to Cisco, globally, mobile data traffic will grow 13-fold from 2012 to 2017, a compound annual growth rate of 66%.
- f) IoT & M2M communication is projected to be the fastest growing technology segments of the Information Technology (IT) sector in the next 3 to 5 years, with significant potential investments from companies to secure their computing environment. According to 'Berg Insight', The Global M2M Market is a USD1.2 trillion opportunity

CATALYST FOR GROWTH IN INDIA

a) NATIONAL OPTICAL FIBER NETWORK (NOFN) PROJECT

The nod by the government to provide National Optical Fiber Network connecting 25,000 Gram panchayats in the country will bring internet connectivity to the otherwise untapped rural India. The project brought into existence a special purpose vehicle Bharat Broadband Network Limited (BBNL) for execution of the project. The project will be funded by the Universal Service Obligation Fund (USOF) and is estimated to be completed in 2 years.

B) INTERNET.ORG

In case you missed it, last month technology giants Facebook, Ericsson, MediaTek, Nokia, Opera, Qualcomm and Samsung joined hands to form a global partnership between technology leaders, nonprofits, local communities and experts that intends to make Internet access available to the next 5 billion people. Only a third of the world's populations, 2.7 billion people, have access to the Internet. Internet.org aims to connect the remaining two-thirds. This includes the development of lower-cost smartphones and the deployment of Internet access in underserved communities as well as working on ways to reduce the amount of data downloads required to run Internet applications, according to Facebook.

C) OPERATORS SLASHING DATA TARIFFS

Operators are leaving no stone unturned to give each other a stiff competition when it comes to slashing data tariffs. Almost all the players have revised the tariff in one or more of their circles. The main idea behind such a move is to help increase data penetration across segments, stimulate data demand which will translate into stronger benefits for the brand.

D) AIRTEL JOINED HANDS WITH GOOGLE

Bharti Airtel in June this year launched a service 'Free Zone' in partnership with Google that will allow subscribers to access Google services such as gmail, Google+ and Google search on their mobile phones without any data cost.

E) PARTNERSHIP WITH OTT PLAYERS

Operators and OTT players have finally realized the necessity of working together in order to create a win-win situation for both. Few have already joined the bandwagon while few are gearing themselves for it. Take for instance, Idea Cellular offers free Facebook Messenger usage for 3 months to its prepaid subscribers. Telefónica, a Spanish broadband and telecommunications provider last week struck a deal with Evernote to make the information management application available to its global user base.



Infrastructure Status: Light At the End of the Tunnel?

Towers represent an annual Rs.1.36 trillion revenue industry, estimated Analyze Mason

Like any other industry, infrastructure in telecom industry too plays an utmost role in the delivery of quality services to users. Not only do the towers provide a crucial service, they represent an annual Rs.1.36 trillion revenue industry, estimated Analysys Mason, a telecom strategy analysis firm.

As the technology and services advances, so does the growth of infrastructure associated with it. Although lots of developments have taken place in the infrastructure industry, the providers are still dealing with the multiple issues like declining margins, regulatory challenges, rising running costs, new radiation norms among others. Under the new radiation norms for mobile towers, the Electromagnetic Frequency exposure limit from Base Station Emission is lowered to one-tenth of the earlier permissible levels. The penalty amount at present is at Rs 5 lakh per base transceiver station per service provider.

Amidst the gloomy days, the government last year granted the 'infrastructure' status to telecom tower providers that has brought a new hope and is seen as a positive move for companies' revival. As infrastructure status means that the telecom tower companies will now fall under a separate infrastructure sub sector and can avail multiple banking benefits similar to transport, energy, communication, water and sanitation, and social and commercial infrastructure sectors -- which are broadly classified as infrastructure.

INFRASTRUCTURE STATUS: A RAY OF HOPE

- Telecom minister Kapil Sibal has said that with infrastructure status the tower providers will be offered multiple benefits which would encourage more investments to come into the sector.
- Companies will get accelerated depreciation which will encourage more investments to come into the sector.
- The new status would allow tower providers to become eligible for viability gap funding and that they will be able to benefit from higher limits on external commercial borrowing,

- There are also possibilities that tower companies may get the permission for active infrastructure roll out in the near future. As of now passive infrastructure installation is done by the tower providers which include the installation of towers, antenna, cables, ducts, power source and shelter. However, installation and maintenance of the BTS (active infrastructure) is done by the operators who usually outsource the installation job. In case of active infra installation by tower providers, the operators can directly do business with one party i.e. tower companies that will both install the tower as well as BTS, thus saving cost. This may even pave the way for active infrastructure sharing between companies resulting in lower cost for setting up network and less time for rolling out services

"The cost of borrowing will come down drastically and it will become easy following the grant of infrastructure status. Also, the government will be creating a single window of clearance for the tower providers, thus eliminating the need for multiple clearance bodies.", said a representative from a leading telecom tower provider.

In addition to benefitting the telecom providers, the infrastructure status will also optimize the overall cost of operation for the Indian Telecom Industry that is gearing up for second round of growth.

The small innovations will certainly make a difference. Now what is left to be seen is that how well the companies will exploit benefits granted to them in order to revive back with a bang.

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■ Nokia's Days as Smartphone Brand are over as Microsoft Buys its Devices and Services Unit

Microsoft announced that it will buy Nokia's devices and services division including the Lumia brand and products. Microsoft will pay 3.70 billion Euro for Nokia's devices business. That's nearly \$5 billion in U.S. dollars. Microsoft will also pay an additional 1.65 billion Euro (\$2.2 billion U.S.) for the rights to Nokia's patents. All together, the deal will cost Microsoft about \$7 billion U.S. 32,000 people are expected to transfer from Nokia to Microsoft, including 18,300 that are "directly involved in manufacturing. The transaction is expected to close in the first quarter of 2014, subject to approval by Nokia shareholders, regulatory approvals and other customary closing conditions.

■ Internet Cost in India may go Up by 30%

Love staying online 24x7? Get ready to shell out more money as using the internet may become up to 30 per cent costlier in India. As per the initial version of the Unified Licence on August 2, DoT had exempted Internet services revenue from adjusted gross revenue (AGR) -- part of telecom company's earnings on which annual licence fee is levied. It had said that AGR will be calculated after deducting revenue from pure Internet (access and content) services, sales tax paid to the government and roaming revenue paid to other operators from the total revenue earned by telecom service providers.

However, in the corrigendum on calculation of AGR DoT has said: "Revenue from Pure Internet Service under heading B-Deduct stands deleted" Under the new licences, telecom operators (including Internet Services Providers) will have to pay uniform licence fee of 8 percent annually on AGR. The Internet Service Providers Association of India has warned the step would lead to hike in consumer rates by up to 30 percent.

■ NSN may bag \$200-million Deal to Upgrade Vodafone India's Network

The Indian unit of UK's Vodafone Group is likely to soon award a nearly \$200-million (around Rs 1,340 crore) contract to Finland's Nokia Solutions and Networks (NSN) for upgrading its 2G and 3G networks, two people with direct knowledge of the matter told ET. The deal will involve supply of higher capacity base stations, switches and core network systems by NSN for both 2G and 3G platforms and ready the network to handle an expected surge in data traffic amid improved mobile broadband coverage and increasing smartphone penetration in India.

■ Vodafone Sells Stake in Verizon Wireless for \$310 billion

Verizon Communications agreed Monday to buy out Vodafone's 45 per cent stake in its giant wireless unit in a \$130 billion (U.S.) transaction. The deal in cash and stock will give Verizon full access to the profits from the United States' largest mobile operator, handing it fresh firepower to invest in its mobile network and fend off challengers in a tough market that is fast becoming even more competitive, reports Reuters.

For the British group, the accord will allow it to return 71 percent of the net proceeds - or \$84 billion including all of the stock - to shareholders while also ramping up investment in its networks to set itself apart from rivals.

■ Phablets Overtake Both Tablet and Portable PC Shipments in Asia in Second Quarter of 2013:

According to the report by IDC, Smartphones with screen sizes of 5 to just under 7 inches, colloquially known as "phablets", overtook shipments of each of the portable PC and tablet device categories in Asia/Pacific (excluding Japan) in the second quarter of 2013. The device vendors shipped 25.2 million phablets in 2013 Q2, compared with 12.6 million tablets, and 12.7 million portable PCs. IDC expects interest in portable PCs to pick up as more hybrid and touch-enabled models launch, while tablets will pick up on the launch of Apple's refreshed models and continued growth in the 7 to 9 inches category.

■ By 2025, 60% of the cars on the road will be internet connected : IEEE

IEEE believes that internet-enabled vehicles will play an instrumental role in improving the future of commuting. It is estimated that by 2025, 60 percent of the cars on the road will be internet connected, which will promote advanced safety features, upgraded vehicle software protection and the continued adoption of autonomous vehicles. As technology supports the communication between people, we will also begin seeing a shift in how vehicles interact with each other, known as vehicle-to-vehicle communication.



India is now the third largest Smart Phone market; Samsung Leads: Report

Canalys has published its final Q2 2013 smart phone shipment estimates by vendor for the 50-plus countries that it tracks. Some 238.1 million units shipped in Q2, an impressive 50% year-on-year increase. Shipments in China grew 108% year-on-year, the second highest growth rate of the major markets, to 88.1 million. This represented over a third of all worldwide shipments. The US was still in second place in terms of shipments, but geographically, India stood out this quarter with smart phone shipments there growing the fastest of the major markets by 129% to hit 9.0 million and make it the world's third largest smart phone market.

Worldwide smart phone shipments by country Q2 2013

Country	Q2 2012 Shipments (million)	Q2 2013 Shipments (million)	Growth
Total	158.3	238.1	50%
People's Republic of China (Mainland)	42.3	88.1	108%
United States	24.2	32.9	36%
India	3.9	9.0	129%
Japan	6.9	8.6	25%
UK	5.5	7.4	34%
Others	75.4	92.1	22%

Source: Canalys estimates

While Samsung and Apple grew their shipments by 55% and 20% respectively to maintain first and second place, both lost share to Chinese vendors. Lenovo, Yulong and Korean vendor LG completed the top five vendors. In India, Samsung took over a third of the market this quarter, followed by local vendor Micromax at 22%. Karbann, Sony and Nokia made up the top five. Platform-wise, Android grew the fastest during the quarter, by 79% year-on-year.

Worldwide smart phone shipments by vendor Q2 2013

Country	Q2 2012 Shipments (million)	Q2 2013 Shipments (million)	Growth
Total	158.3	238.1	50%
Samsung	48.9	75.6	55%
Apple	26.0	31.2	20%
Lenovo	4.9	11.3	131%
Yulong	3.4	10.8	216%
LG	5.5	10.7	93%
Others	69.5	98.4	42%

Source: Canalys estimates

Note: Where Applicable, a vendor's shipment numbers exclude rebranded products for which they act as an ODM



Experiential Workshop on 'Business Strategy' for Senior Managers

MobileComm is conducting its next Business Simulation Workshop on 'Strategic Thinking and Competitive Advantage' from 9-11 October, 2013 in collaboration with **Simuate**. Please find below the details of the Workshop.

'Strategic Thinking and Competitive Advantage' Workshop is an experiential strategy workshop designed for high potential business heads, functional heads, VPs, AVPs, GMs and Senior managers in leadership roles.

KEY BENEFITS:

Breaking organizational silos, cross-functional decision making and strategic thinking.

DATES: 9 - 11, October 2013

VENUE: Hotel Ramada Central, Gurgaon

WORKSHOP METHODOLOGY:

- Participants run virtual companies in cross-functional teams, in a highly competitive marketplace.
- Each company formulates and implements a business strategy over a number of financial years.
- Facilitators bring out key insights on participant decisions through yearly business reviews and embedded concept sessions.

FACILITATORS:

Dr. Ashok Korwar, (Lead Facilitator), is a Management Consultant based in Pune. A B-Tech from IIT Bombay, Ph.D. UCLA, Professor at IIM Ahmedabad for 10 years, he was the Strategic Advisor to Chairman of Polaris Software when it grew from \$ 25 Million to \$ 250 Million over 7 years. His book "Creating Markets Across the Globe" got the DMA/Escorts Prize for Best Management Book of 1997.

Mr. Varun Patil, (Co- Facilitator), an MBA in finance, is an experiential learning expert. He designs and delivers simulation based leadership workshops for Premier Indian and Multi National Organizations.

INVESTMENT PER PARTICIPANT:

INR 36,000 - Standard Investment (with Lunch +Two Time Working Tea)
INR 34,000 - Early bird (on & before 23rd September, Monday)
INR 34,000 - Group Investment (3 or more participants)(where each participant will be given discounted fees)
INR 32,000 - Early bird + Group discount (where each participant will be given discounted fees)
Our existing customers and their referrals get an additional discount of INR 2,000 in Standard Investment
INR 30,000 – Existing Customer + Early Bird + Group Discount

Service tax will be charged extra at 12.36% of the applicable course fees.

Drop any queries that you may have to Anu Malhotra : +91 8375992639, 0124 4682632 Or Swati Singh : +91 8375971817, 0124 4682631



Know Thyself

I read this article last week in an online portal 'DumbLittleMan' and could not resist sharing it with you all. Hope you'll like it too.

"Know Thyself"

All of us have heard this aphorism. Most of us acknowledge that unless you know yourself first, you really can't achieve much in life. We also realize that we each have immense potential to create amazing things and find lasting happiness.

And yet....

Most of us don't even scratch the surface of knowing who we really are, let alone figuring out what we have the potential to become. We are so confused that we keep oscillating between overconfidence and low self-esteem. One minute we are filled with a definite purpose for life and the next we are completely desolate. How can anyone hope to find lasting happiness in this state?

In my quest for clarity, purpose and self growth, I've come to realize that asking the right questions, is sometimes in itself the answer. Here is a list of 20 questions to get to started on a journey of self-discovery, releasing the potential that is trapped within and consequently finding lasting happiness.

Who Are You?

1. What is the one thing that makes you special and unique?

For just a moment, quit focusing on what you are not, what you wish to be, or what others expect from you and find out what is the one thing you already have that makes you special.

2. How do people perceive you?

Maybe a quote by Henry Longfellow -- "We judge ourselves by what we feel capable of doing, while others judge us by what we have already done." -- has the answer? How can you bridge the gap between what you are uniquely capable of being and the person that you currently are?

3. If money was not a constraint, what would you be doing with your time?

Feel free to daydream. Once you have the vision in your mind, think of what is the one thing you can do now to move just one step closer to that vision. When you have a vision and start taking action, the universe will conspire to make it a reality.

4. What do you do for a living?

If your answer matches (or will lead you towards) what you answered to the previous question, you are on the right track. If answered "Become a writer" above and "I am an engineer" to this one, you need to figure out how bridge the two. Whatever. Figure it out.

5. What are you grateful for?

How long did you have to think to answer that question? If your answer was not immediate - if the images of your family and friends, your health, your ability to see, hear, walk and talk did not come to your mind instantly, you should start looking into developing an attitude of gratitude. Remember the quote - "I cried because I had no shoes until I met a man who had no feet."

6. If you die tomorrow, will you be happy with the life you've lived?

I don't want to sound morbid, but it's true -- you really could die tomorrow. Have you lived a good life? Have you left good memories to last your kids a lifetime? If you haven't seen it yet, I would highly recommend watching the last lecture by Professor Randy Pausch.

This is not the end. In our next issue let's try and explore more about ourselves, who are our friends and foes ? Who will we become?

Someone has rightly said - "Things want happen by chance, they happen by CHOICE". Therefore, today make a choice to live each day as if it were a treasure, enjoying the little moments with those dearest to you as opportunities to make lasting memories.

Stay tuned for the next issue!



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