International Conference on Mobile Law

Internet Governance in the Mobile Ecosystem

March 1-2 , 2012

New Delhi

For us to make sense of this new world, we must consider four critical questions

"Data Deluge "

I Need Insight

How can we take advantage of the wealth of information available in real time from a multitude of sources to make more intelligent choices?

New Intelligence

"New business & process Challenges "

I Need to Work Smart

How can we work smarter supported by flexible and dynamic processes modeled for the new way people buy, live & work?

Smart Work

"Infrastructure is inflexible and costly"

I need to respond quickly

How do we create an infrastructure that drives down cost, is intelligent and secure, and is just as dynamic as today's business climate ?

Dynamic Infrastructure

"Resources limited"

I Need Efficiency

How do we drive greater efficiencies, compete more effectively, and respond more quickly by taking action now on energy, the environment, and sustainability?

Green & Beyond

Some Incredible Statistics

- **There are 48 million people in the world who have mobile phones, even though they do not have electricity at home.**
- Global mobile data traffic grew 2.6-fold in 2010, nearly tripling for the third year in a row.
- Global mobile data traffic in 2010 (237 petabytes per month) was over 3 times greater than the total global Internet traffic in 2000 (75 petabytes per month).
- Mobile video traffic was 49.8 percent of total mobile data traffic at the end of 2010, and will account for 52.8 percent of traffic by the end of 2011.
- Globally, the average mobile network downstream speed in 2010 was 215 kilobits per second (kbps), up from 101 kbps in 2009. The average mobile network connection
- speed for Smartphones in 2010 was 1040 kbps, up from 625 kbps in 2009.
- Average smartphone usage doubled in 2010. The average amount of traffic per smartphone in 2010 was 79 MB per month, up from 35 MB per month in 2009.
- In 2010, 3 million tablets were connected to the mobile network, and each tablet generated 5 times more traffic than the average smartphone.
- There were 94 million laptops on the mobile network in 2010.
- Google reports that the number of YouTube videos delivered to mobile devices tripled in 2010, reaching 200 million video views per day.

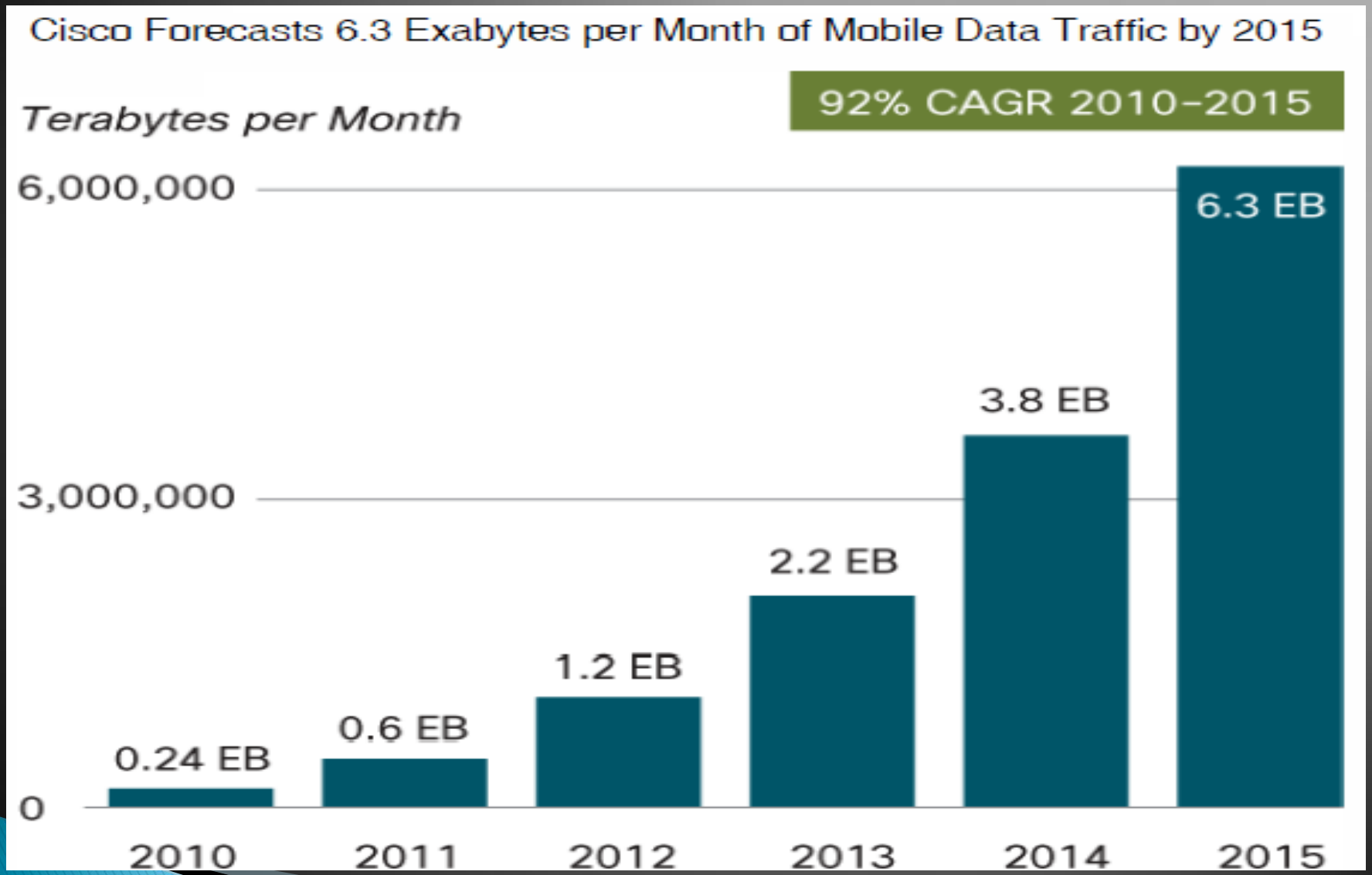
AND NOW

Statistics contd….

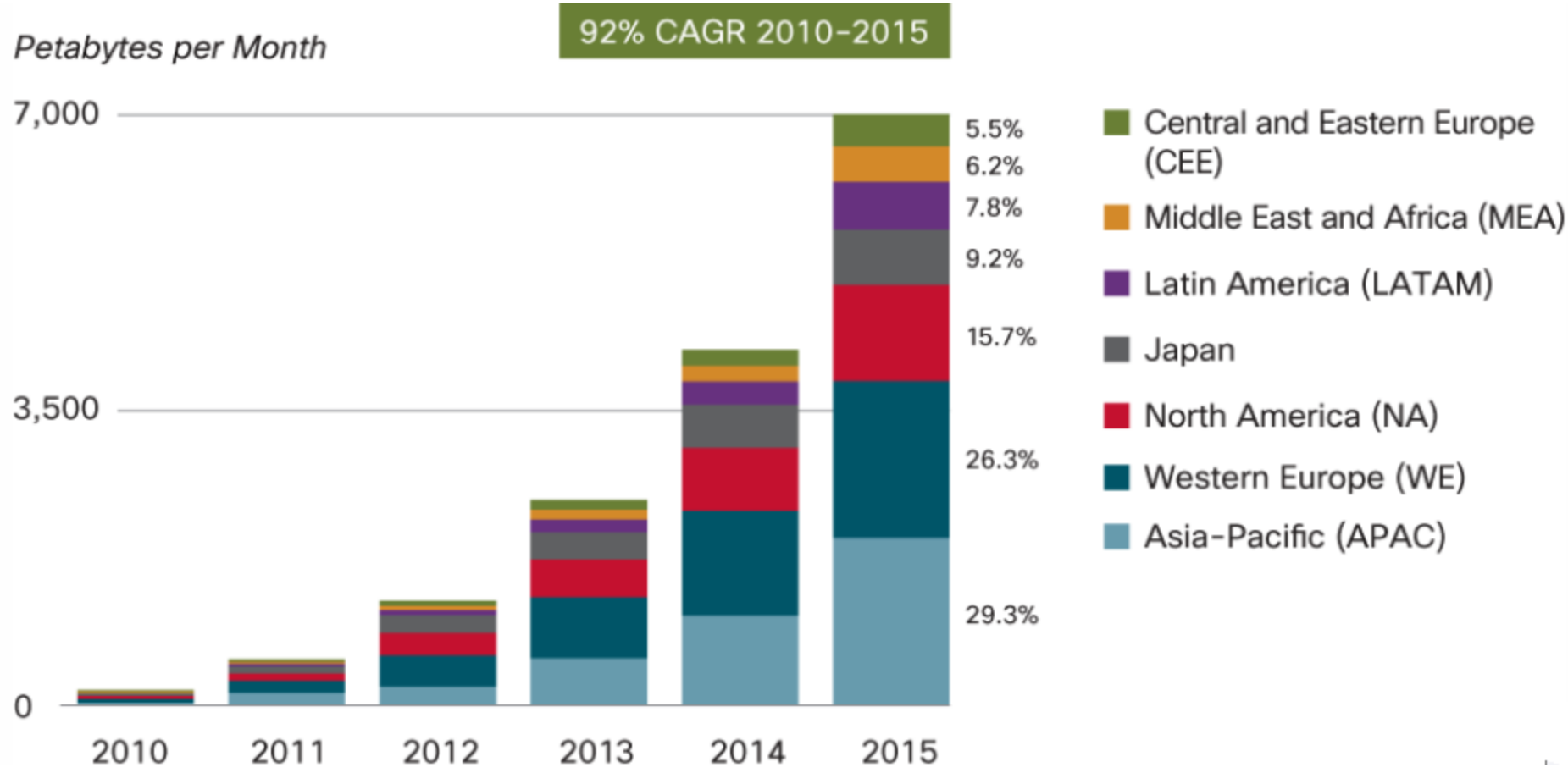
- Mobile Network in 2015
- Global mobile data traffic will increase 26-fold between 2010 and 2015.
- There will be nearly one mobile device per capita by 2015.
- There will be over 7.1 billion mobile-connected devices, including machine-to-machine (M2M) modules, in 2015—approximately equal to the world's population in 2015(7.2 billion).
- Mobile network connection speeds will increase 10-fold by 2015
- Two-thirds of the world's mobile data traffic will be video by 2015
- Mobile-connected tablets will generate as much traffic in 2015 as the entire global mobile network in 2010
- There will be 788 million mobile-only Internet users by 2015.
- The average smartphone will generate 1.3 GB of traffic per month in 2015,
- The mobile network will break the electricity barrier in more than 4 major regions by 2015.

Global Mobile Data Traffic Growth	
2008	156%
2009	140%
2010	159%
2011(Estimate)	131%
2012(Estimate)	113%

Global Mobile Data Traffic – 2010 to 2015



Global Mobile Data Traffic Forecast by Region



Mobile only Internet users

- The number of mobile-only Internet users will grow 25-fold between 2010 and 2015, reaching 788 million, Mobile-only Internet users.
- Asia Pacific will account for over half of all mobile-only Internet users.
- The following figure shows estimates for the number of mobile-

	2010	2011	2012	2013	2014	2015
Global	13,976,859	31,860,295	78,855,662	188,375,368	487,426,725	788,324,804
Asia Pacific	2,448,932	6,768,196	20,543,294	67,012,433	240,350,642	420,277,951
Latin America	1,329,853	4,040,217	12,720,259	26,665,349	49,199,321	71,548,055
North America	2,615,787	4,218,310	6,550,322	14,257,565	38,783,886	55,646,710
Western Europe	5,237,113	10,348,319	21,163,143	33,524,429	58,670,609	83,364,841
Japan	441,060	1,021,441	3,322,664	10,780,236	21,462,108	31,876,998
Central and Eastern Europe	1,156,893	3,140,746	8,252,679	20,303,462	38,480,441	58,717,045
Middle East and Africa	747,221	2,323,065	6,303,302	15,831,895	40,479,719	66,893,204

Source: Cisco VNI Mobile, 2011

M-Governance initiatives in other Countries

M-Dubai –4488 –Push & Pull service Civil Aviation –Flight timings Police –Fines Notification of Expiry of Trade Licenses etc.	**Estonia** Mobile Parking Mobile Transport Ticketing Mobile Payments in Shops.
Singapore Trade Licenses, CPF contributions Road Tax Renewal, Passport Renewal Government notifications, Consumer Price Index, Performance of economy Court, Hearing, Track Traffic Information Live traffic images, Public Works monitoring etc.	**Other initiatives** Emergency services Traffic Information Payment of Government fees Child's Absence from School etc.

THANK YOU

Department of Information Technology
Government of India

Tulika Pandey
tulika@nic.in