



NTRA's Fourth Annual Conference Closing Press Release (Regulation for Development)

Sharm El-Sheikh (22/4/2010)

With the participation of 22 Arab, European and American countries, the NTRA's Fourth Annual Conference (under the title "Regulation for Development") completed its sessions today in Sharm El-Sheikh. Today's sessions tackled two hot topics, namely, Broadband services and the emerging and new technologies.

The first session discussed the issues related to Broadband services and how they became widely spread to the extent that they became a necessity in addition to the experiences of other countries in this field. It has become clear that Broadband technologies are the infrastructure of the economic development of every country. The national regulatory plans of Broadband technologies have become the prevailing trend throughout the world as they are directly related to all social and economic aspects and huge investments.

In addition, this session tackled the significance of Broadband services and how they took the priority over many other topics. The challenges Broadband has posed were not overlooked in this session, owing to their great significance. There are many challenges that face regulators on setting national Broadband plans in addition to the obstacles that hinder the spread of Broadband services and all the innovations that could be brought forth.

The second session discussed the new and emerging technologies. It has become clear that telecom technologies develop more rapidly than before. The convergence taking place between telecom and media services has clear impact on the consumer expectations, regarding the provided services, provision of high quality of service or services provision at appropriate speeds. This session discussed the challenges that faced mobile technologies throughout the world, and the latest developments in ICT sector and the restrictions

forced on new technologies and how they could be used to optimize the consumer's benefits from them.

Finally, the Conference "Regulation for Development" finalized its sessions. Dr. Amr Badawi, the NTRA's Executive President, Mr. Hans Bakker, Director of Regulaid Consultancy and Mr. Vincenzo Lobianco, Director of the Electronic Communications Network & Services Direction, AGCOM, Italy, issued the Conference recommendations. Chief among these recommendations are the following:

- All regulatory, research and industrial bodies should cooperate together in order to create an appropriate environment for innovation and sustain a suitable level of competitiveness between the companies that provide and design services.
- The needed infrastructure should be built up in order to encompass the inundating trend that prevails in the world now and encourages the exchange of information and data between persons, persons and regulators, and the exchange of information and data among regulators.
- In order to achieve a safe and optimum transition from analog to digital broadcasting, the following measures should be taken:
 - Optimize the re-allocation of frequencies in the VHF and UHF bands.
 - Expand the manufacture of digital TVs and reduce the manufacture of analog TVs.
 - Raise the consumers' awareness of the transition from analog to digital broadcasting with all the changes that will evolve and resulting privileges.
 - Provide the support and subsidy needed for the completion of transition process and reduce the costs that will be borne by the consumer.
- The telecom sector should optimize the usage of frequencies that will result from the transition process should be in order to provide more Broadband wireless services and rescue and disaster services. Moreover, the underserved and remote areas should be provided with basic telecom services.
- The transition from analog to digital broadcasting will provide new services in addition to the great entertainment the TV watchers will get.
- Regulatory bodies and stakeholders should make a balance between regulations and market deregulation.
- Operators should provide more promotional offers that present more than one service (as voice and data services) at reasonable prices in order to serve the end users and attain a better level of competitiveness and innovation.

- A great infrastructure of fiber-optic networks should be prioritized in order to grasp the increasing demand for broadband services.
- Service sectors (as electricity, gas and water companies in addition to telecom companies) should cooperate together in laying cables of telecom networks.