

Related IST project: Ambient Networks

Indication of the length of the workshop: Full day

Title of the proposed workshop:

The business of co-operation and competition in heterogeneous mobile networks

Name of the workshop coordinator: Jan Markendahl

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Rationale - the overall objective of the workshop:

The provisioning of future mobile communication will be characterized by the existence of many heterogeneous networks and of a multitude of access and service providers. The value chain of today's vertically integrated mobile network operators will in many cases be disintegrated and different market actors will contribute to different parts of the value chains (or value constellation).

In this future mobile communication market we can foresee both new forms of co-operation and relations between market players as well as new forms of actors taking on different kinds of business roles. Hence new interfaces and support functionality need to be defined and analysed both in the technical (architectural) and in the business domain.

The main objective of the workshop is to discuss possible new market actors, new types of interaction between networks and business entities and the requirements and distribution of new types of functionality and responsibility among them.

From the perspective of the 'Ambient Networks' and 'Novel Access Provisioning' project one objective is to get feedback on the findings and results so far on business roles, business feasibility and proposed concepts for business agreements.

Other types of solutions or arguments for other types of concepts are most welcome.

Preliminary program of the workshop:

Below is proposed structure and topics, the interactive format will be detailed later.

1. Introduction, Workshop Objective, Format and Agenda
2. Future Networking and Business Scenarios
3. Business Roles and Value Chains
4. Network Architectures and Distribution of Functionality
5. Analysis examples
 - a. A commercial use case from Ambient Networks project
 - b. Findings from interviews in the Novel Access Provisioning project
 - c. Other examples
6. Feedback and Q&A session
7. Summary