

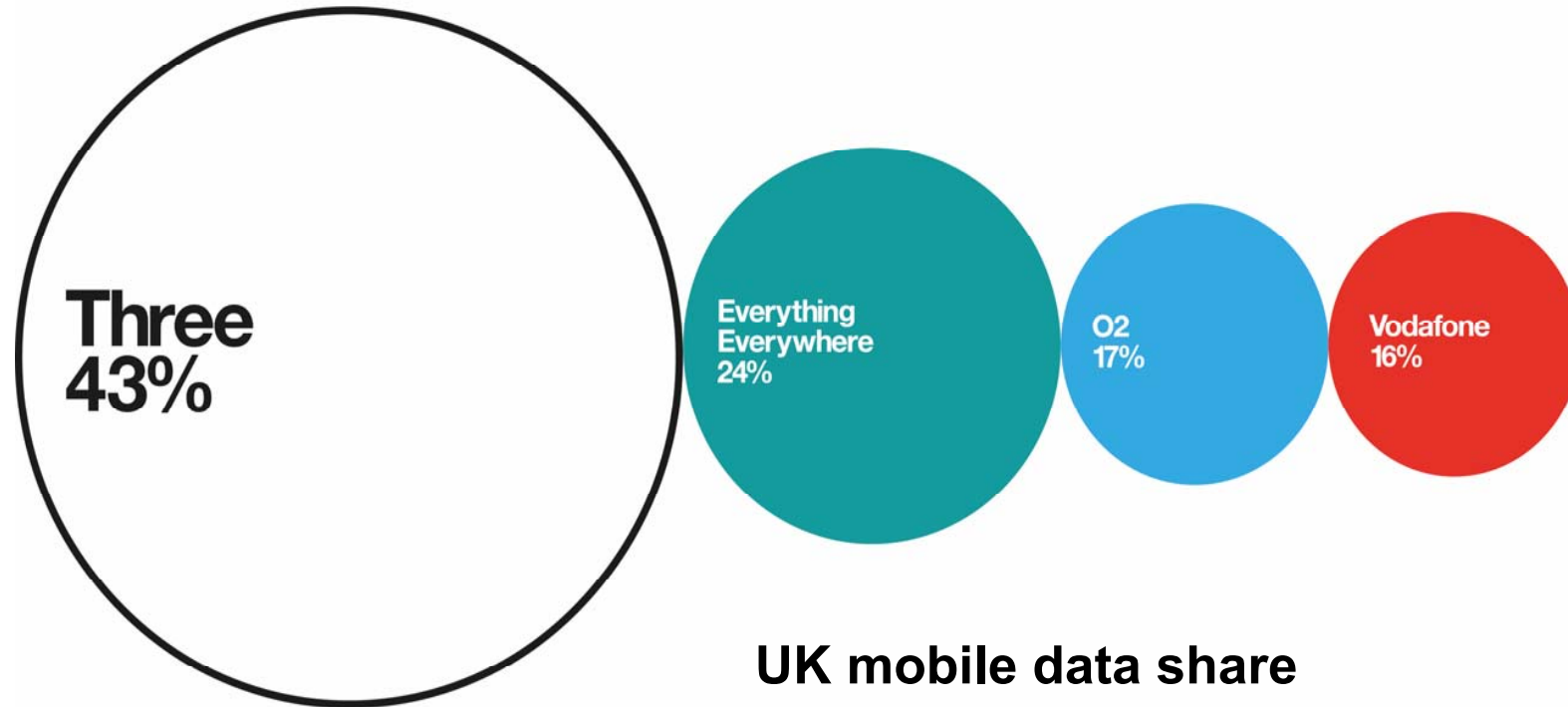
Regulatory conditions for optimal spectrum use.

**Mark Falcon
Head of Economic Regulation, Three
Westminster eForum
5 September 2013**



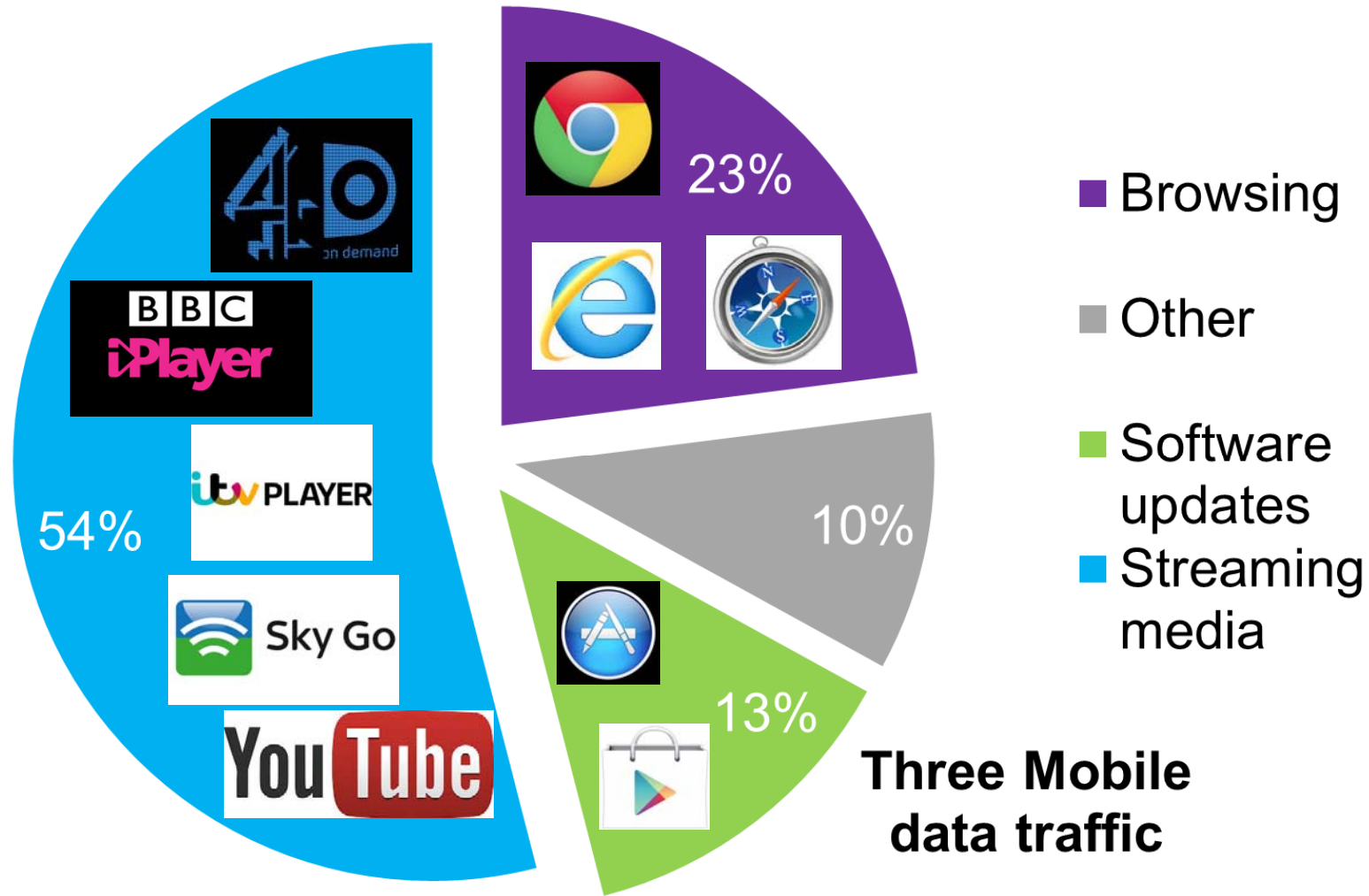
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Three built for mobile internet.

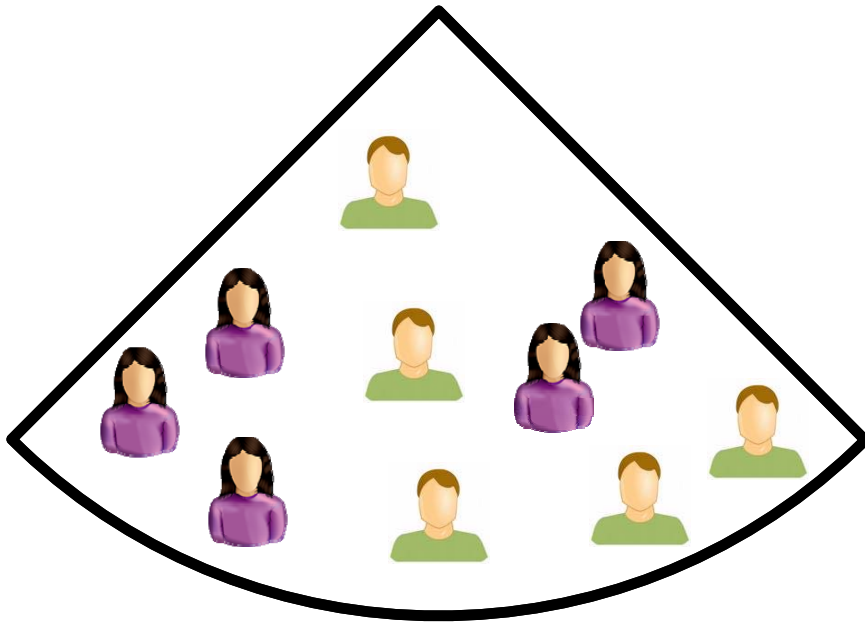


Source: Enders Analysis showing estimated percentage share of UK mobile data traffic carried from 1st July 2011 to June 2012.

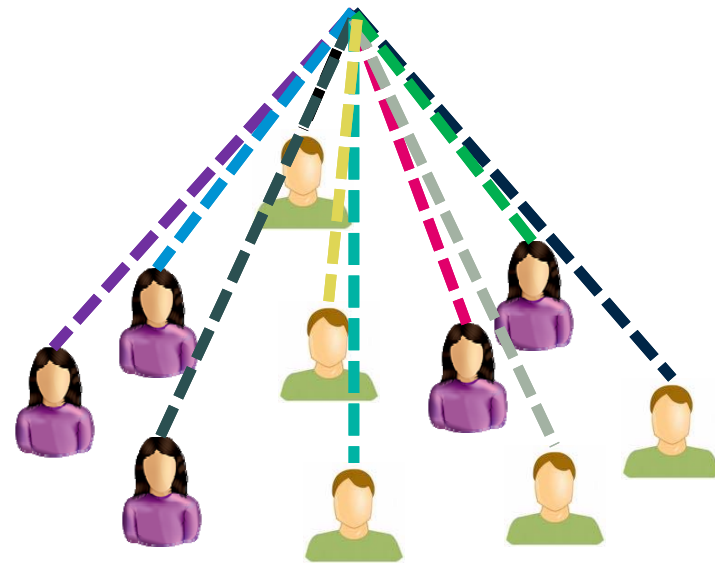
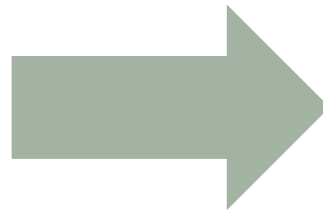
Traffic dominated by streaming media.



Reflects shift *1:many* (fixed) to *1:1* (mobile).

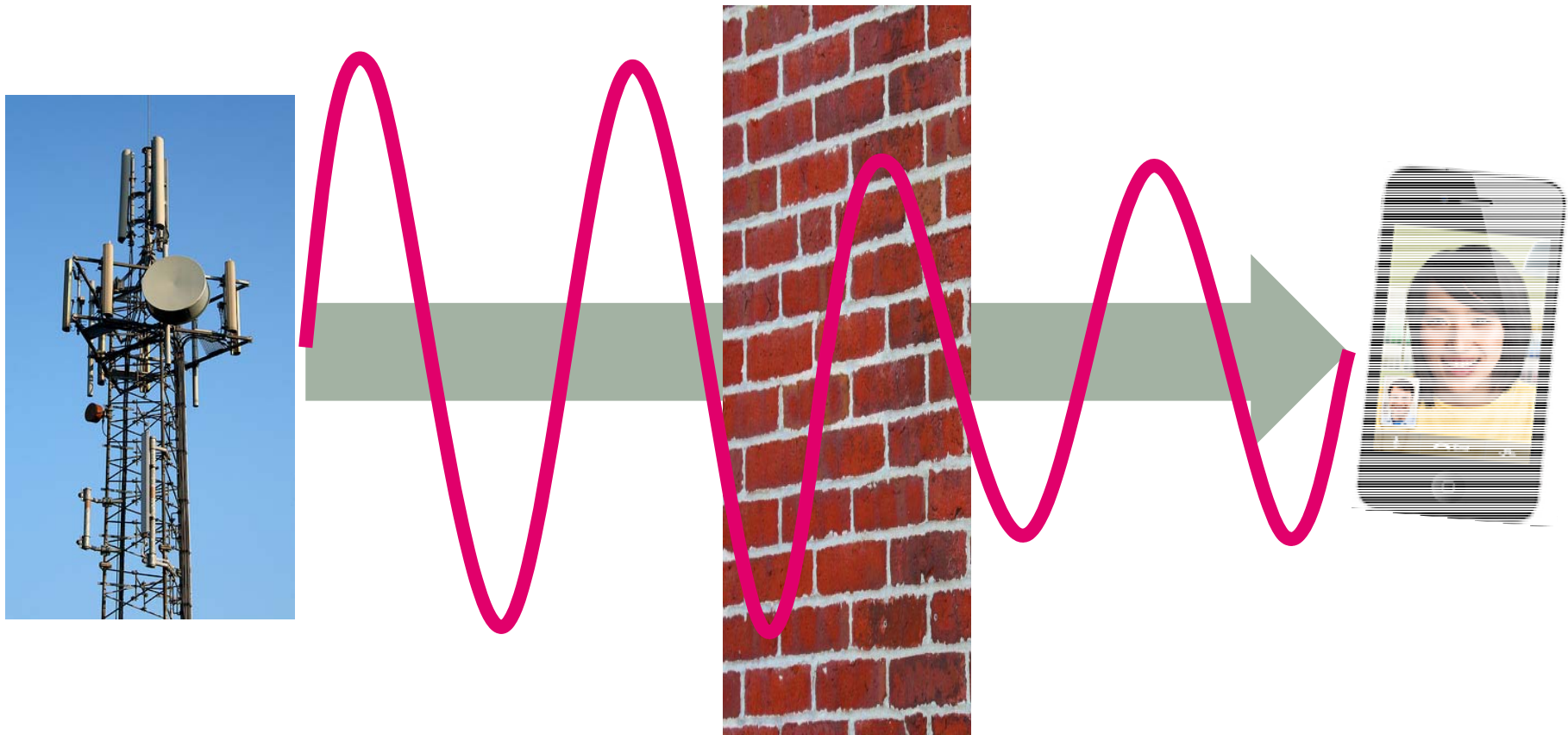


1: many

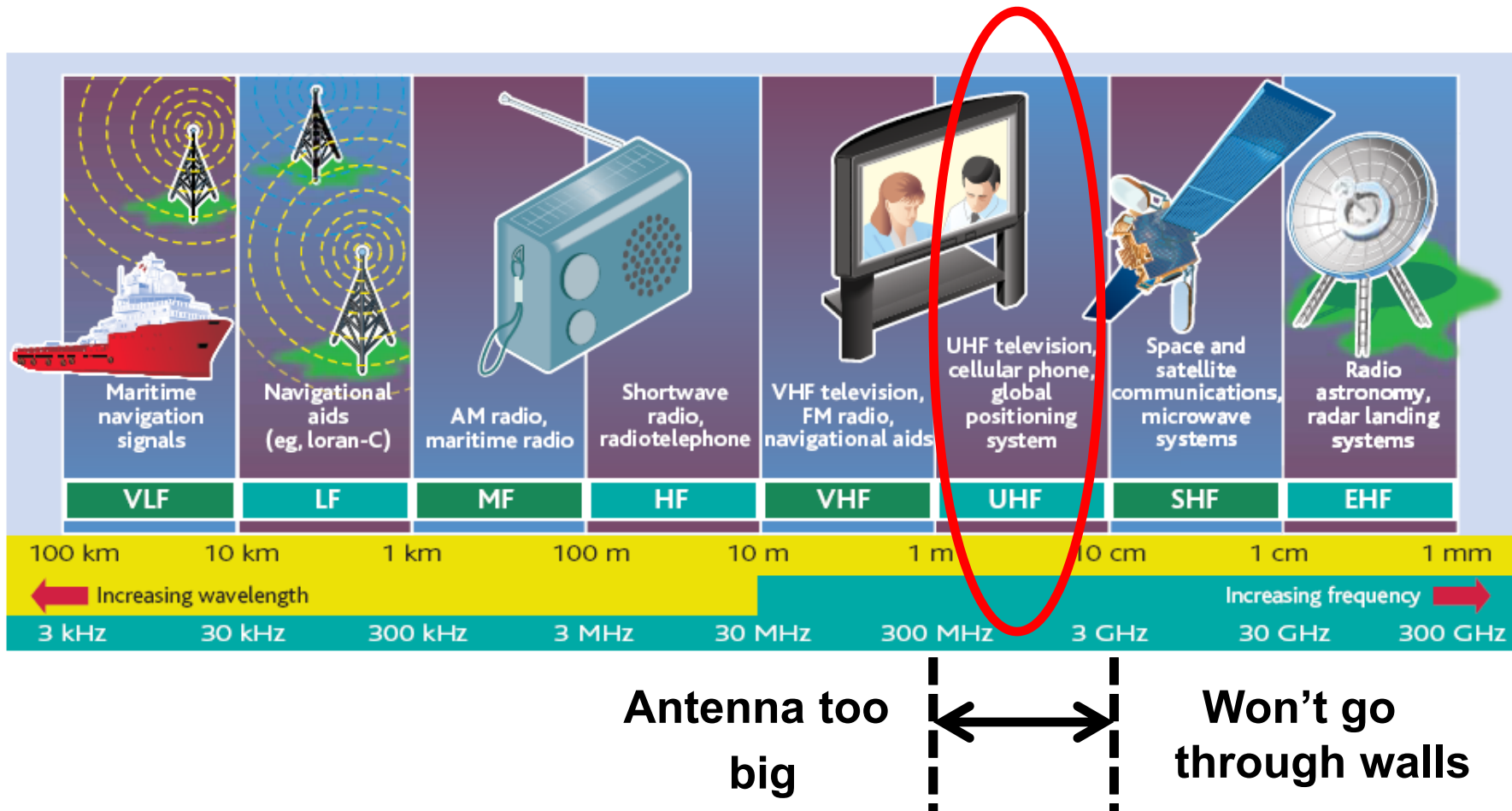


1:1

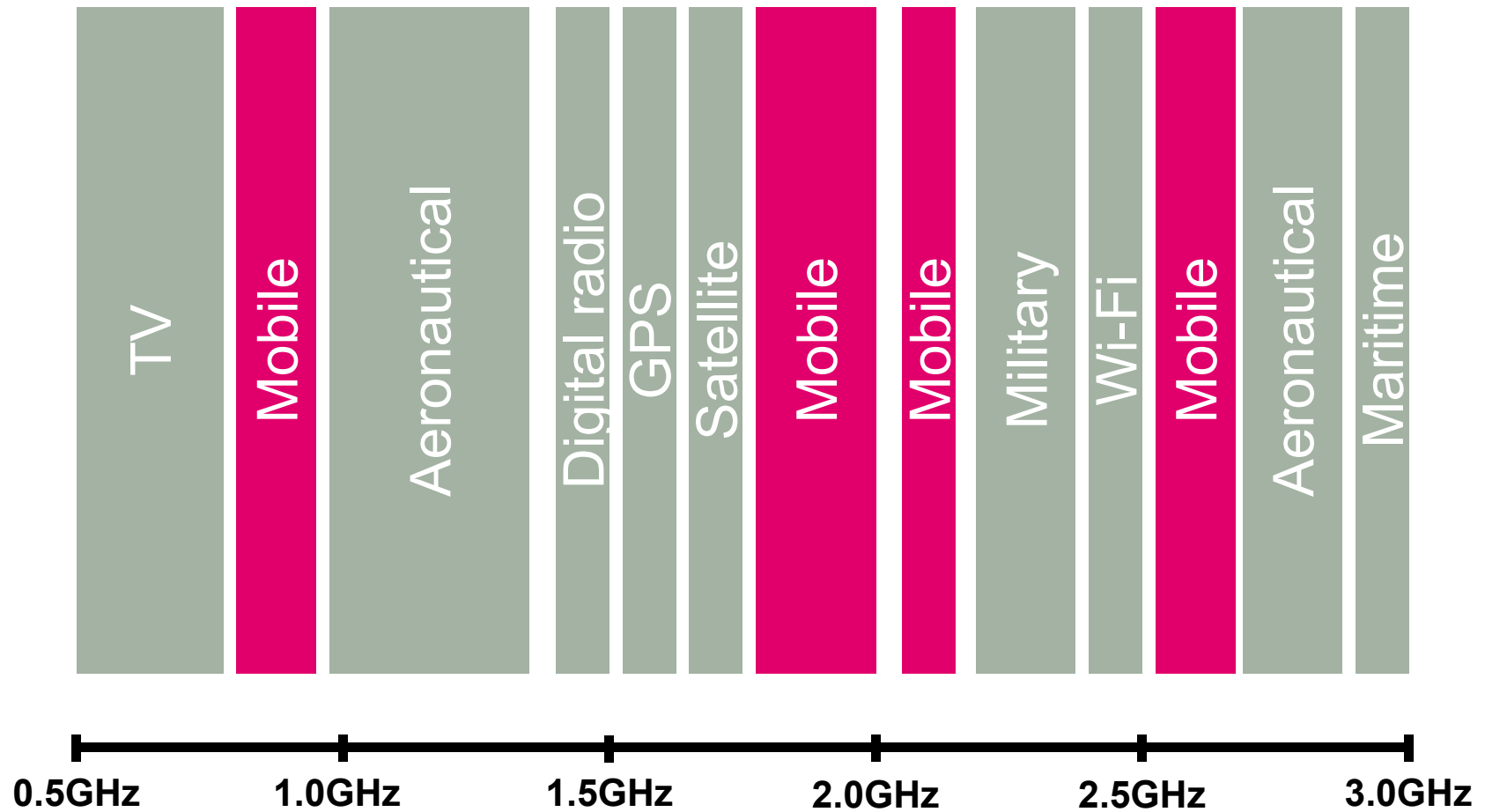
Mobile spectrum: needs to go thru walls.



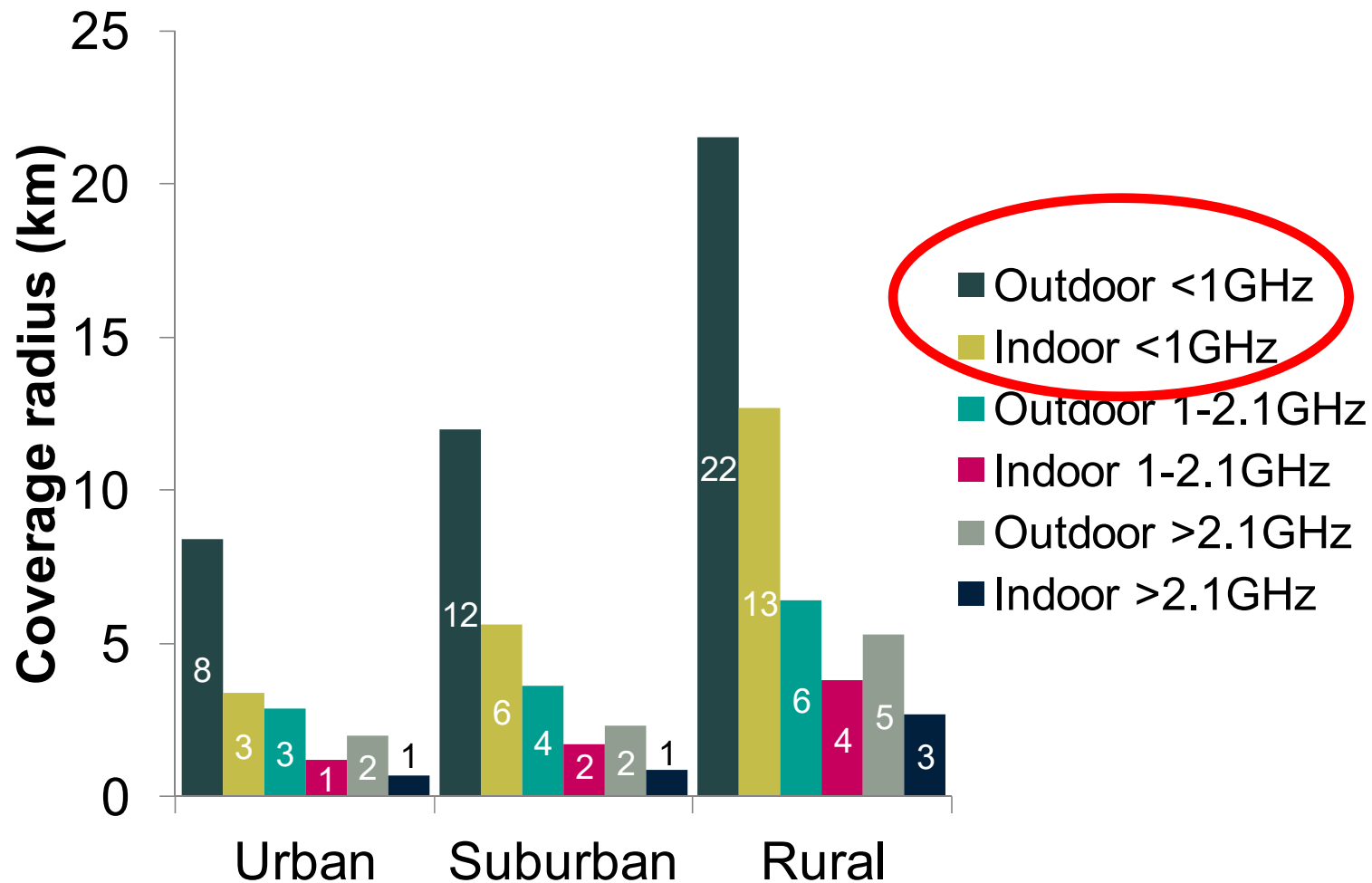
Only small mobile spectrum sweet-spot.



And sweet-spot already crowded.



And <1GHz spectrum is the best bit.



<1GHz: Mobile network without the holes.



High frequency spectrum (>1GHz)



Low frequency spectrum (<1GHz)

700MHz

Yes, it's **important.**

Thank you.



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