[Pan-European Telco Is A Great Idea But National Interest Usually Wins – Ericsson](#)

Is this the toughest job in telecoms?

A population of over one billion. Almost 20 operators battling for dominance. And two hundred thousand new mobile subscribers – **added every single day**. Regulating the Indian telecoms market is **not for the faint-hearted**, but in Dr. Rahul Khullar, Chairman of the Telecom Regulatory Authority of India, ICT industry players have found **a uniquely dynamic** and committed supporter.

"It's more important than ever that regulators keep their ear to the ground and have a clear sense of the reality around them"

THIS EXCLUSIVE INTERVIEW with Dr. Khullar was conducted at his headquarters in the teeming heart of New Delhi – a true megacity that exemplifies the vast possibilities and weighty contradictions of 21st-century India. With today's most pressing ICT issues driving the conversation, *Ericsson Business Review* is honored to present the inimitable insights of one of the most distinguished – and outspoken – personalities in global technology policy.

▶ **Dr. Khullar, what do you consider to be the unique characteristics of the Indian telecoms market?**
It comes down to four things – size, data, pricing and one big taboo. First of all, there are over a billion people in India, and the industry is not even close to capturing the full potential of this enormous market. Teledensity here averages 70 percent, and in rural areas it's around 45 percent. But since teledensity actually measures the density of SIM cards, and given that most people who own a SIM card usually carry at least one more, we really have a situation where only about half the population is today connected.

Secondly, the data revolution in India is just getting started. We lost a number of years due to a combination of policy inertia and strategic mistakes, and other markets have moved a long way ahead of us. But I now see device penetration and network performance, together with more flexible pricing options, at last increasing to a level that will spur huge pickup of data. At the same time, the market reality is such that any operator who tries to fleece people with high data prices just won't make it. And this brings me to the third characteristic, which is that prices in India will remain low. Even if there may be some room for price hikes, since realizations are well below headline tariffs, operators in India will have to devise mechanisms to achieve the margins to which operators elsewhere might aspire. They are going to have to ride on volume – at least in the short term.

The other key aspect of the Indian market is something that, until recently, nobody really wanted to talk about. The simple fact is that there will be a major shakeout in the telecoms business at some point – and that point is moving closer every day. For too long, public-policy perception has been dominated by an extreme view that any competition is good competition and that if India has 20 operators, so much the better. People are slowly starting to wake up and understand that if our Hirchman-Herfindahl Index score – an indicator of the amount of competition within an industry – is totally out of step with the rest of the world, then we need to do some serious thinking. After all, most countries do just fine with three or four operators, and nobody there complains about the lack of competition.

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Pan-European telco is a great idea but national interest usually wins – Ericsson. The idea of a pan-European telco is one which has been pondered for some time, but according to Ericsson's Ulf Ewaldsson, it is one which should perhaps be revisited.. We have argued in Chapter III that the EC/EU telecommunications policies had ... But Portugal has had neither the economic potential to develop its own ... of the sector and the partial privatisation of the main operator, Portugal Telecom (PT). ... it is indisputable that in LFRs these programmes have created a great interest in .... 22 Spotlight shines on the winners of the ITU Telecom. World Awards 2017 ... industry investment in western Europe in the ... clear that there is great angst over "the Uber ... transform not just the telecom industry, but many ... executives from companies such as KT, Ericsson, ... tors are taking risks with new ideas and winning.. Crossborder and National Fiber-Optic Network Business Models . ... Box 4.2: Liquid Telecom: African Crossborder Terrestrial Cable . ... Today, access to the Internet is no longer a luxury, but is increasingly consid- ... financial incentives and risk-sharing to interest the ... experience of how best to implement infrastructure.. But what does a 'digital experience' really mean? And how can we improve this experience in telecom? ... With technologies like Big Data and Artificial Intelligence reaching maturity, telecom ... At the Ericsson Blog, we provide insight to make complex ideas on technology, innovation and business simple.. Bengt-Göran Bengtner, formerly Swedish Telecom and Ericsson. ... coordinated national efforts were crucial to the Swedish GSM success. ... mode funding is not only to react to isolated good ideas but also to act as a kind of ... standard for a pan European digital cellular radio system (mimeo, supplied by Thomas Haug.. played on smart speakers, for example—but by the end of 2020, ... For the foreseeable future, the big bucks will gravitate toward the Big ... In the near future, maybe it won't be as tough. ... miles of its data source. Telecom edge compute taxonomy. National ... The AI portion is commonly, though not always,.. EUROPEAN HIGH TECHNOLOGY TELECOMMUNICATIONS Big test begins Lively ... for the next generation cellular system - the pan European digital network. ... Alcatel of France and Ericsson of Sweden build up sufficient economies of ... ITT of US'! telecom- maakatSoos Interests with Alcatel of France la 19S7 to create a .... "The idea of using VTAM services to control TCP/IP makes sense because then ... business — giving Big Blue the industry's leading LAN-to-SNA gateway but in the ... AT&T and the Uni- source consortium of four European national carriers. ... in winning a pan-European contract for the European VPN Users Association, ... Europe is still the major earner for the company, accounting for more than half ... Pan-European telco is a great idea but national interest usually wins – Ericsson.. In telecommunications, Long-Term Evolution (LTE) is a standard for wireless broadband ... LTE is also commonly known as 3.95G. The requirements were originally set forth by ... by ETSI (European Telecommunications Standards Institute) for the wireless ... On November 24, 2009: Telecom Italia announced the first outdoor .... However views differ on how best to achieve this, depending on the interests of different ... 3.3 Lack of pan-European Virtual Network Access and Inputs (wholesale ... underlying national circumstances alone but are also the result of (sometimes ... Typically TV distribution over a telecom network (IPTV), audio streaming .... In this sense, the new era contained great success but also devastating failures. Since ... micro-level are subject to the influence of macro-level issues, cultural ideas such as ... telecom companies Ericsson and Nokia were compared. ... 71 For an overview of the national business systems approach see European Business .... Last summer, Ericsson formally joined the largest major European ... Hence, one of Ericsson's main interests in CONCORDIA is ... or hashes of malware binaries, but in a telco context it may also include ... Liaising with other EU cybersecurity organizations, standardization bodies and national agencies.. ... inspiring leadership: among the awards are National Diversity Council's Top ... key to hitting European Digital Agenda targets · Pan-European telco is a great .... Huawei has captured a 29 percent share of the global telecom equipment ... Australia and some European telecom markets due to security and backdoor issues. During the same time period, Ericsson's and Nokia's market share declined ... ZTE's share, which had typically been at 10 percent, dropped two .... pan-European networks were built during the period 1984-1990 thus allowing the starting of ... The Birth of European National Research and Education Networks . ... store [128] but two reports are of particular historical interest: ... do this with regularity, enough were received to get a good idea of traffic.. But European telcos and other companies cannot do it alone. Support from policy makers in the EU institu- tions and national governments is urgently needed to.. For EU competitors, standardization is a strategic discipline. 9. 1.2. ... that win acceptance on all continents. We call on ... imports of goods, services, innovations and ideas, a has-been ... plans or in national standardization strategies, but it is always ... 6/ Important Projects of Common European Interest, currently semi-.. bringing out the 'National Telecom M2M Roadmap' in line with the objectives of the ... Machine to Machine communication is the next big thing on the technology front ... but the approach has remained highly fragmented, and isolated in respective ... 6LoWPAN concept originated from the idea that "the Internet Protocol could ... 87b4100051

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