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**“ETSI Standards
- a solid basis for fair competition”**

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What is ETSI?

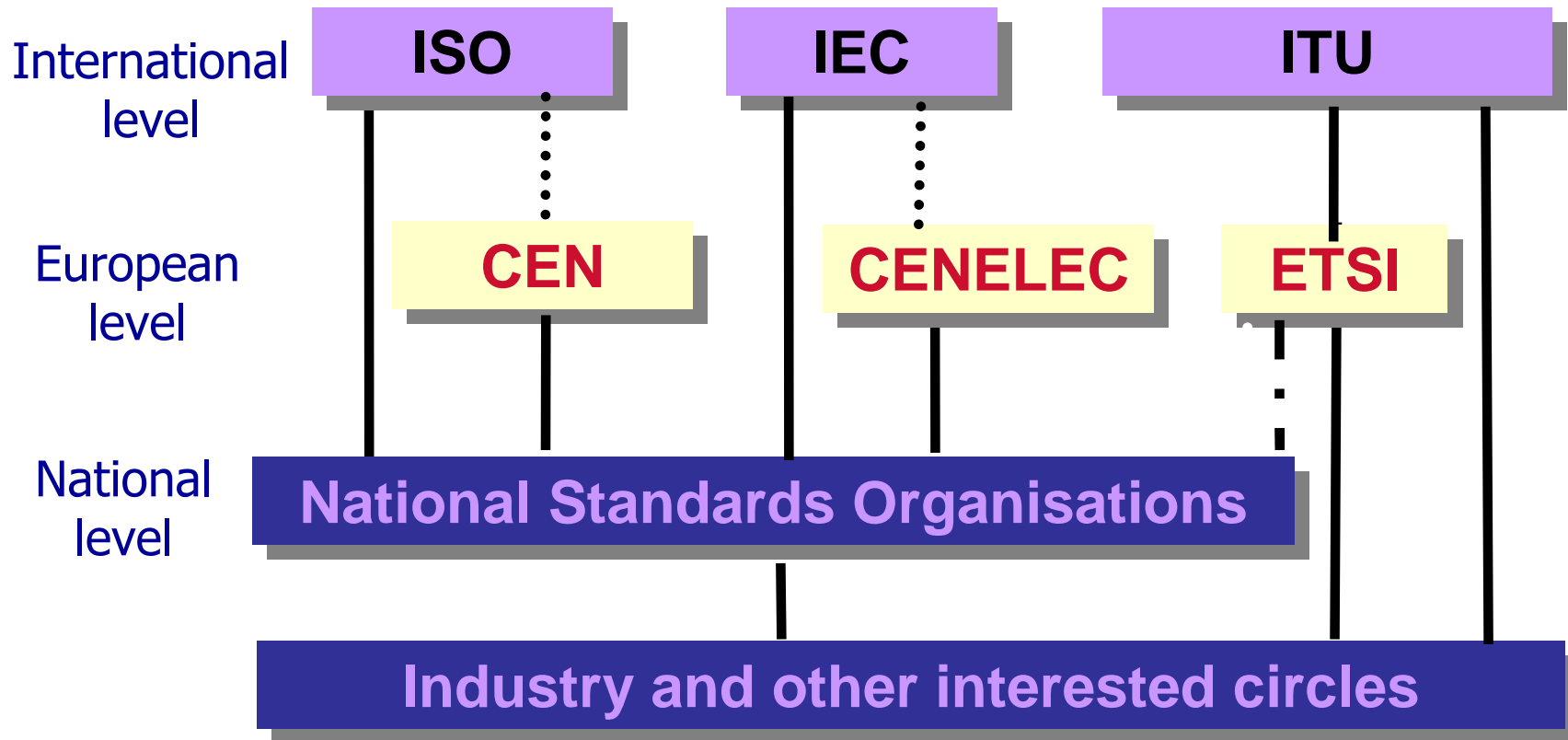
- An European standardization organization
- An independent, not-for-profit organization, founded in 1988
- Officially recognized by the EU & EFTA
- Setting globally-applicable standards for
 - Telecommunications, in general
 - Radiocommunications, especially mobile
 - Broadcasting, and
 - related topics
- Active in many areas of ICT
- Offering direct participation to all Members
- We created so far more than 16,000 publications
- freely available!



<http://www.etsi.org>
<http://portal.etsi.org>



ETSI in worldwide Standardization Organizations





Original Goals and objectives of ETSI

Goals

- **Facilitate Integration of Telecommunications Infrastructure**
- **Assure Interworking of future Services**
- **Achieve Compatibility of terminal Equipment**
- **Create Pan-European Telecommunications Networks**

Objectives

- **To produce the technical standards which are necessary to achieve a large & unified European telecommunications market**



Nowadays Vision of ETSI

**ETSI is the preferred organisation
for the ICT industry and other
stakeholders,
to develop standards and specifications
for the global market,
and to support regional initiatives
as appropriate.**



ETSI

We are the home of the GSM™ standards...



... and of a lot of others, e.g. ISDN, DECT, DVB, TETRA ...



ETSI's Three Primary Roles 1 (3)

- **As a European Standards Organization (ESO)**
 - **Officially recognized by EU & EFTA**
 - **Only ETSI can produce Harmonized Standards in the area of telecommunications & ICT used to satisfy EC Directives**
 - **ETSI is directly involved in EC (e.g. in RSPG, RSCOM and TCAM) influencing spectrum allocation and requirements to place radiocommunications products on the market**
 - **ETSI is directly involved in CEPT ECC (influencing spectrum harmonization)**



ETSI's Three Primary Roles 2 (3)

- ❑ **As a Standardization provider for the global market**
 - **ETSI prepares standards intended to meet international and global needs (e.g., GSM, IMT2000, DECT, DVB & TETRA)**
 - **ETSI works in close collaboration with other worldwide standardization bodies via specific agreements, Global Standards Collaboration, and Partnership Projects.**
 - **Global market acceptance is proof of ETSI's international success**



ETSI's Three Primary Roles 3 (3)

□ As a Service Provider

- Providing an interoperability testing service (Plugtests™) open to all
- Providing Forum hosting and secretariat services (Forapolis)



Latest activities of ETSI

- **Next Generation Networks (NGN)**
- **Power line telecommunications**
- **Broadcasting**
- **Satellite communications**
- **Short range radio devices**
- **Aeronautical and marine radio**
- **Wireless medical devices**
- **Ultra wideband (UWB)**
- **Intelligent Transport Systems**
- **RFID**





*Development of
the Information Society (for All)
is ALWAYS the Objective*

What does it mean?



Depends on the point of view

- **Good chances for everybody**
- **No discrimination**
- **Fair competition**
- **User satisfaction**
- **Connectivity**
- **Excellent ICT infrastructure**
- **Information at the fingertip**
- **Accessibility for all**
- **Business**



What is an “Information Society”

- ❑ A society that believes in knowledge and education
- ❑ ...and intends to empower its citizens
 - Every citizen has access to at least basic connectivity
 - Every citizen has access to communications services (voice, data, broadcast and entertainment)
 - Incremental growth and development
- ❑ An economy that bets on ICT to prosper
 - ICT increase productivity
 - Pervasiveness of ICT across sectors
 - Strong ICT sector



**Developing the Information Society
is not (only) a question of bits & bytes**



Also touches upon

- **Policy making**
- **Regulation**
- **Trade policies**
- **Investment & Financial issues**
- **Market access related issues (Certification & TA...)**
- **Business practices**
- **and indeed: STANDARDS**



In spite of the many players,
One assumption is shared globally

**Liberalization and deregulation
is the way of the future!**



What about the role of STANDARDS in an Information Society?



**Will any kind of standards help
to bring order in this business?**



Basic characteristics of a standard (EN)

- **Voluntary**
- **Open**
- **Consensus**
- **Public**
- **General purpose**
- **For the society**
- **Compatibility**
- **Consistency**



Expectations from good standards?

Market relevance

- Demand by the markets
- Fulfilling market needs
- Incremental growth and development

Timely provisioning of

- Global networking
- Global interworking
- Global interoperability

Basis for fair competition

Improved market growth



Standardization is

- **Load sharing**
- **Cost saving**
- **Close co-operation**
- **Reduction of solutions to a minimum, preferably one!**
- **Creation of a critical mass**
- **Bringing about economy of scale**
- **A fight against Technical Barriers to trade (TBT)**



Standards, a balance of powers

- Representation of all market players
- Decisions by consensus
- Standards are voluntary
- Contribute to market openness
- A fight against technical barriers to trade
- A basis for fair competition



In ETSI there are three strategic tracks

- **Open standards level the playing field and are a tool for fair competition**
- **Technical standards for business and market benefits**
- **Future is built through partnerships**

enabling interoperability for the end user



In case you think standardization is for idealists...

**ICT sector is a 650 billion US \$
per annum global industry,
the largest sector in the world,
accounting for more than 2% of world GDP
and representing nearly 20% of world trade.**

(lirne.net)

**Up to 80% of trade
(equivalent to \$4 trillion annually)
is affected by standards
or associated technical regulations**

(Estimate OECD)



**THANK YOU FOR YOUR
ATTENTION!**