

Broadband Opportunities and Challenges



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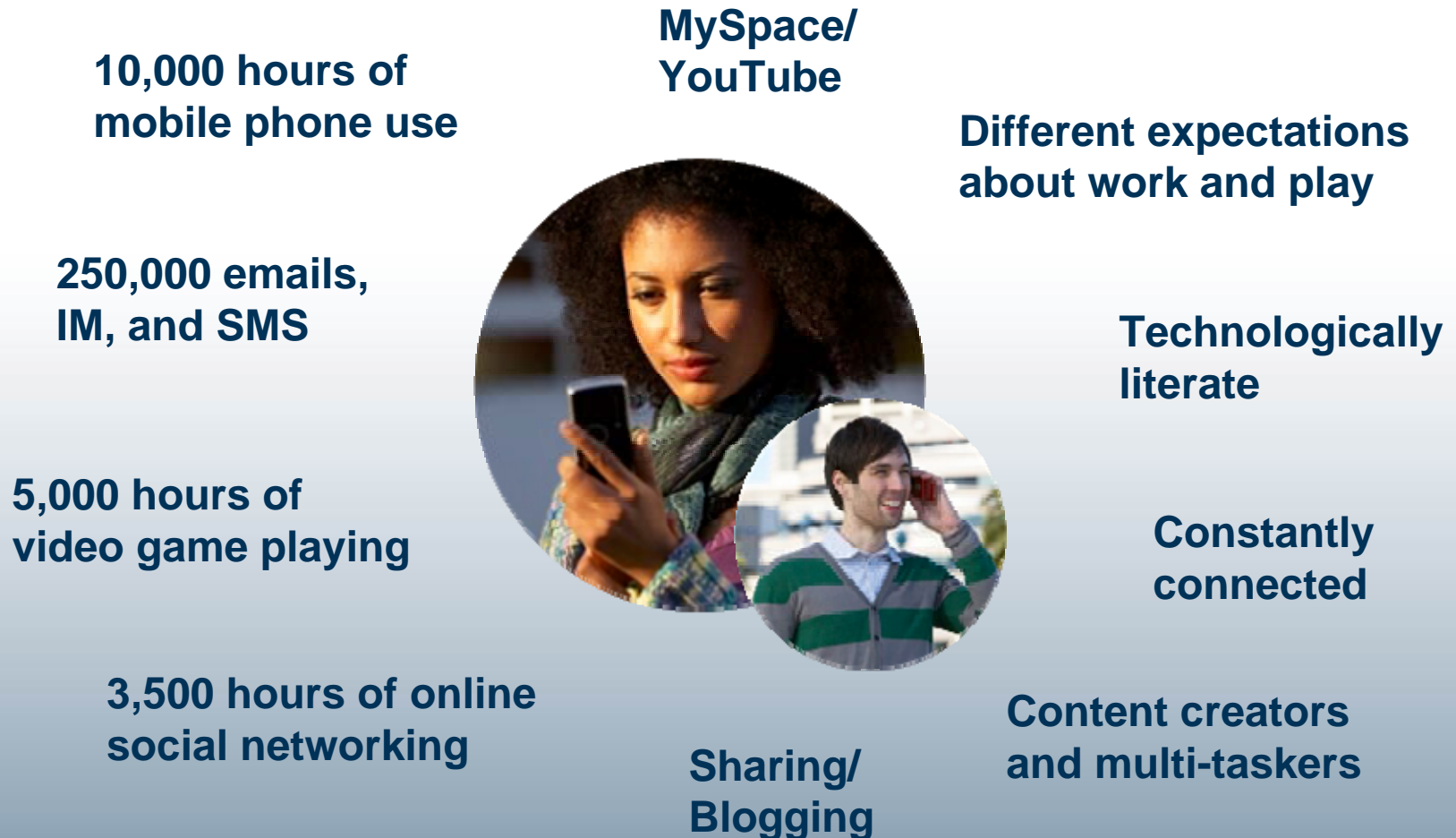
2 Min opening comment

Sherif Hamouda – Oracle
Ahmed Ossama – TE Data
Jihad Srage – Qualcomm
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The “digital natives”

A new generation is emerging



Source: *The Digital Natives Project (2007)*, *Pew Internet & American Life Project (2007)*, *Financial Times (September 20, 2006)*

Which attitudes are most interesting for us?

- Innovation
- Privacy (ie Facebook etc)
- Brand awareness
-

Market Transformation

It has already started...



Broadband is a major part of this change

What is convergence about?

- Money
- Technology
- Something else

Which industry would be the first to benefit / benefit the most from broadband?

Education

Health

Logistics

Travel / Tourism

Manufacturing

Professional Services

Government (including security)

What is the role of regulator / ministry in steering our industry?

- Monopolies
- Open market
- Impact on investment
- Resultant outcome for consumers

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