

SIIT2005 Panel
21 September 2005, Geneva,
Switzerland

Economic Values and Standards

Koichi Asatani

Chair, Japanese National Committee on NGN
Kogakuin University/Waseda University

asatanik@cc.kogakuin.ac.jp

URL: <http://asatani.cc.kogakuin.ac.jp>

Values of Standards

- **The Very First Unification of Ching Dynasty by Shi Huangdi, The First Chinese Emperor**
 - **Standardized Wheel Track of Combat Vehicles**
 - **Standardized measures of length, weight and volume**

Raison d'etre of Technical Standards

- **Risk Share**
- **Investment Share**
- **Efficient Socialization**
- **Better Solutions**

Changes in Environments of Telecom

Old Good Days

- **Monopolized Market by Governments**
- **Stably Growing Technology & Market**
- **Monopolized Market Based on ITU Recs**



Today and Tomorrow

- **Competitive Market by Private Sectors**
- **Quickly Emerging Technology & Market**
- **Competitive Markets among De Jure & De Facto Standards**

Standardization Areas

De Jure

De Facto

Regulations

Competitions

- Governments

- Regulations or Competitions

- Private sectors
- IPR

- Frequency allocations
- Satellite Orbit allocations
- Numbering & Addressing
- ENUM Operations
- Interconnection Rules

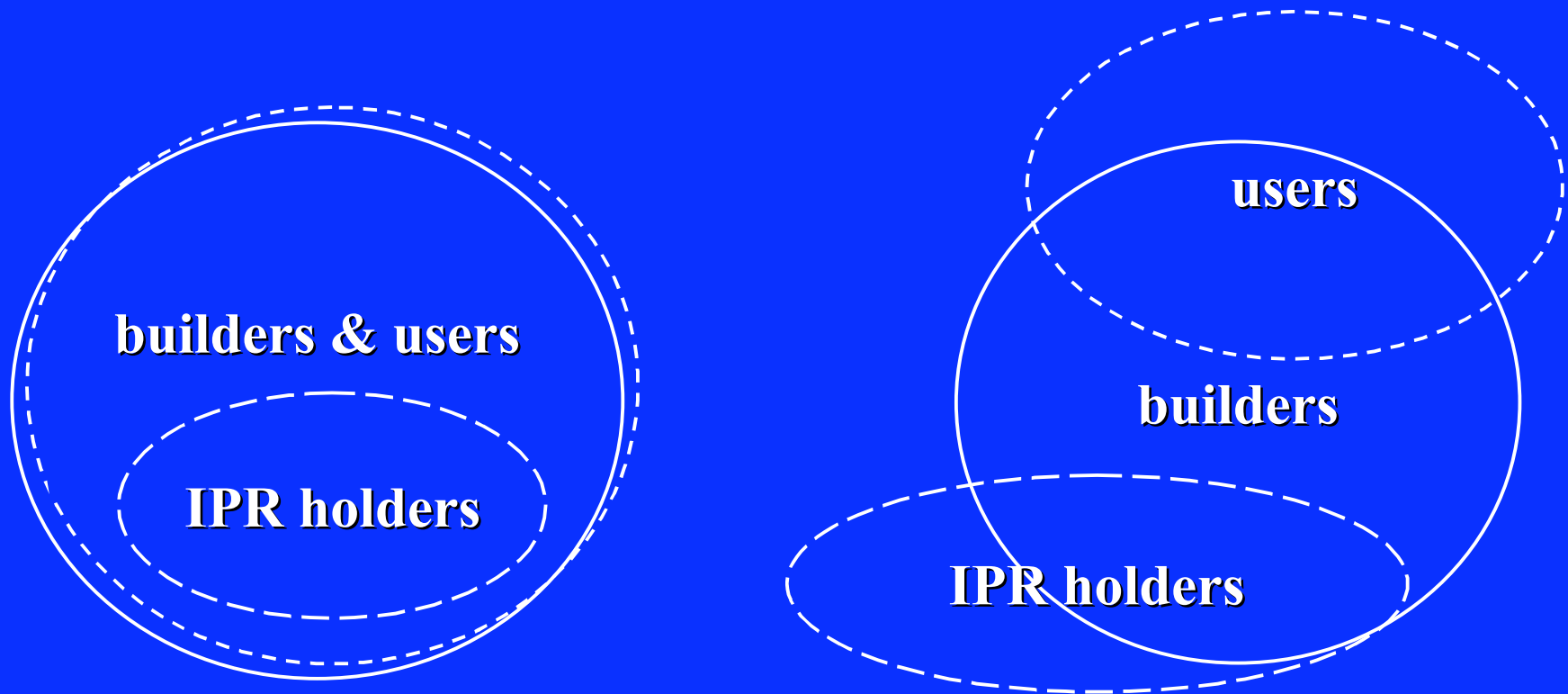
- Global Roaming
- International Call Back
- Global Supplementary Services

- Innovative Technologies
- NGN
- Ubiquitous NW
- MPEG
- Internet
- RFID

Cost of Standards

- **IPR Cost: No more gentlemen's agreements?**
- **Resources: Decrease in Telecom Operators/SIOs Presence**
- **New Players: Emerging industries**
- **Standards Cost Payer: Who?**
- **Open Standards: Who pay?**

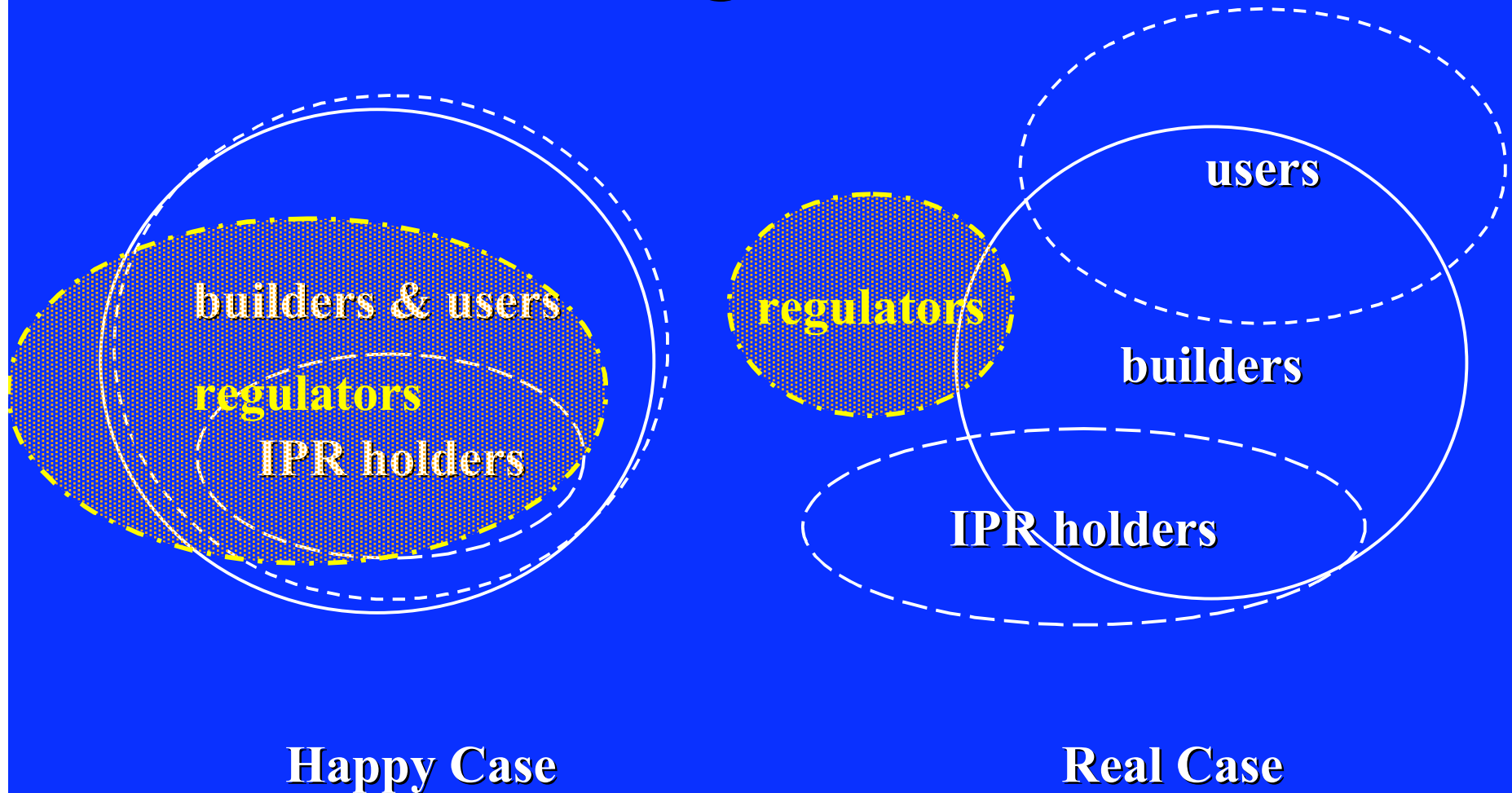
Standards Builders, Users & IPR Holders



Happy Case

Real Case

Standards Builders, Users & IPR Holders & Regulators



Standards

- **Qualified Standards:**
 - Dominant in market
 - On timing & long life
 - Little IPR cost
- **Poor Standards:**
 - Little influence in market
 - Off timing & short life
 - High IPR cost

Problems

- **How to establish qualified standards!**
- **Best qualified standards survive after severe market competitions!**
- **Best resources, strategic and technical, are must to establish the well qualified standards, through competition & cooperation.**

Problems in ICT Standards

- **Telcos used to be a national flag.**
- **Telecom market restructuring is on the way.**
- **Emerging technologies are not stable.**
- **Roles of global standards are changing.**
- **Decrease in participations, budget and R&D in Telcos.**

- **Incentives for standards building companies?**

Thank you!