

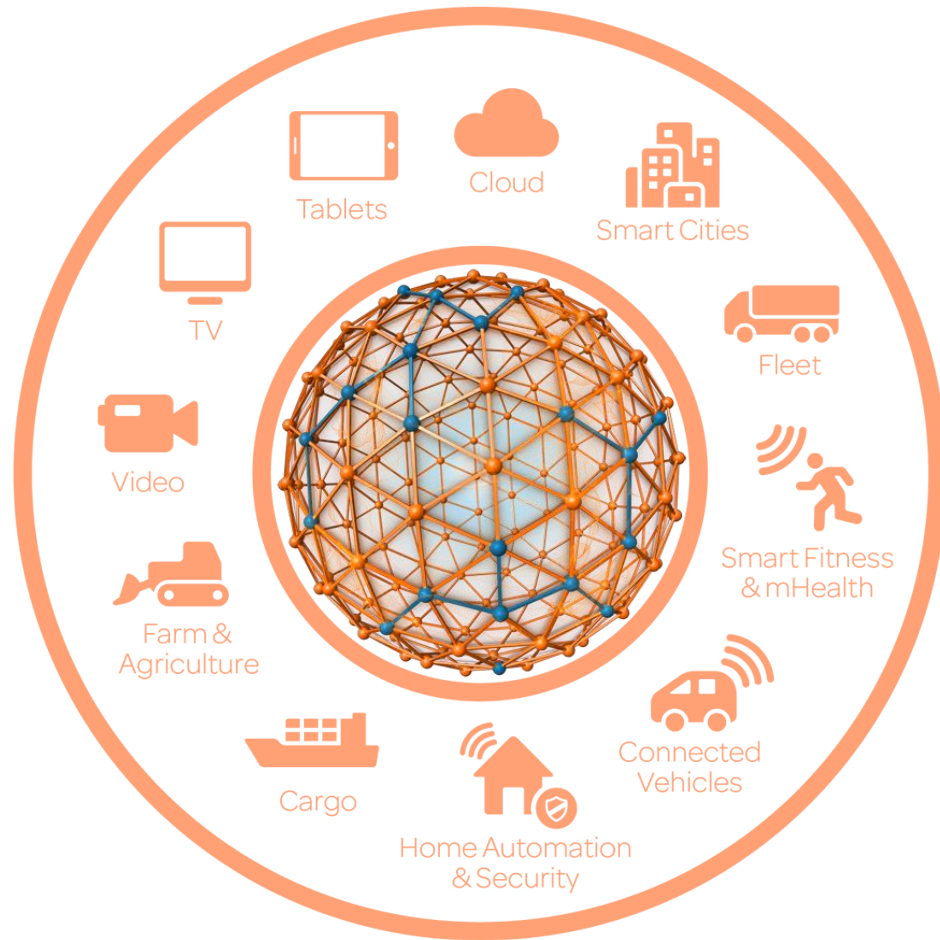
The Digital Ecosystem: Challenges & Opportunities for Europe

Leonard J. Cali
Senior Vice President – Global Public Policy
AT&T Services, Inc.

15 October 2015

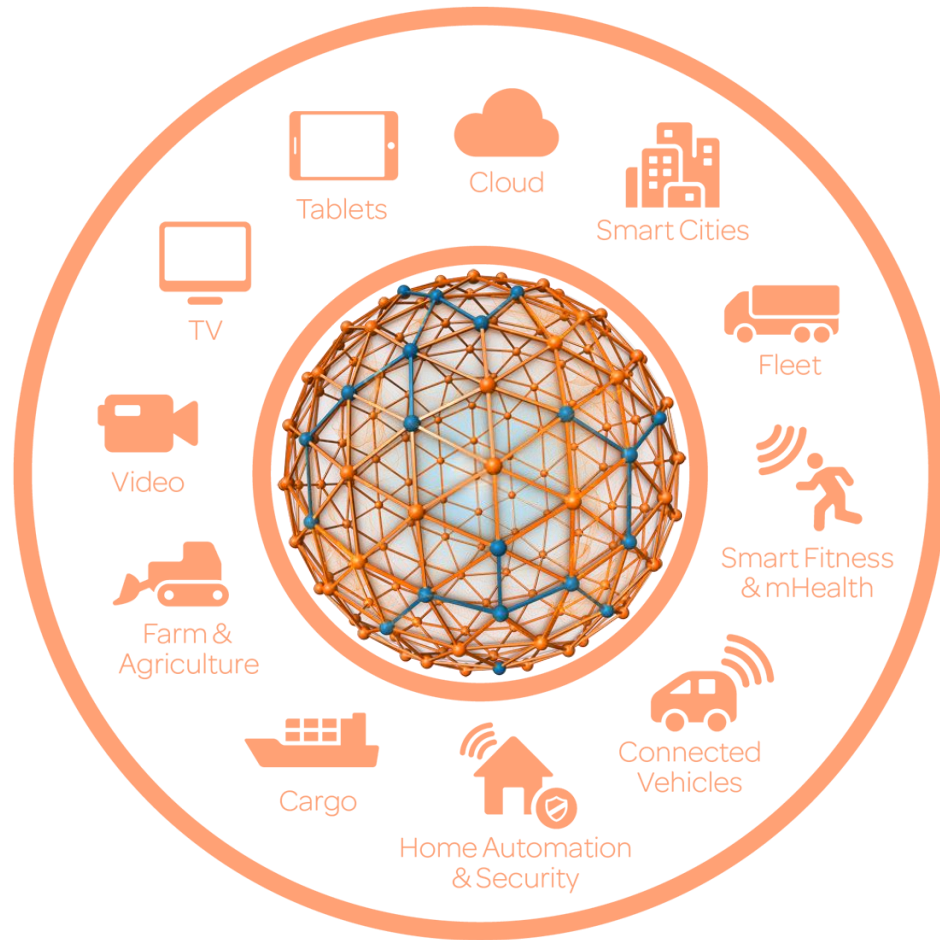


The Digital Ecosystem

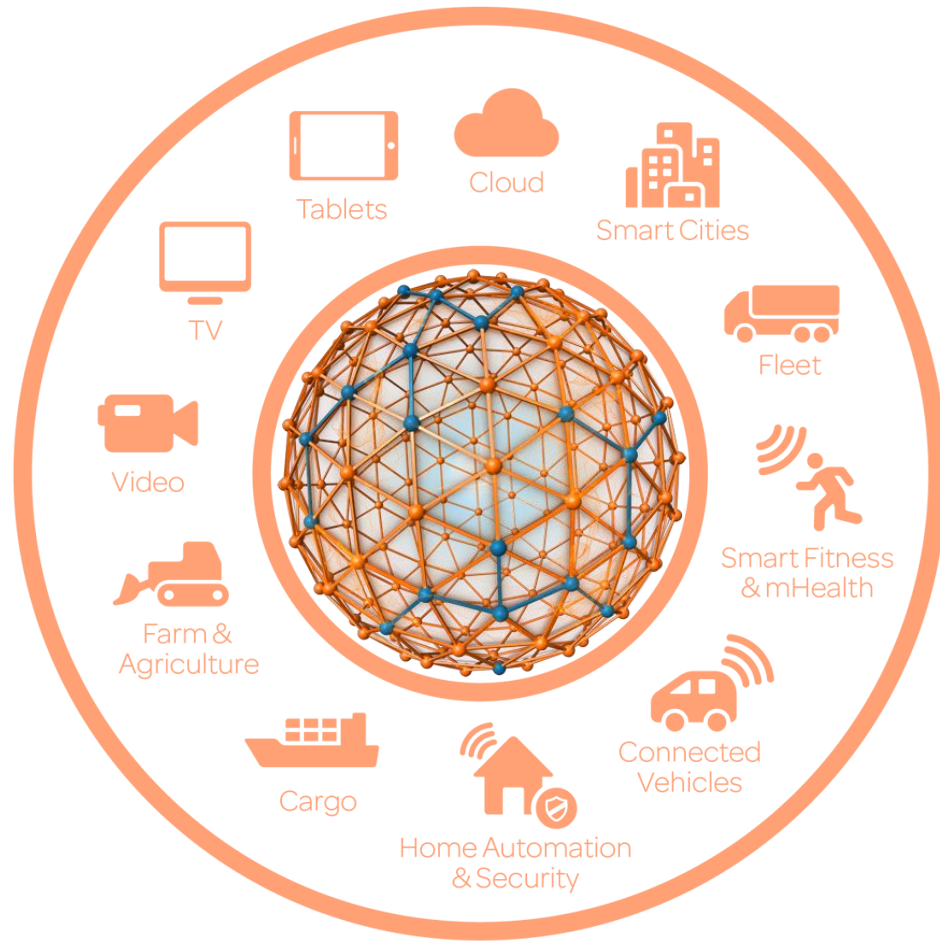


The Digital Ecosystem

When wireless is perfectly applied the whole earth will be converted into a huge brain...



The Digital Ecosystem

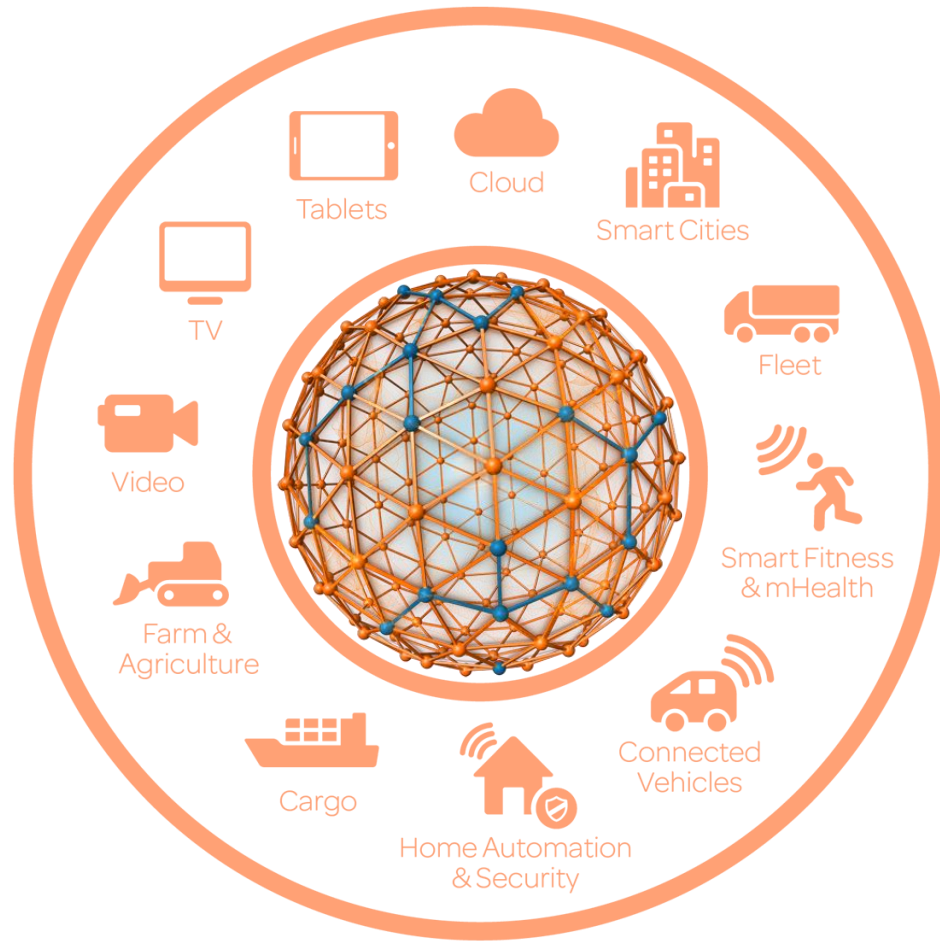


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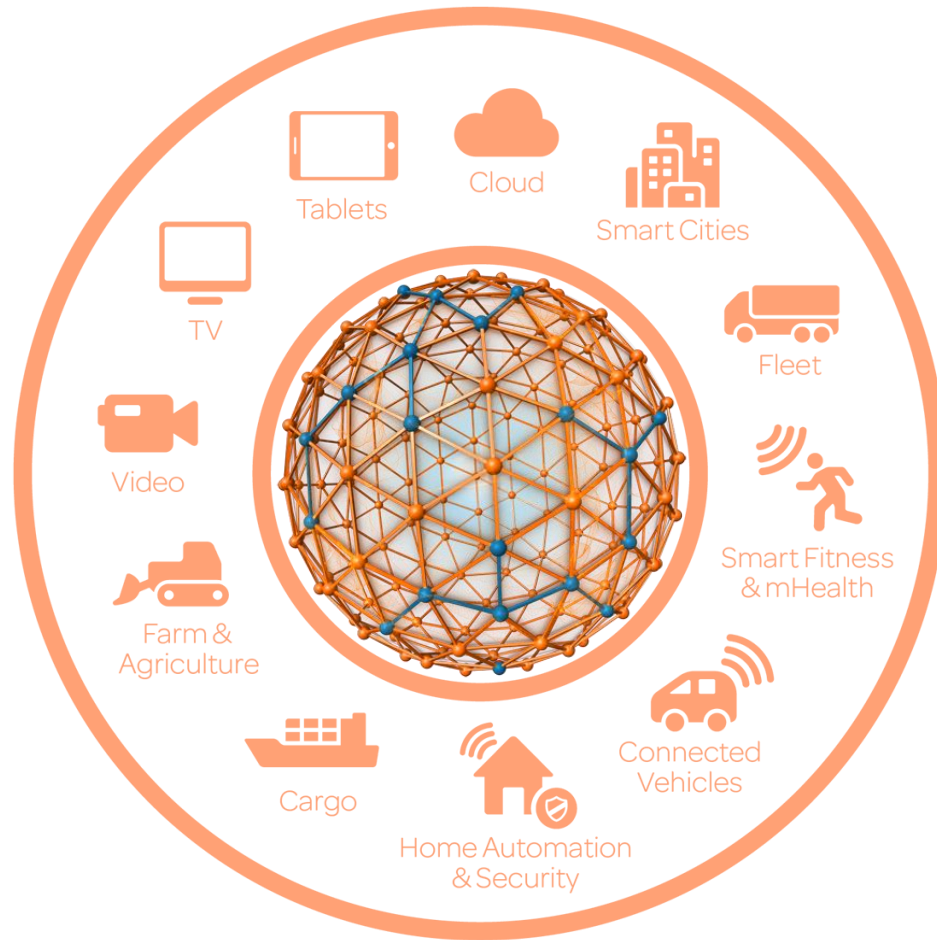
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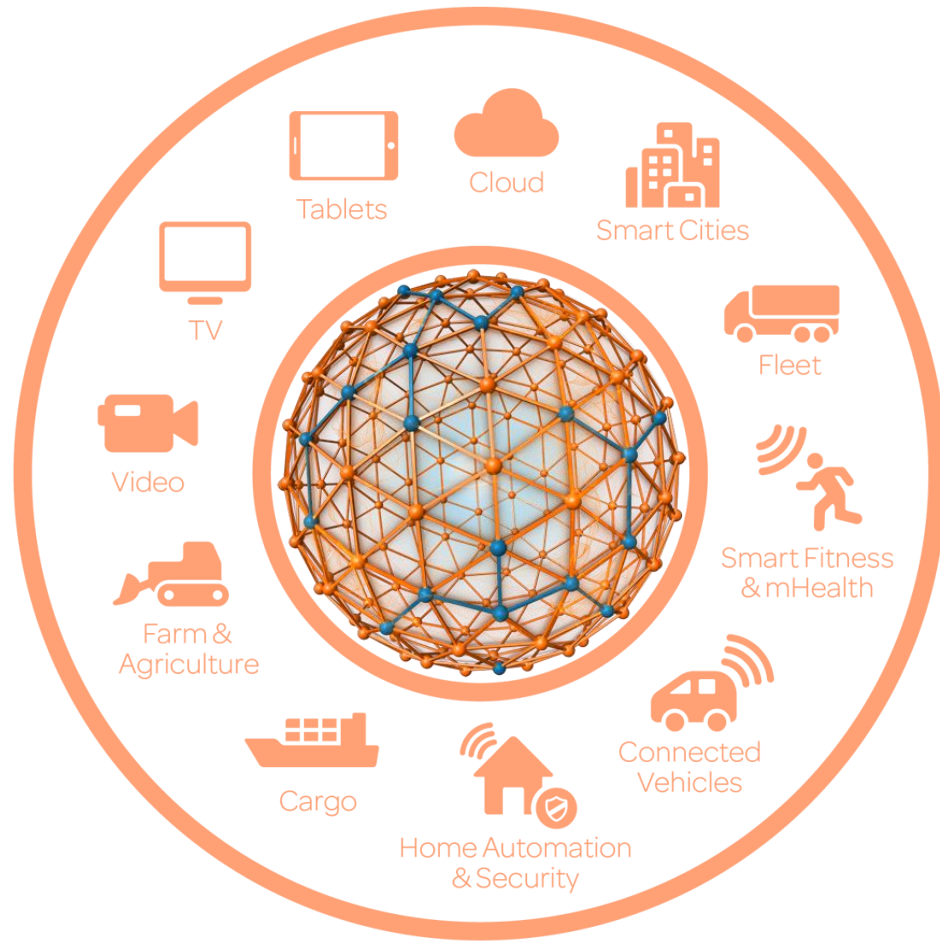
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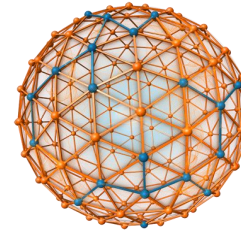


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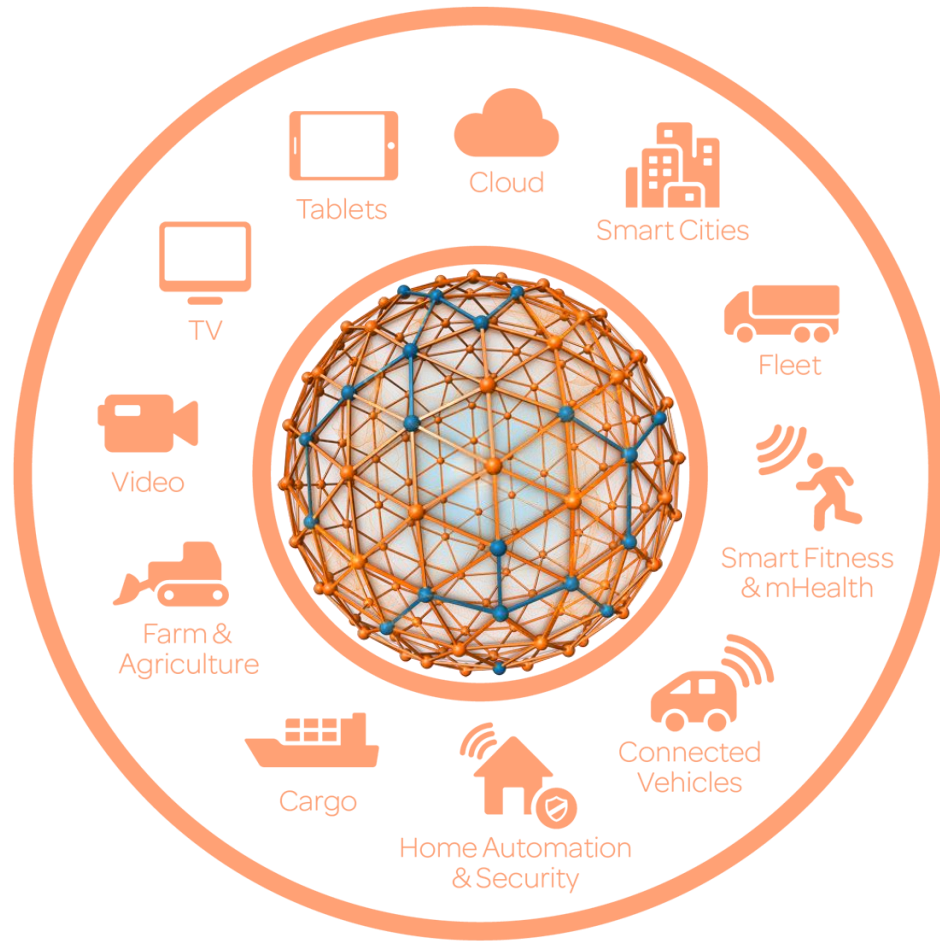
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The Network Makes It Work



The Digital Ecosystem

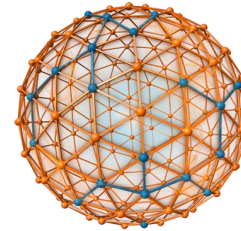


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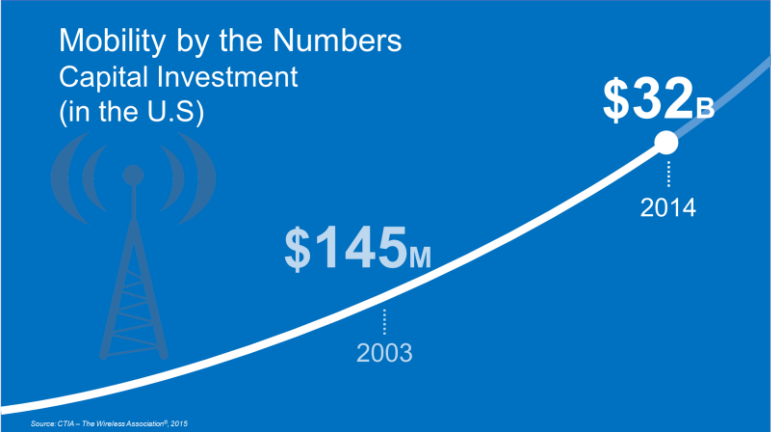
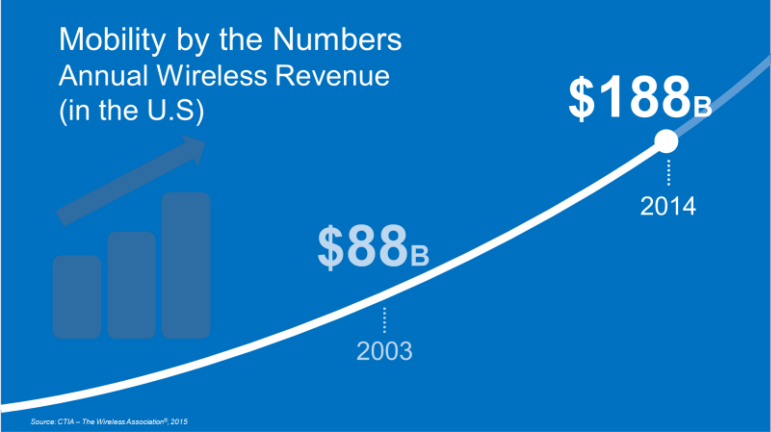
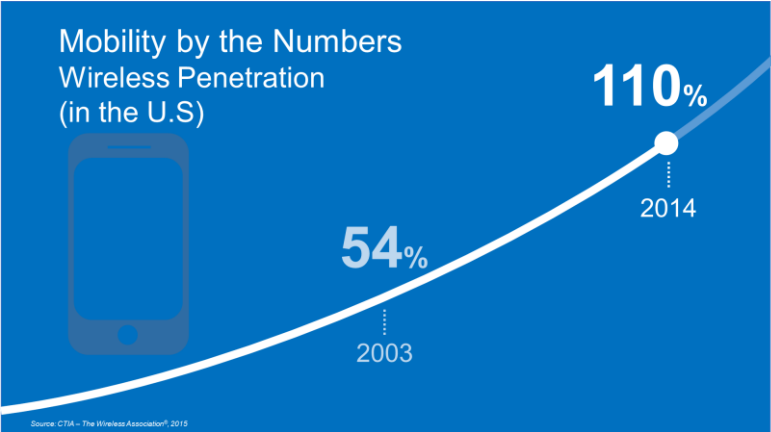
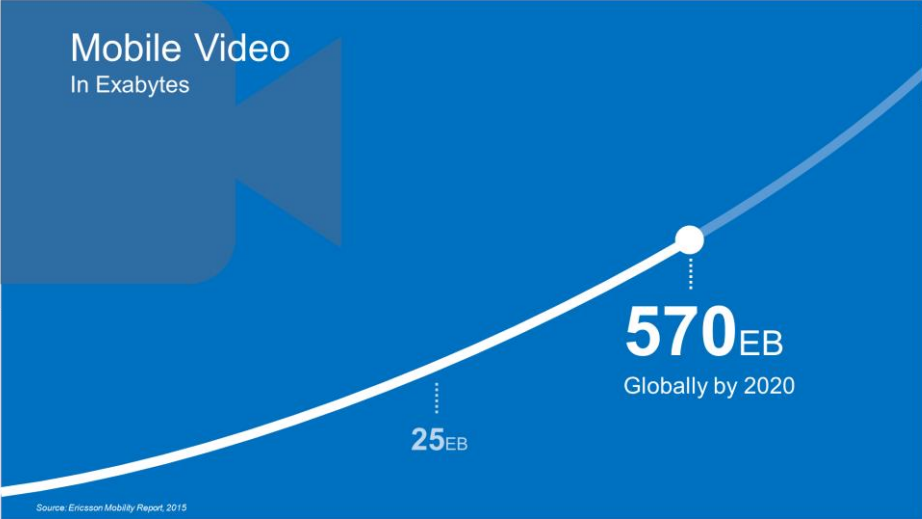
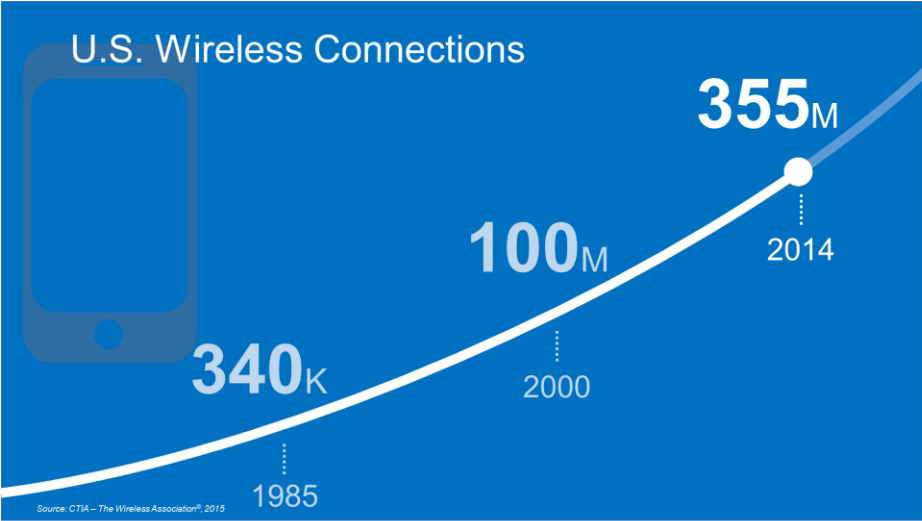
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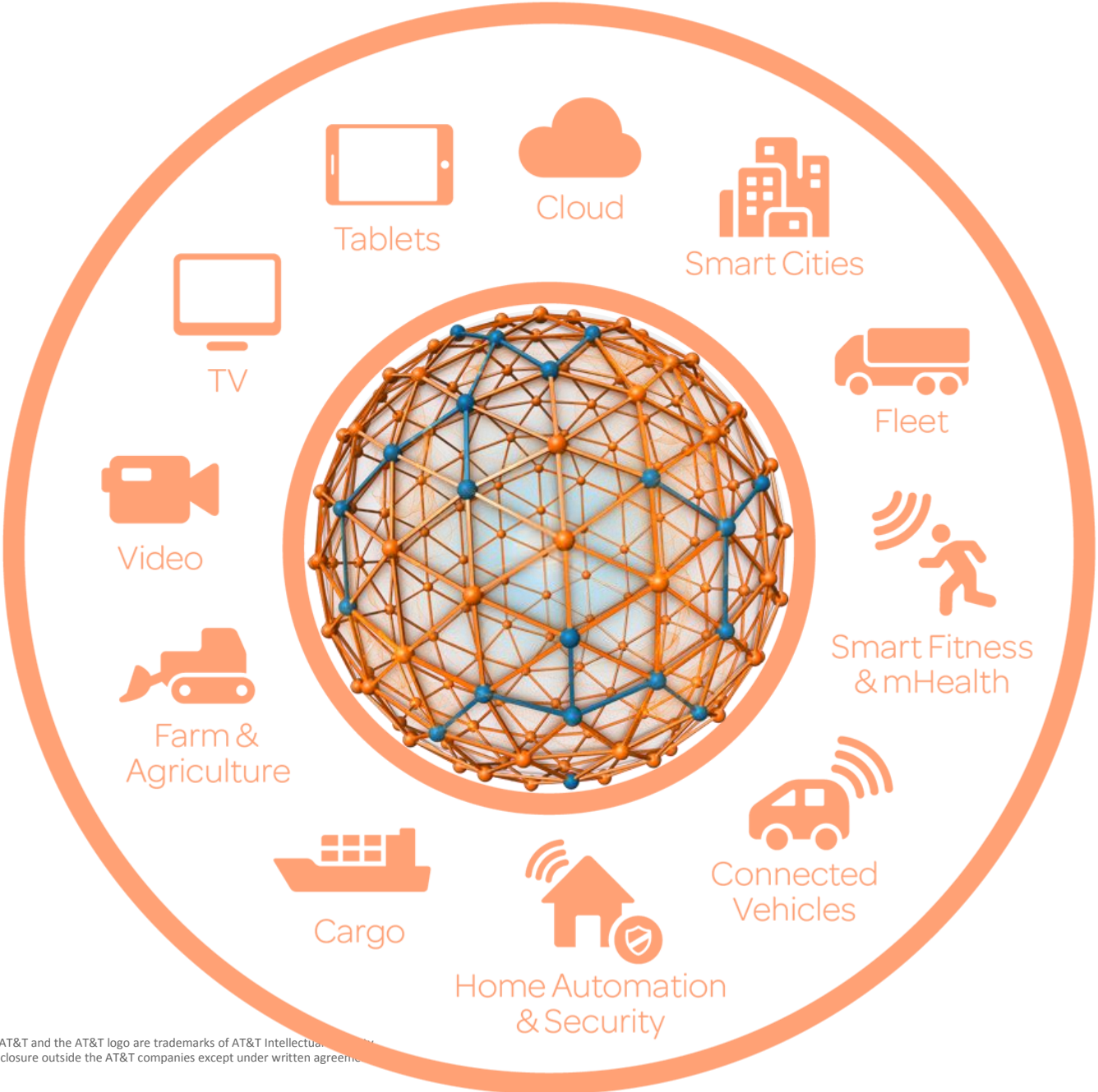
The Handset Is the Remote Control



Digital Ecosystem Growth

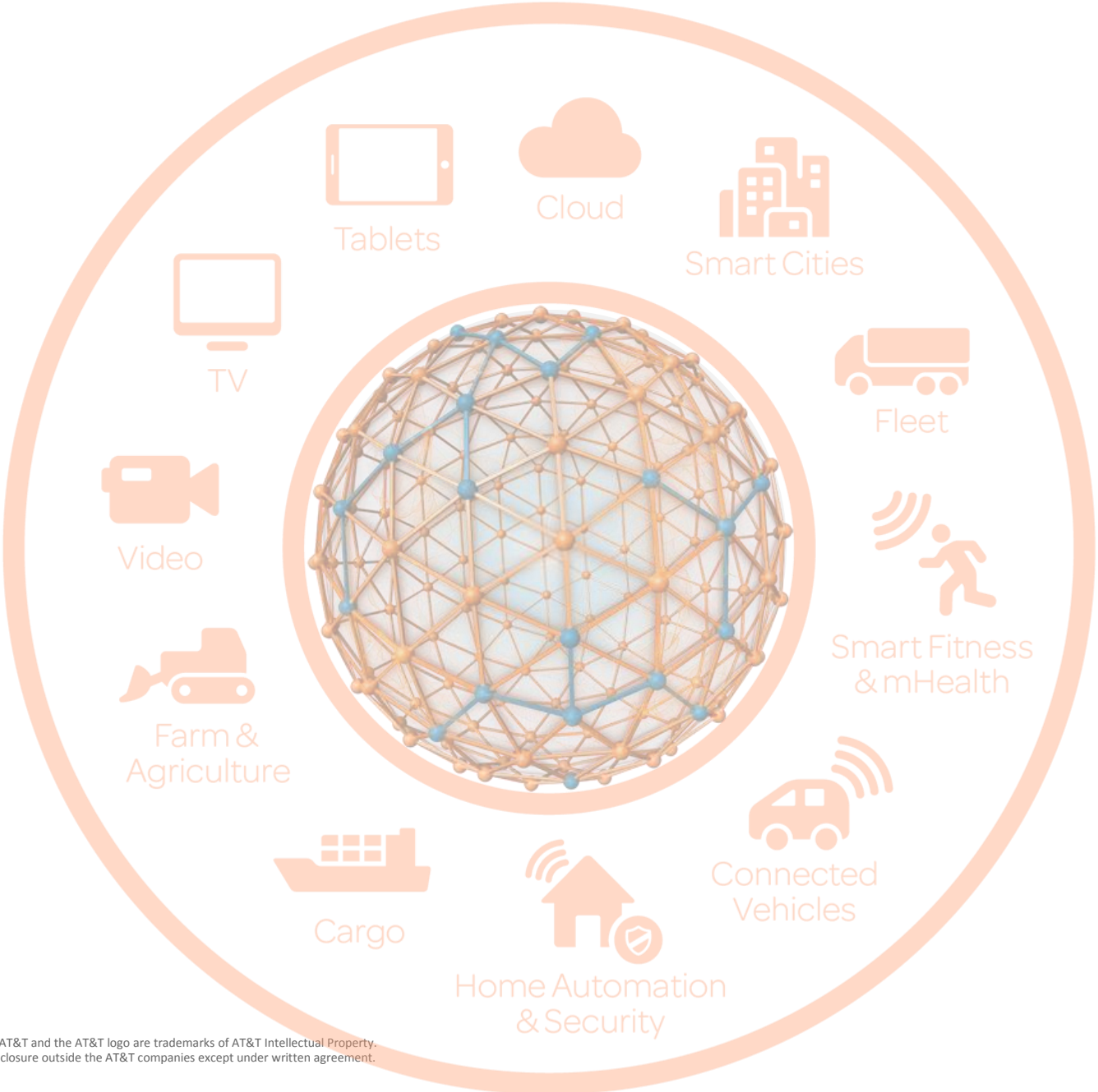


Industry Trends



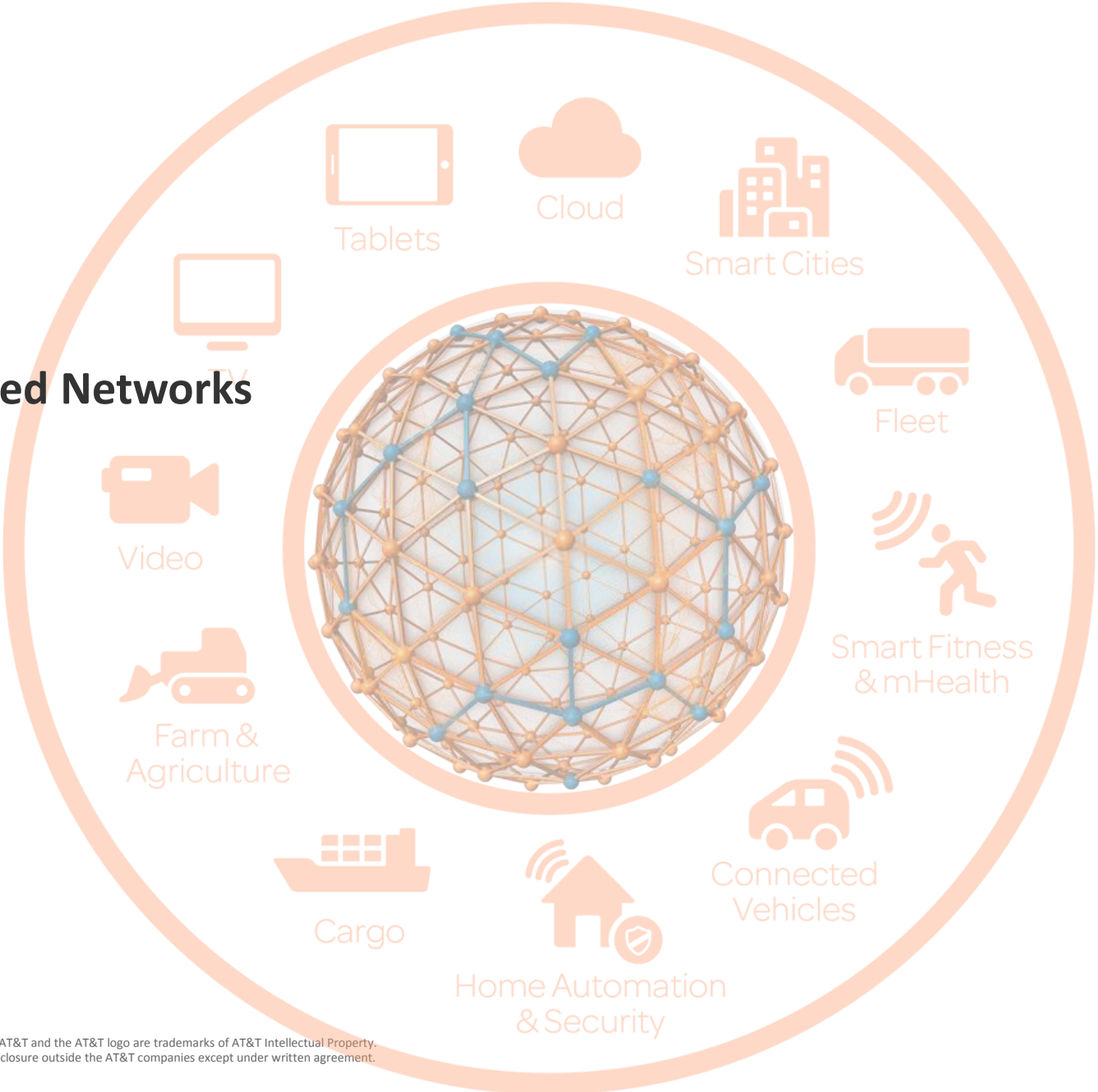
Industry Trends

- **Video**



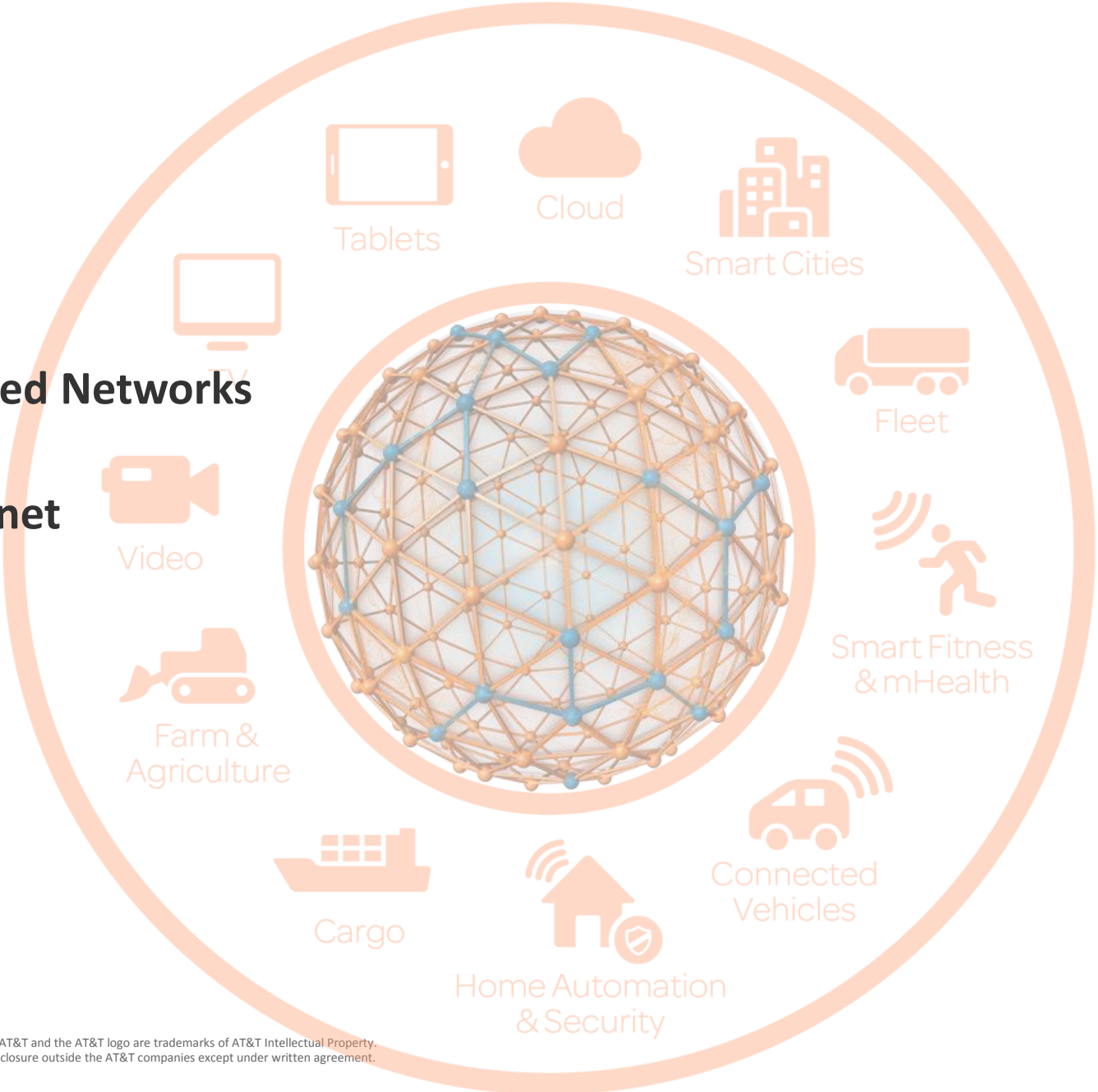
Industry Trends

- **Video**
- **Software Defined Networks**



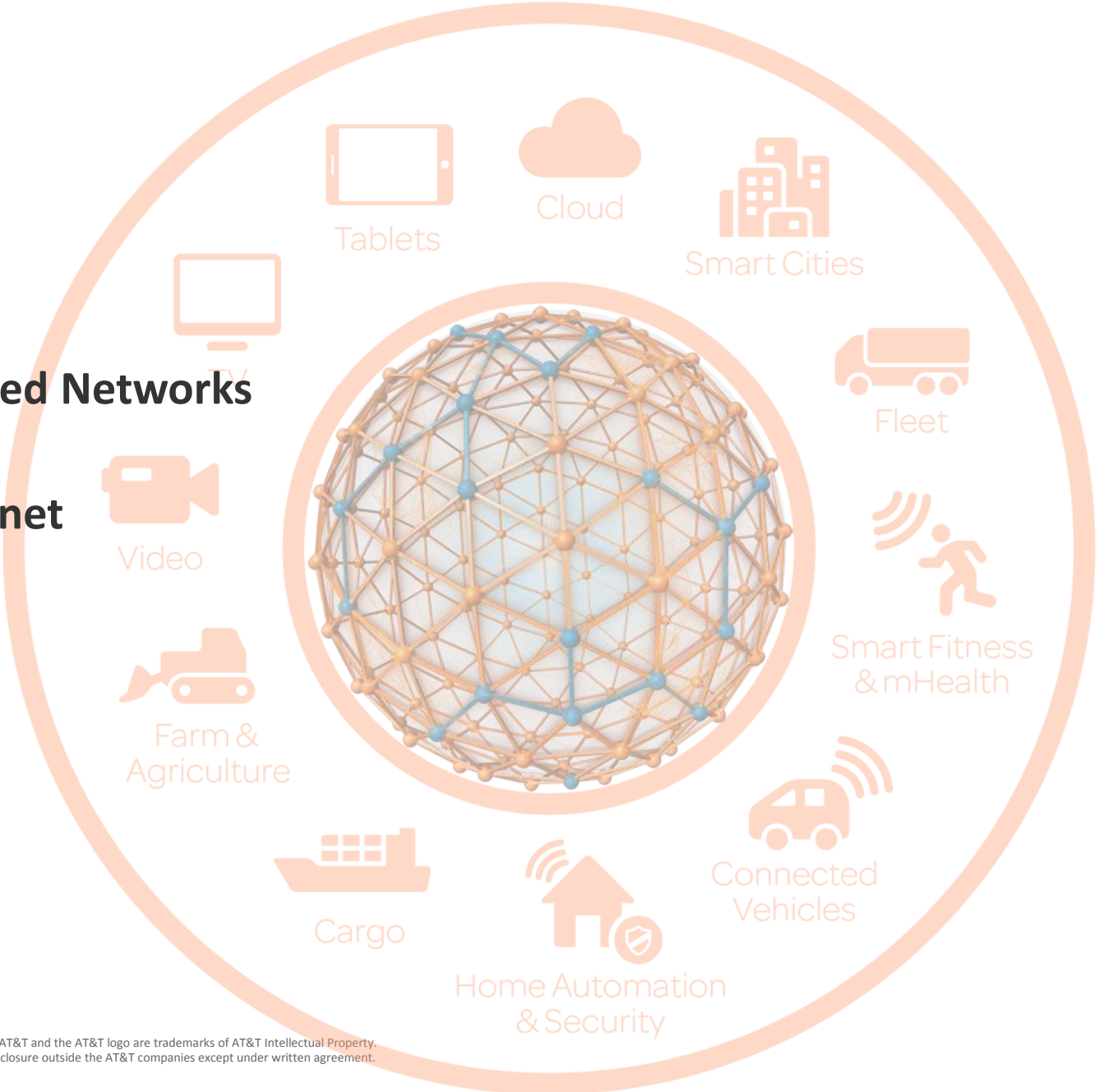
Industry Trends

- **Video**
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- **Industrial Internet**



Industry Trends

- **Video**
- **Software Defined Networks**
- **Industrial Internet**
- **5G**



- **Openness/Platforms for Innovation**
- **Regulatory Modernization & Parity**
 - **Speed of Innovation**
 - **Dual Regulation**
 - **Market/Product Definition**
 - **Same Service/Same Rules**
- **Spectrum**
 - **Pipeline**
 - **Licensed/Unlicensed/Share**
 - **Permissionless Innovation/New Choices**

- **Trust**
- **Cybersecurity**
- **Flexibility**
- **Information Sharing**
- **Liability Protections**
- **Privacy**
- **Transparency**
- **Customer Control**
- **Global SIM**
 - **Numbering**
 - **Taxation**
 - **Regulation**

