



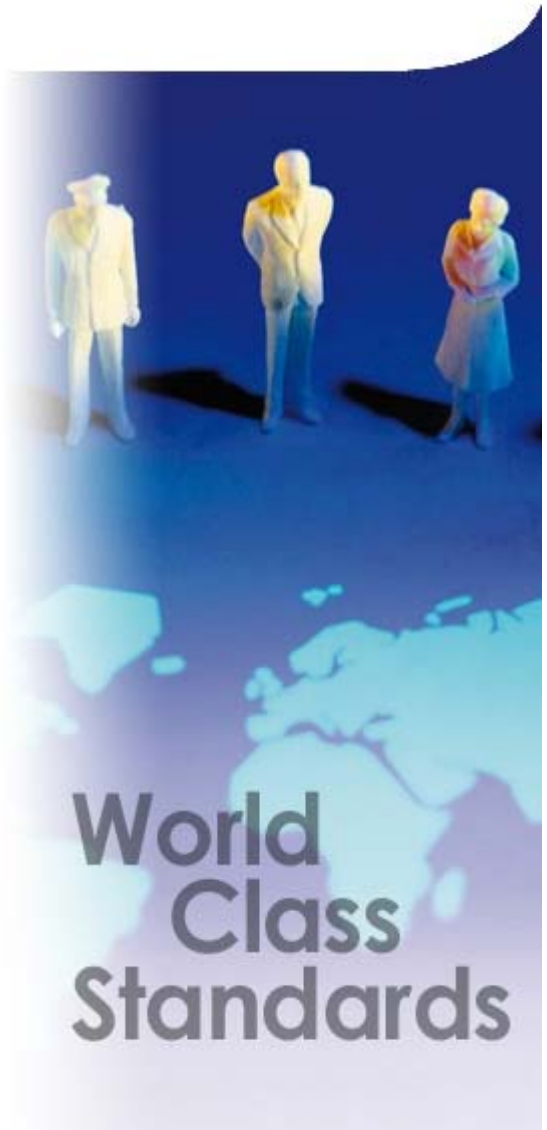
**Welcome
to the World
of Standards**



THE VALUE OF STANDARDIZATION IN ICT

Dirk Weiler, Chairman of the ETSI Board and IPR Special Committee

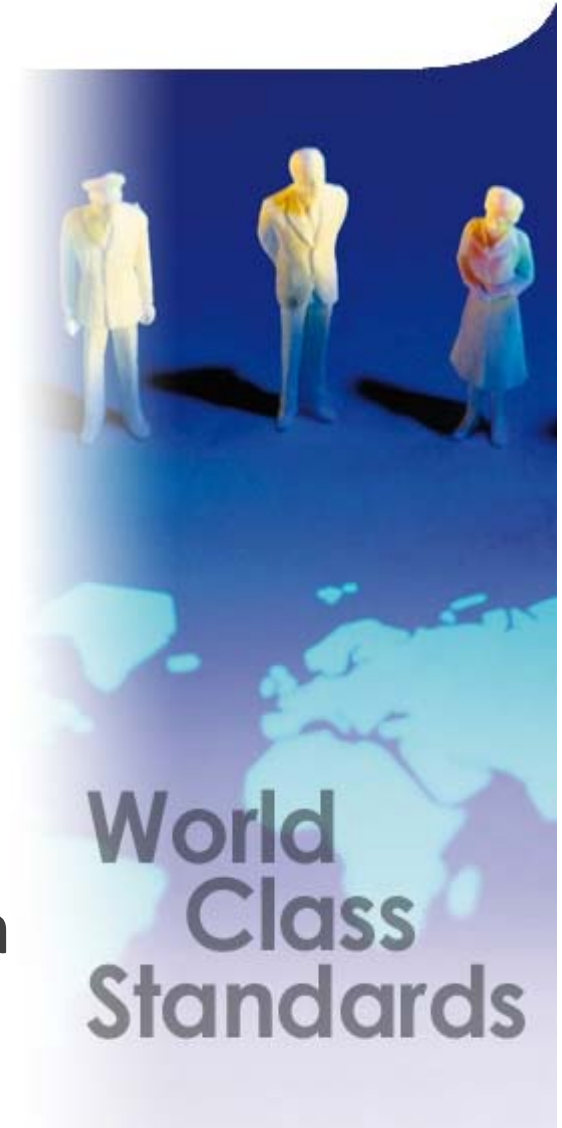
- **Standardization vs. proprietary solution**
- Why stakeholders participate in or contribute to standardization
- Conflicting interests of standards contributors and standards users
- Objectives of SSO IPR policies



Business considerations



- For-profit organizations prefer monopoly over standard
- Proprietary solution – no need for consensus building
- Economies of scale
- More brain power
- Customer pressure for competition
- Government pressure against lock-in



Contribution of Standardization to GDP



Country	Publisher	Time frame	Growth rate of GDP	Contribution of standards
Germany	DIN (2000)	1960–1996	3,30%	0,90%
France	AFNOR (2009)	1950–2007	3,40%	0,80%
United Kingdom	DTI (2005)	1948–2002	2,50%	0,30%
Canada	Standards Council of Canada (2007)	1981–2004	2,70%	0,20%
Australia	Standards Australia (2006)	1962–2003	3,60%	0,80%

🌐 Source: The Economic Benefits of Standardization, DIN, 2011

http://alt.din.de/sixcms_upload/media/2896/GNN_2011_engl_FINAL.pdf

🌐 Further information (ISO/IEC)

http://www.standardsinfo.net/info/benefits/benefits_s1.html

GLOBAL DATA

Source: GSMA <https://gsmaintelligence.com/>

Mobile connections, including M2M
Dec 2014

7,315,298,803

▲ 6.10%



Unique mobile subscribers
Dec 2014

3,632,927,421

▲ 5.35%



Revenue/year
FY 2013

\$1.13T

▲ 3.75%



Delivering 1GB of personalized data per user per day profitably

Key requirements for networks towards 2020

Source: Nokia <http://networks.nokia.com/innovation/technology-vision>

Support up to
1000 times
more capacity



Reduce
latency to
milliseconds



Teach
networks to
be self-aware



Flatten total
energy
consumption



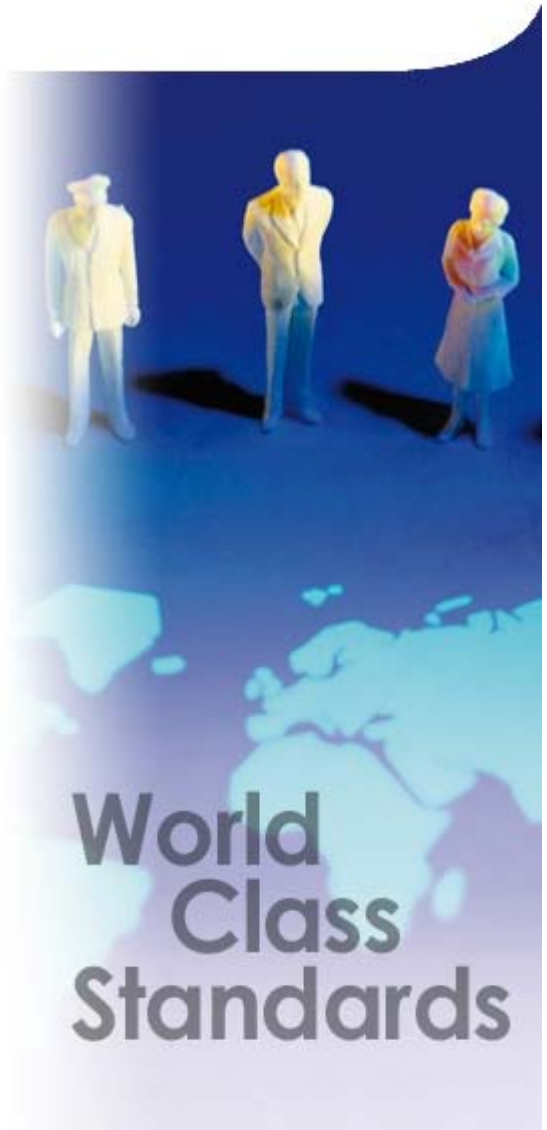
Reinvent
Telcos for
the cloud



Personalize
network
experience



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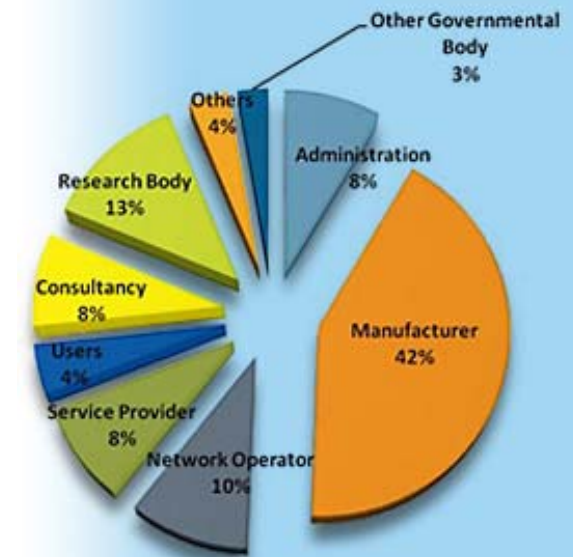


Membership



- Over **800 companies**, big and small, from **64 countries** on **5 continents**
- Manufacturers, network operators, service and content providers, national administrations, ministries, universities, research bodies, consultancies, user organizations

**A powerful and dynamic mix
of skills, resources and
ambitions**



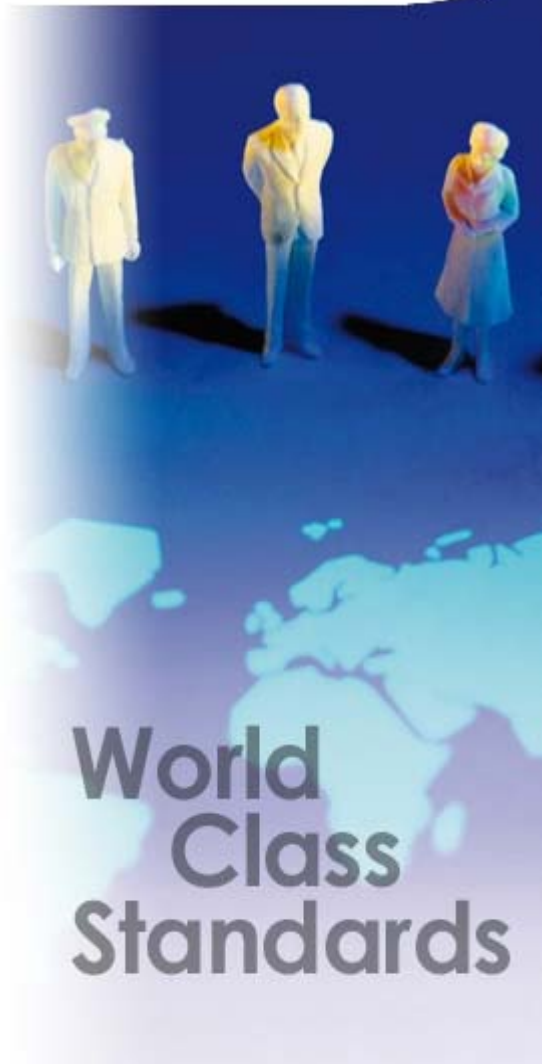
Some reasons to participate



- Ensure interoperability
- Drive your technology of choice into the standard
- Contribute the views of your constituency (e.g. environment, users, social interests, SMEs)
- Access to leading-edge ICT knowledge
- Opportunities to meet and influence your customers & competitors
- Direct insight into critical issues, including regulatory & spectrum matters, and the ability to influence them



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Interests of Standards contributors and standards users



Standard contributors

Develop the most suitable standard

Fair access to the standard for all interested users

Reward for the investments into developing the standard

Optimum reward

Standard users

Have the most suitable standard available

Fair access to the standard for all interested users

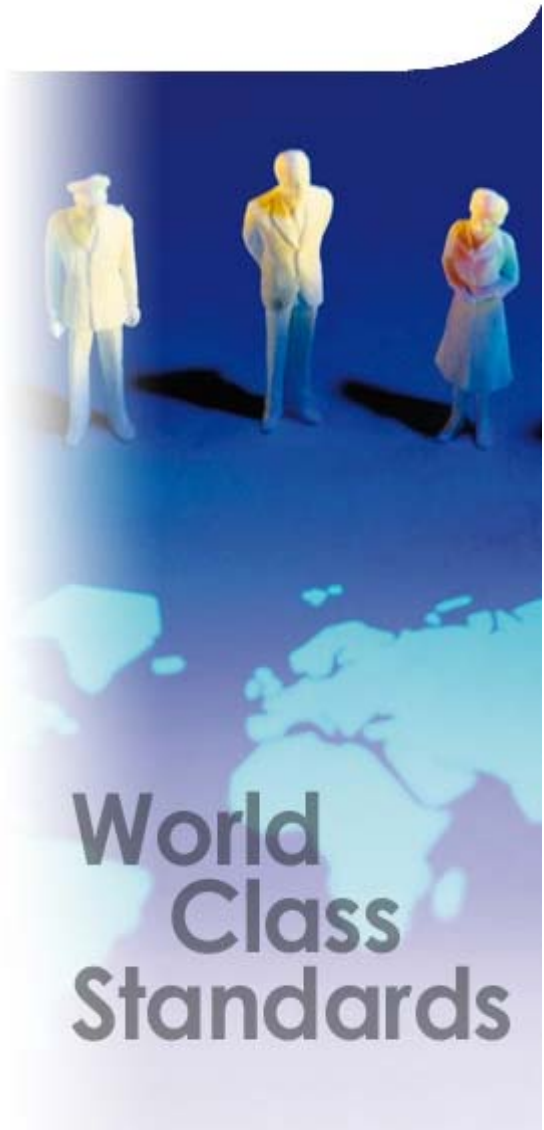
Minimum constraints for using the standard

Minimum costs

The value of Standardization in ICT



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- Focus on the most suitable technology for the standards.
- Early identification and disclosure of essential IPRs, especially in cases where the holder of essential IPR is not prepared to grant licences under FRAND terms and conditions.
- Ensuring the future applicability of the standards in full respect of the rights of the IPR owner by requesting irrevocable FRAND licensing undertaking.
- No involvement of ETSI in any commercial discussion on IPR matters (*i.e.*, terms and conditions of the licenses to be determined by the parties of the agreement).
- Voluntary, unilateral, public *ex ante* disclosures of licensing terms for the sole purpose of assisting members in making informed (unilateral and independent) decisions in relation to whether solutions best meet the technical objectives, are not prohibited under the ETSI IPR Policy. In this context, ETSI provides a depository for URLs of IPR owners, which contain the relevant information.

ETSI's IPR policy objectives, basically unchanged during the past 20 years



- 3.1 It is ETSI's objective to create STANDARDS and TECHNICAL SPECIFICATIONS that are based on solutions which best meet the technical objectives of the European telecommunications sector, as defined by the General Assembly. In order to further this objective the ETSI IPR POLICY seeks to reduce the risk to ETSI, MEMBERS, and others applying ETSI STANDARDS and TECHNICAL SPECIFICATIONS, that investment in the preparation, adoption and application of STANDARDS could be wasted as a result of an ESSENTIAL IPR for a STANDARD or TECHNICAL SPECIFICATION being unavailable. In achieving this objective, the ETSI IPR POLICY seeks a balance between the needs of standardization for public use in the field of telecommunications and the rights of the owners of IPRs.
- 3.2 IPR holders whether members of ETSI and their AFFILIATES or third parties, should be adequately and fairly rewarded for the use of their IPRs in the implementation of STANDARDS and TECHNICAL SPECIFICATIONS.
- 3.3 ETSI shall take reasonable measures to ensure, as far as possible, that its activities which relate to the preparation, adoption and application of STANDARDS and TECHNICAL SPECIFICATIONS, enable STANDARDS and TECHNICAL SPECIFICATIONS to be available to potential users in accordance with the general principles of standardization.

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ETSI IPR: <http://www.etsi.org/about/how-we-work/intellectual-property-rights-iprs>

Thank you!