The Future of Mobile, According to GSMA

Written by Bob Snyder
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The Director General of **GSMA**, Anne Bouverot, gave her keynote *"From the Internet of Things to Personal Data: The Future of Mobile"*
at the
TM Forum Live.

The future outlined by her speech is the future according to mobile opeators as the GSMA unites nearly 800 of the
world's mobile operators
from
220 countries
.

What's on the operators' minds?

"Globally, we now have 7.1 billion mobile connections," says Bouverot. "...There are more mobile connections than subscribers, as individual subscribers can have multiple

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connections or devices –number of users is far lower and stands at about 3.6 billion unique subscribers, about half the world's population."

For operators that means the opportunity lies not only in expanding the services to the "half that haves," but also in finding and signing up the "half that have not."

Without much mathematical ability, you can assume that, given time, the mobile business can be much more than doubled or even tripled. And GSMA believes they know how to do it...

In the last year, the GSMA undertook a strategic consultation process with its members worldwide, identifying several areas in which the mobile industry can reach this growth
.

Now, explains Bouverot, the GSMA will align its activities around these **four key areas**:

- **Personal Data** – establishing operators as the secure guardians of consumer data through interoperable digital identity solutions, utilising the simplicity of the mobile phone number to enable an individual to access a wide variety of online services.
- **Connected Living** – equipping operators to support the transformation of adjacent industries, enabling a wide range of new mobile connected devices and services in healthcare, automotive, utilities and education.
- **Digital Commerce** – putting mobile devices and digital wallets at the heart of the digital commerce ecosystem, supporting a range of secure and straightforward payment services, and enabling globally interoperable mobile money services in the developing world.
- **Network 2020** - placing mobile networks at the heart of the all-IP broadband era, enabling secure, smart, interoperable and seamless IP-based communications services.

These same four areas spell opportunity for the rest of us, as well as the operators.

GSMA Director General's Speech & Slides