



**EUROPEAN COMMISSION**

Communications Networks, Content and Technology Directorate-General

Electronic Communications Networks and Services  
**Spectrum**

Brussels, 26 August 2013 (update)  
DG CONNECT B4/(2013)

## **Invitation to a Public Workshop on: "Evolution and Impact of Data Traffic Off-loading"**

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**Date:** Tuesday, 3 September 2013

**Time:** 09.00h – approximately 16.30h

**Venue:** Centre Albert Borschette – Room AB-0D  
Rue Froissart 36, Brussels 1040

In this public workshop, a team of WIK-Consult GmbH and Aegis Systems Limited will present the results of their study just completed on behalf of the European Commission on “The Impact of traffic off-loading and related technological trends on the demand for wireless broadband spectrum”. The study is available in the [EU Bookshop](#) and can be downloaded at:

<http://dx.doi.org/10.2759/19531>

Spectrum demand is being driven both by growing consumer demand and by European policy goals. In light of this growing demand, off-loading of data from the macro cellular network onto shorter-range alternatives including Wi-Fi, Metrocells and Femtocells can (and already does) provide much greater capacity at a lower cost than does the macro cellular network.

The level of traffic off-load in Europe, especially to Wi-Fi in the home and at the office, appears to be much higher than many experts have assumed, implying that off-load is already generating larger economic gains than expected.

Off-load solutions potentially provide benefits in many dimensions. They do not necessarily depend on licensed spectrum. To the extent that they are shorter range, they permit much greater spectrum re-use over a given geographic area than does the macro cellular network alone, and hence much greater capacity for a given amount of radio spectrum. And they potentially help “bridge” the time period until additional macro network spectrum can be cleared from incumbent use.

The consultants will present their findings in regard to:

- the opportunities that off-load technology presents;
- whether additional spectrum is needed to facilitate data traffic off-load;
- the costs and benefits of data traffic off-load at European level; and
- relevant recommendations for policy going forward at European level.

The workshop, which is open to all stakeholders, includes two panels in which industry experts, service providers and equipment manufacturers will respond to the study's findings and recommendations, and will discuss their views on traffic off-load with the audience and with one another. The Commission will also put forward its views on the implications of traffic off-load for policy going forward.

To register your participation in the workshop, please send an e-mail to [traffic-offload@wik.org](mailto:traffic-offload@wik.org) indicating your full name and nationality **before 30 August 2013**.

Encl. Workshop Programme

Programme:

# Workshop on Evolution and Impact of Data Traffic Off-loading

3 September 2013

9:00h-16:30h

Centre Albert Borschette – Room AB-0D

Rue Froissart 36, Brussels 1040

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09:00-10:00: *Registration*

10:00-10:15: **Welcome and Introduction** (Commission)

10:15-11:15: **Background of the Study** (study team)

- Introduction: definition, different forms of off-load, examples
- Degree of off-load happening and likely to happen
- Spectrum usage trends: macro-cellular, Wi-Fi, femto/picocells
- Magnitude of economic benefits produced by off-load

11:15-12:00: **Findings and conclusions of the study** (study team)

- Presentation and Discussion

12:00-13:00: *Lunch break*

13:00-14:30: **Panel 1: Trends in Traffic Off-Loading: the View from a Technology and Network perspective**

Ulrich Loewer (Arqiva), Chris Gow (Cisco), Marco Pancini (Google),  
N.N. (Informa) (TBC)

14:30-14:45: *Coffee Break*

14:45-16:15: **Panel 2: Traffic Off-Loading as a Business Opportunity: the Views of the Service Providers**

Sam Susiaho (BskyB / The Cloud), Matthias Kurth (Cable Europe),  
Álvaro Prieto (FON), Andrew Hudson (Vodafone Group)

16:15-16:30: **Conclusions**

- Closing remarks (study team)
- Conclusions (Commission)

16:30: *Close of the Workshop*