



Objectives for WRC-15

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# Changing environments

## Urban regions

more cities, and more megacities,  
largely spectrum needs are defined by cities



**Mobile capacity**

## Convergence

innovative communication systems  
mobile multimedia



**Linear TV UHF**

## Consumer behaviors

near consumption to on-demand  
living room screen to all screen sizes  
fixed viewing to anywhere - anytime



**Satellite C-band**

# Objectives following WRC-15

## to provide sufficient mobile bandwidth

very high-speed peak data rates, of the order of 1 Gbps  
capacity-hungry applications e.g. streaming video

## to fulfil market, and political, coverage needs

in bands below 1 GHz

## to satisfy needs both in metro and rural areas

cost efficient coverage in sizeable rural areas  
good (deep) indoor coverage

## to bridge the digital divide

between regions and countries, also within countries

TV UHF  
L-band  
S-band  
C-band



**ERICSSON**