



Portents and Prospects for Mobile Telephone Service: A 3G Philippine Experience

*By Professors Luis C. Buenaventura
and Villy ATH. Buenaventura*




Problem

What is the Philippine experience in the use of 3G mobile telephone service?



Specific Objectives

- 1) To document the development of 3G service
 - 2) To describe the perceived use and ease of use of 3G service
 - 3) To discuss the future prospects of 3G service
- 
- A large, semi-transparent watermark of the letters '3G' is positioned in the bottom right corner of the slide. The watermark is rendered in a dark blue color and is slightly tilted.

Demographic Profile

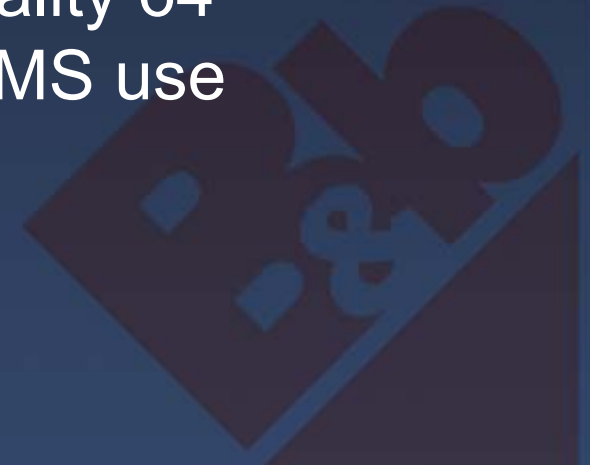
- ❖ Age groups: **22-25**, 26-30, 32-35, 36-42.
- ❖ Gender: **117 Females**; 100 Males
- ❖ Eco. Status: 10-16K, 17-24K, **25-32K**,
33-42K, 43-50K up
- ❖ Cities: **Quezon**, Makati, Pasig,
Mandaluyong and Manila
- ❖ Occupation/Professions: nurse, marketing,
store owners, **Call center agents**,
supervisors, human resource,
overseas workers, etc



Highlights



- ◆ **SMS** still the most used feature
- ◆ **Prepaid** plan over postpaid plan
- ◆ Network: **Globe** 115, SMART 98, Sun 17
- ◆ Brands: **Nokia** 159, S.E., Motorola, Samsung
- ◆ Reasons: **Aesthetics** 117, functionality 64
- ◆ **Slow** speed and **high cost** deter MMS use



Policy Recommendations

A. Government - NTC

Institution of policies that promote MMS usage.

1. Strict enforcement of international standards for 3G service
2. Impose tax on SMS



Policy Recommendations

Government -

3. Offer TELCOs higher return rate on base
4. Offer rebates for ad and marketing to promote usage of MMS



Policy Recommendations

B. Private - TELCOs

1. Better infrastructure and services
2. Lower MMS fees
3. Lower interconnection charges
4. All-out ad campaign for MMS usage



Policy Recommendations

B. Private -

Mobile Phone Manufacturers

1. More affordable MMS capable handsets
2. More variety in aesthetic design concepts



Policy Recommendations

B. Private

Mobile Phone Software Developers

1. Simpler interfaces targeting C and D
2. Easy and short instructions to encourage MMS usage targeting A, B, and C



Policy Recommendations

B. Private

Mobile Phone Software Developers

3. Refreshing and novel games for
16 and above

4. Educational games for 15 and below



Thank you for Listening!

Mabuhay

