

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

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Policy Recommendations

I. Government Sector

National Telecommunications Commission (NTC) is the Philippines' regulatory agency. Its mandate, among other things, is to provide reliable, affordable and viable telecommunication infrastructure and services. This is the government agency that can implement the following policies as culled from the research paper.

NTC can institute policies that would promote MMS (multi-media service) usage; specifically,

1. NTC should enforce strictly the international standards of 3G service in the country;
2. NTC can impose tax on SMS (short message service). This will deter the over use of SMS and thereby, encourage subscribers to switch to MMS;
3. NTC can offer telecommunication companies a higher return on rate base for MMS operations; and
4. NTC can offer rebates to telecommunication companies for advertising and marketing schemes that are directly promoting the use of MMS.

II. Private Sector

A. Telecommunication Networks

There are three major telecommunication companies operating in the Philippines: Globe Telecoms, SMART Communications and Sun Cellular. They should cooperate with one another in promoting the use of MMS by improving the accessibility and lowering the cost. The following recommendations were culled from the research paper.

1. Improve the infrastructure and services to make MMS as accessible as SMS.
2. Lower the net fees of MMS to make it affordable to a broader spectrum of the general public.
3. Lower the interconnection charges between and among networks.
4. Develop and implement an all-out ad campaign for the promotion of MMS usage.

B. Mobile Phone Manufacturers

1. Develop more affordable handsets that are MMS capable.
2. Invest more on researching for design concepts for MMS handsets that suits the aesthetic tastes unique to the Filipino consumer.

C. Mobile Phone Software Developers

1. Develop simpler interfaces to access, produce and reproduce MMS to target the C and D economic classes.
2. Develop/write easy and short instructions to encourage MMS usage to target the A, B and C economic classes.
3. Create refreshing and novel features like games that can be accessed via MMS to target the 16 and above age group.
4. Create brain twisters or educational games that can be accessed via MMS to target the 15 and below age group.