What technology trends do you foresee in the Indian telecom space?

The major focus area of Indian telecom service providers (which is similar to global trends) is on introducing data services, with the aim of driving adoption and engagement from customers who previously used only voice-based services.

Telecom networks offering better bandwidth with the advent of 3G helped enhance the demand for new data services. Unfortunately, 3G did not take off as expected, owing to network and financial challenges.

4G is the latest technology to be launched in the telecom space and it is expected to make internet access ubiquitous and affordable. With handsets becoming smarter and more accessible, it is also expected to open up the mass market for mobile applications.

Will 4G witness better uptake than 3G? Why or why not?

Indian telecom operators have learnt several lessons from the launch of 3G services. Being the latest platform of mobile communications, 4G – long-term evolution (LTE) can enable real mobile (wireless) broadband experience. 4G provides up to five times faster speeds than 3G making it suitable for all type of high speed applications and services. A 4G-LTE enabled device and a universal subscriber identity module, which is a 128 KB SIM card will be required to ensure that 4G witnesses rapid uptake.

In addition, 4G is expected to provide a fillip to entertainment-based value added services. Currently, only 9 per cent of the country's population can access the internet. This is because copper and fiber optic lines have not yet penetrated smaller towns and rural areas. 4G-based wireless broadband services is expected to provide these customers with internet access for the first time.

In so far, only Reliance Jio Infocomm holds a pan-India wireless broadband license. It will, however, face stiff competition, especially with Bharti Airtel launching 4G services in Kolkata, Bangalore, Pune and Chandigarh.

What plans does the company have in India?

At Proof of Performance, we use mobile and mobile data in a significant way. Mobile demographic data can be used by our customers in determining the audience demographic and reach of their advertisements on any outdoor media.

We also have a traffic monitoring system which can be enhanced by data based on mobile usage on different routes. We are in the process of piloting a few of these projects with select telecom operators. We expect 2014 to be a busy year.

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