

Challenges for the Future

Challenges

As the period 2005-2009 comes to an end, we are convinced that a significant work has been accomplished, the repercussions of which are already visible by the consumer and the market. It would be unrealistic to claim that there were no mistakes, omissions or actions that did not yield the anticipated results. All these, however, have been documented, so that EETT may proceed with their effective resolution in the immediate future. At the end of the day, the consumer and the market are in the best position to assess whether the period 2005-2009 has been successful or not. What is of paramount importance at this moment is to look ahead, because, despite the many positive steps to date, many challenges still lie ahead.

Amendment of the Regulatory Framework

Experience drawn from the current telecommunications Law 3431/2006 demonstrates beyond doubt the importance of timely transposing into Greek Law the European regulatory framework, which is expected to be amended in early 2010.

Consumer Issues

The electronic communications scene is becoming increasingly complex, posing a continuous demand for supporting the consumer. An important step towards this direction will be the establishment of an environment that will support and empower the consumer, utilizing tools such as the Codes of Practice, the Quality Indicators, applications for measuring actual access speeds and integrating them under an interactive "consumer portal".

Broadband and Next Generation Access Networks

The last four years were characterized by a rapid development of Broadband, mainly through the LLU. Greece, however, has still a long way to go. More and faster steps

are necessary, mainly beyond the control and powers of EETT. The development of next generation alternative networks (e.g. the national FTTH network), will definitely have a significant and long term contribution in this direction. The main challenge for EETT is to adopt a regulatory policy, which will stimulate investment in the development of next generation networks while however deterring any possibility of new monopolies and asymmetries. An equally important challenge is to support the rights of way process, by utilizing the GIS application, which is already at the stage of development and enrichment. The development of a spectrum management plan will also play an important role in the long term broadband development, as it will help consumers know up front the level of service that they should expect.

Mobile Broadband

Taking into account the absence of a cable television network in Greece and the relatively low availability of fixed broadband, mobile broadband is expected to be an alternative means for the rapid expansion of Broadband across the country and in remote and rural areas of Greece. In the next

four years, EETT will be called upon to handle the issue of securing adequate bandwidth for mobile Broadband through the digital dividend, the GSM licenses due to expire, the frequency refarming at 900MHz, and the wireless applications frequencies (e.g. WiMax). All licenses will therefore be put on the table (3G, fixed wireless access networks etc.) together with their terms of use, the goal being further developing the wireless Broadband market.

At the same time, the need becomes more and more intense to regulate the market of call origination from mobile networks, as well as the multimedia information market.

The most important challenge, of course, which is however outside the control and powers of EETT, is the evaluation and review of the antenna mast licensing framework, which is by far the most inflexible and time consuming throughout the EU.

Effective Exploitation Strategy for the Whole Radio Spectrum

EETT's work in monitoring the radio spectrum is certainly successful. Necessary however, for EETT to be able to respond

to the ever increasing challenges is the expansion of the spectrum monitoring facilities by setting up stations and staffed offices across the country. Furthermore, a holistic strategy is needed for the optimal exploitation of the entire radio spectrum.

Digital TV

The transition to the new era of digital television and the effective exploitation of the ensuing digital dividend is one of the most significant challenges for the country in the electronic communications sector.

EETT, as the regulating body of the broadcasting market, as the supervising Authority of radio spectrum use, and as a Competition Commission regarding digital networks and digital television services must contribute with all its strength and with every possible initiative to the smooth transition to digital television and the prevention of competition-stifling situations.

Further Bolstering Competition, to the Consumer's Advantage

Regulatory interventions, as a result of markets analyses, and the effective supervision

of the development of physical collocation and LLU, have led to bolstering the competition, with tangible benefits for the consumer.

There are, however, significant margins for further improvement, and further steps ought to be taken in the coming four years:

- The implementation of the new recommendation for mobile telephony termination fees will lead to a significant further reduction of those fees bearing significantly on retail prices as well as the operation of competition in general.
- Reduction of the time necessary for line portability and the provision of LLU lines will allow consumers to better exploit these possibilities, bolstering competition among companies of the sector.
- The complete implementation and enforcement of accounting separation in the OTE cost accounting obligations shall allow EETT to more effectively exercise control in OTE plans, avoiding likely situations of margin squeeze and ensuring the operation of healthy competition.

- Finally, the introduction of effectiveness parameters or efficient factors in OTE Costing system could lead to a significant reduction in the wholesale prices, benefiting both the consumer and competition.

Post Services Market

The smooth and effective transition to a state of full deregulation in this most crucial and socially sensitive postal sector as of January 1st, 2013, constitutes the grand challenge of coming years for EETT.

Already it has processed a legal draft for the full implementation of the 3rd postal directive, with all transitional provisions, so as to afford the spring board for a fruitful consultation with the MTC and to accelerate the process of approval of the new Law. The goal is to ensure the provision of reliable, competitive and advanced postal services to all citizens.



HELLENIC TELECOMMUNICATIONS AND POST COMMISSION

60, Kifissias Avenue, GR - 15125 Maroussi, Greece • Tel: +30 210 615 1000, Fax: +30 210 610 5049

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