



# FUTURE NETWORK- ENABLED MARKETPLACE

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Setting a compass for the next decade of ICT market  
innovation and collaboration.

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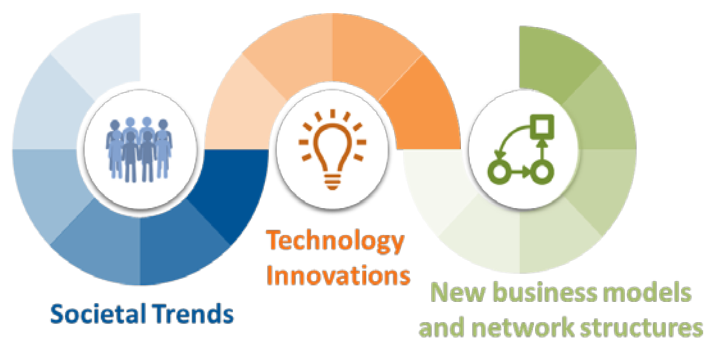
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# 1. Introduction – *The Evolving Market*

The journey to the future marketplace will be shaped by many factors. For the Information and Communications Technology (ICT) industry, these factors are no longer confined to technology developments within this core market sector, as services and applications are increasingly intersecting with many vertical industries, and consumer expectations are becoming extremely customizable in focus. The industry's collective challenge is to lay the groundwork for a future set of services and business models that can be enabled through advanced network capabilities and forward-thinking collaboration. This vision is the basis for the *future network-enabled marketplace*.

At a fundamental level, the future marketplace will be realized through a combination of three factors: societal trends, technology innovations and new business models. In fact, each of these factors can create an amplifying effect on the other factors. For example, technological innovations can often act as a catalyst for changing societal trends, while new business models can create an entry point for new technology introduction to the market.



**Societal trends** are often dominated by factors such as changing demographics and population movement trends. Upon closer examination, there are always sub-trends that collectively contribute to societal impacts on technology developments, business shifts and customer expectations.

Over the next 5-10 years, it is expected that demographic changes will continue to compound and create an evolving set of customer expectations regarding new products and services. One of the most significant factors is represented by the