



# ARTICLE ALERT

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## THIRD-GENERATION (3G) MOBILE COMMUNICATION

### ARTICLES & REPORTS

#### "The Deployment of Third-Generation Mobile Services: A Multinational Analysis of Contributing Factors"

Sangwon Lee, Sylvia M. Chan-Olmsted, and Heejung Kim. *Public Utility Research Center Working Paper#09-18*, July 2009, 33 pages.

Successful diffusion of third-generation (3G) mobile is necessary for the provision of many advanced applications via such mobile platform as mobile broadband Internet and video. The current deployment of 3G services is significantly more developed in some countries than others. What factors contribute to the differential deployment rates of 3G mobile services among countries? This paper examines the factors affecting such differences through a regression analysis of 106 observations.

Full text currently available at:

[http://www.cba.ufl.edu/purc/purcdocs/papers/0918\\_Lee\\_The\\_Deployment\\_of.pdf](http://www.cba.ufl.edu/purc/purcdocs/papers/0918_Lee_The_Deployment_of.pdf) [PDF format; 220KB]



#### "What Consumers Want from Mobile Communications"

Darrell M. West. The Brookings Institution, September 2009, 19 pages.

Consumer sentiments are crucial for telecommunications. The way in which cell phone users see their devices affects how they employ them and what future possibilities they are willing to entertain.

The author, Vice President and Director of Governance Studies at Brookings, explores what consumers want from new mobile communications in four different countries (the United States, Spain, United Kingdom, and Japan) and how these results demonstrate the virtue of innovation and open networks for communications policy.

Full text currently available at: [http://www.brookings.edu/~/media/Files/rc/papers/2009/09\\_mobile\\_west/09\\_mobile\\_west.pdf](http://www.brookings.edu/~/media/Files/rc/papers/2009/09_mobile_west/09_mobile_west.pdf) [PDF format; 2.51MB]



#### "3G Mobile Licensing Policy: From GSM to IMT-2000 - A Comparative Analysis"

Audrey Selian. International Telecommunication Union, 2006, 50 pages.

Tremendous changes are taking place in the arena of mobile technologies, and the worldwide push toward third-generation (3G) services is currently at the forefront of these transformations. Many questions surround the concept of 3G, not only in terms of what it means and what services it will offer, but also in terms of how to get there, which standard will be dominant, how long it will take to deploy, and whether it will be as lucrative as expected given the current rush of exorbitant spectrum fees. This case study is designed to examine some of these questions about 3G from the analytical perspective of predecessor 2nd generation technologies.

Full text currently available at: <http://www.itu.int/osg/spu/ni/3G/casestudies/GSM-FINAL.pdf> [PDF format; 588KB]



#### "A Day in the Life of 3G"

Mark Sullivan. *PC World*, June 29, 2009, 6 pages.

The author, a *PC World* senior associate editor, discusses the results of the test conducted on the third-generation (3G) wireless services being offered by AT&T, Sprint and Verizon across the United States during March and April 2009, focusing on download speed, the network reliability, and operating speed at the testing locations.

Full text currently available at: [http://www.pcworld.com/article/167391/a\\_day\\_in\\_the\\_life\\_of\\_3g.html](http://www.pcworld.com/article/167391/a_day_in_the_life_of_3g.html)

### COMMUNICATIONS RESEARCH ORGANIZATIONS

#### International Telecommunication Union (ITU)

<http://www.itu.int>

ITU is the leading United Nations agency for information and communication technology issues, and the global focal point for governments and the private sector in developing networks and services.

#### The Brookings Institution

<http://www.brookings.edu/topics/telecommunications.aspx>

The Brookings Institution is a private nonprofit organization devoted to independent research and innovative policy solutions. For more than 90 years, Brookings has analyzed current and emerging issues and produced new ideas that matter—for the nation and the world.

#### CDMA Development Group (CDG)

<http://www.cdg.org>

The CDMA Development Group, founded in December 1993, is an international consortium of companies who have joined together to lead the adoption and evolution of 3G CDMA wireless systems around the world.

#### Public Utility Research Center, University of Florida

<http://www.cba.ufl.edu/purc/research/telecom.asp>

The Public Utility Research Center at the University of Florida is an internationally recognized academic center dedicated to research and to providing training in utility regulation and strategy, as well as the development of leadership in infrastructure policy.

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