



## Post Event Report

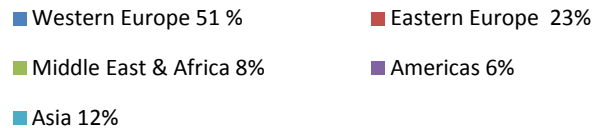
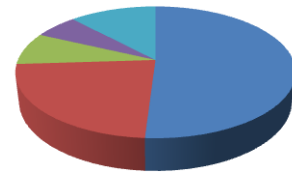
On 27 - 29 September 2010, over **160 senior level executives** from across the telecommunications landscape convened in London. With **over 60% operator and regulator attendance** from **over 30 countries**, Mobile Broadband World 2010 brought together a global community of the industry's key movers and shakers.

The 2010 event featured **17 operator presentations** with **6 CxO** speakers. They discussed the commercial and technological challenges facing operators of all technologies including LTE, HSPA+/HSPA, WiMAX & Edge. Some of the hot topics addressed included how to maximise mobile broadband profitability and increase ARPU, how to overcome the data crunch, offloading to Femtocells vs WiFi, migrating legacy networks to 4G, spectrum allocation strategies, and marketing and pricing plans .

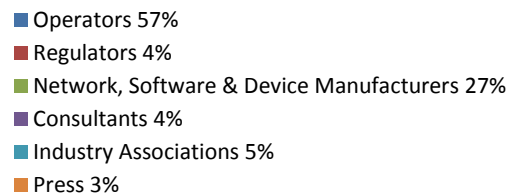
Now in it's 4th year running, Mobile Broadband World is the flagship event of the Mobile Broadband Series. The series is officially endorsed by 3GPP and features exclusive pre-conference LTE focus days. Its fundamental objective is to develop strategies, both technological and commercial, to create profitable mobile broadband services.

## 2010 Attendance

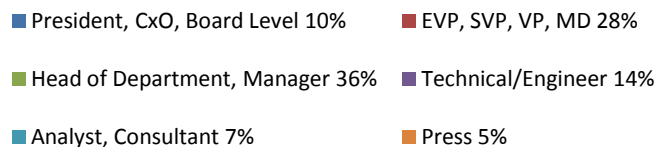
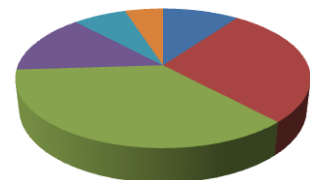
### Geographical Breakdown



### Industry Breakdown



### Job Title Breakdown



Over **28** different regional operators and regulators in attendance including:

A1 Telekom Austria, BT, Deutsche Telekom, Etisalat, Fastweb, Magyar Telekom, Megafon, Mobilkom, Mobily, Mobinil, MTN, Orange, Qtel, SK Telecom, Sudatel, T-Mobile International, T-Mobile UK, Telecom Italia, Telefonica, Telefonica O2 Ireland, Telefonica O2 UK, Telekom Srbija, TDC, Vodafone Australia, Vodafone Egypt, Vodafone UK, Wind, and Zain.

### Sponsorship & Exhibition Opportunities

For further details on Sponsorship and Exhibition opportunities, please contact

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### Speaking Opportunities

For further details on speaking opportunities at Mobile Broadband World, please contact:

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