

# Welcome to FCS Business Radio 16

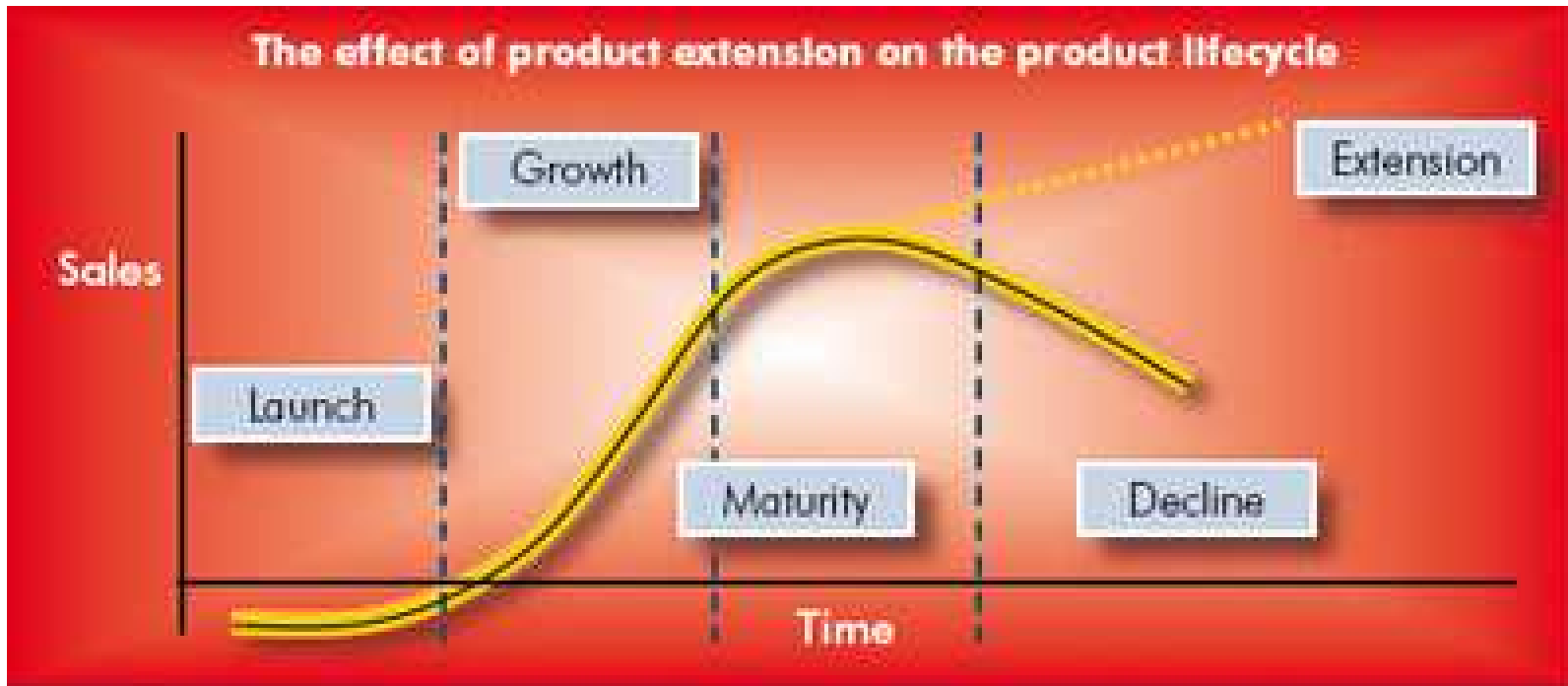
**fcs**



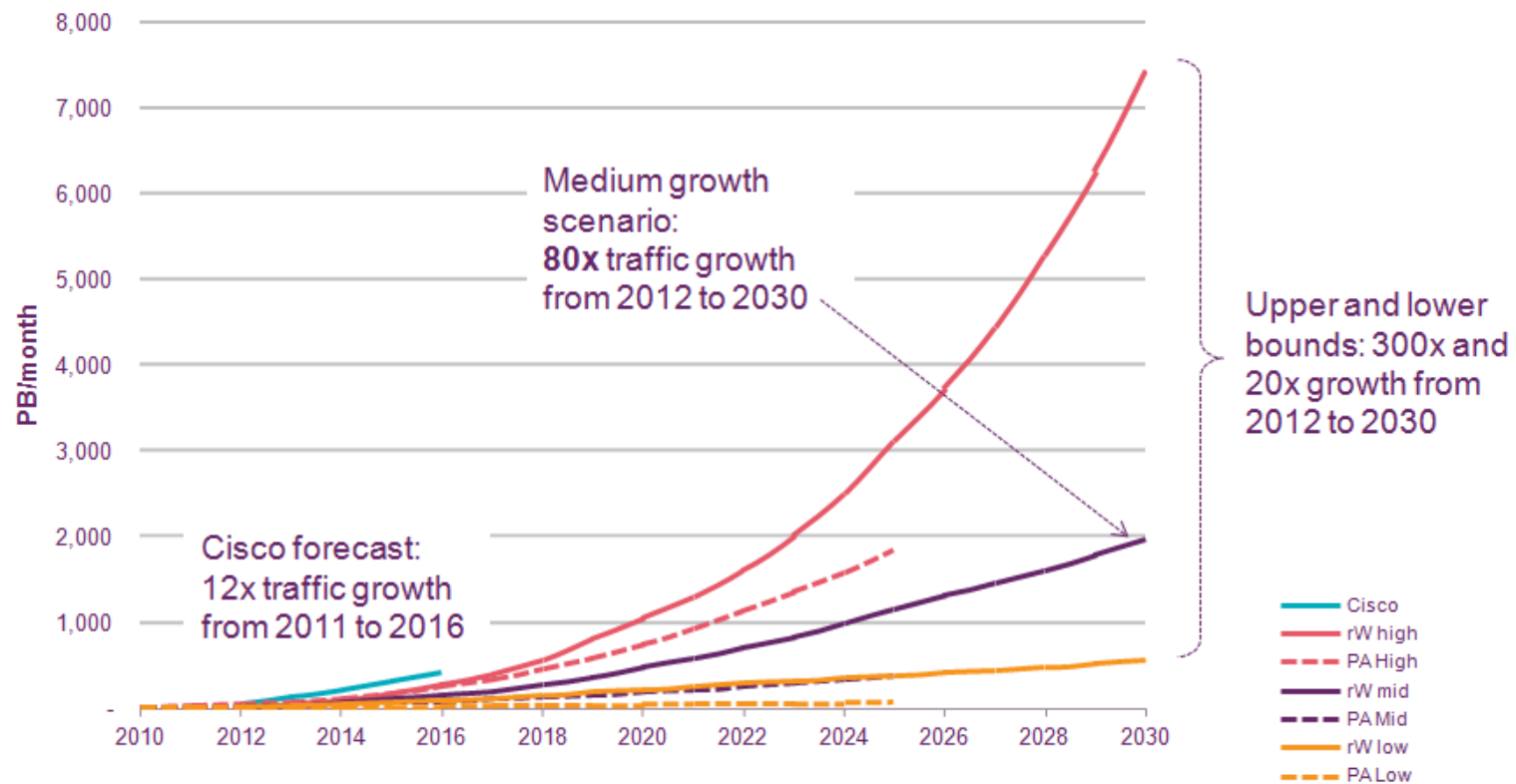
federation of  
communication  
services

*making sense of converging markets*

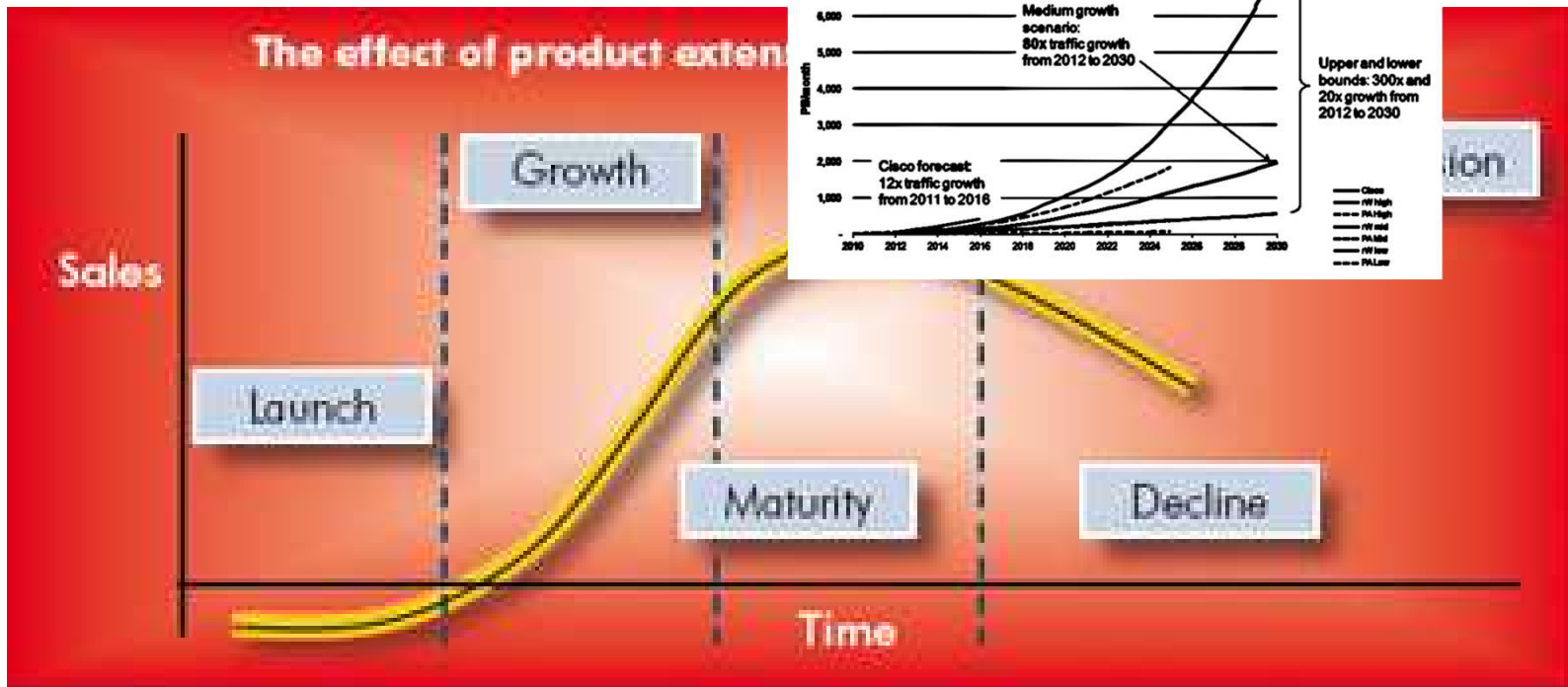
# Stop me if you've heard this one



# Angry Birds demand spectrum



# Stop me if you've heard this one



# What is my Angry Birds?

**Mobile market was developed by entrepreneurial resellers; now it's vertically integrated. Not by Handset Manufacturers but by Network Operators.**

**He who owns the spectrum owns the market.**

Growth comes from:

- Finding new customers for what I already do
- Taking competitors out of the market
- Adding fresh functionality – speed up replacement cycle
- Selling more to existing customers
- Embracing new market opportunities – refresh the pitch

# Time to Safeguard The Future

