



## Competition for the Mobile Internet

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In recent years, billions of dollars (and euros, yen, and other currencies) have been spent by wireless services providers to acquire the radio frequency spectrum needed to offer so-called "Third Generation" (3G) mobile services. These services include high-speed data, mobile Internet access and entertainment such as games, music and video programs. Indeed, as voice communications are substituted by data communications, software -rather than terminals or networks- has become the driver of the wireless industry. Meanwhile, services are becoming increasingly specialized.

Why has the road to multimedia cellular been so difficult? These benefits of the mobile Internet have come with the costs of a massive transition that has coincided with the bust of stock markets and the technology segments worldwide, controversial and costly license auctions in several lead markets, dated or mistaken regulatory policies, the clash between the early hype and the pioneering realities of the mobile Internet. But these are generalities that barely scratch the surface. The devil is in the details. And it is these details that **Competition for the Mobile Internet** addresses.

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