MOBILE THEME BRIEFING
MAY 28 2010

- MORE – mobile technologies, networks, signals & locations
- FASTER – developments against new mobile internet applications
- BETTER – locating of mobile devices
Mobile Challenge

• 4 billion mobile subscribers worldwide…most prolific customer product ever invented
• By 2015 up to 90% of internet traffic will be accessed on mobile devices
• Over 200 3rd party Location Aware Applications on the iPhone alone
• Global mobile communications users outnumber internet users by 2:1
• Predicted that in 2011 mobile broadband will overtake fixed-line internet connections in the UK
Project Scope & Objectives

- Users are moving their Internet access point from a fixed device to a mobile device. Mobile versions of common applications (for instance Facebook or Google maps) are not processed by our current capabilities.

- The Mobile Applications Project aims to deliver two capabilities:
  - capability against mobile applications (on both mobile and core Internet networks)
  - target-centric converged analysis of Voice, Text, C2C and Geo data

- All types of phone and OS present different challenges - Iphone, Symbian, Android, Windows Mobile, etc.

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Planning Approach

- Tackle Mobile Internet first - GRX/GTP. Core Internet next.
- Project focused on exploiting Roaming Mobile Network Traffic (GRX) - Rich in Converged Data

- Pragmatic approaches - limited Mobile Resources e.g. Use of Agility trials
- Ideally OPS driven – Technically informed
- Aiming for 20 Mobile Apps + 100 TDIs for FY10/11