

# Accelerating Growth of Future Services in Media Centric Networks

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**Abstract:** The traditional telecommunication industry is faced with two key challenges. First, how can service providers increase revenue growth in markets where subscriber penetration is approaching 100%. Second, how can service providers manage the exponential growth of data traffic on wireless and fixed networks. To meet these challenges, service providers need a way to leverage their network assets to increase ARPU while simultaneously reducing the cost to deliver data to the end subscriber. One element of the presentation will focus on methods to increase ARPU and subscriber penetration for new services by allowing service providers to leverage their network assets to developers. This will make it possible for web style services to become offered to subscribers instead of only being offered "over the top". A second focus will be upon how to reduce the CAPEX and OPEX required to support the explosive growth of media traffic through new network architectures optimized for media delivery. This network optimization leverages distributed storage and content centric methods for media delivery to reduce by a factor of four the cost in building and operating a network.

**Biography:** Dr. Steven D. Gray, Head and Vice President of Corporate Research with Huawei Technologies, he is responsible for driving the strategy and work programs for next generation wireless infrastructure. Prior to Huawei, Dr. Gray held executive level positions across R&D, product architecture, marketing, sales and product development in many wireless companies

including Nokia, HYPRES, Intel's Cellular and Handheld Group, and Marvell. Dr. Gray is a Senior Member of the IEEE, and is a member of the honorary engineering societies Eta Kappa Nu and Tau Beta Pi. He has numerous journal papers, contributed to two books and given numerous invited presentations on wireless communications. He holds 10 US patents related to transceiver design and future wireless communication systems.

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