



**Australian  
Mobile Telecommunications  
Association**

# Snapshot

AMTA's weekly update

Friday 31 March 2006

## [AMTA Chair meets ACMA Chair](#)

AMTA Chair Holly Kramer and CEO Chris Althaus met with the recently appointed Chair of ACMA Chris Chapman in Sydney this week. The meeting outlined AMTA programs and strategic direction and emphasised the importance of a strong relationship with ACMA. Mr Chapman brings a wealth of commercial experience to this regulatory authority, which is important, given the essential need for regulatory processes and outcomes to be balanced with the commercial realities faced by industry participants. AMTA Chair Holly Kramer stressed the industry's preferred approach in terms of continuing to work in a "light touch" regulatory regime with a strong emphasis on industry self-regulation.

[chris.althaus@amta.org.au](mailto:chris.althaus@amta.org.au)

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## [AMTA Deputy Chair addresses panel discussion at Content Summit](#)

AMTA's Deputy Chair, Managing Director of Ericsson Oceania, Barry Borzillo, headed a panel discussion on 3G at this week's Mobile Content Australia 2006 Summit. Mr Borzillo spoke on the role 3G will play in the future for mobile content, highlighting the richer services possible with 3G, including the growth of mobile TV and the increasing role content will play in carrier revenue.

[randal.markey@amta.org.au](mailto:randal.markey@amta.org.au)

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## [Mobile phones have more impact on older drivers](#)

Research undertaken by Professor David Shinar of Gurion University, Israel, found that mobile phone conversations while driving affect a driver's ability to perform related functions, particularly older drivers. However, he said older drivers are less likely to use mobiles while driving. Professor Shinar told the George Institute in Sydney this week that the performance of all drivers using mobiles improved over time with practice. The George Institute's Director Professor Mark Stevenson talked about AMTA's driving safety tips at the meeting.

[randal.markey@amta.org.au](mailto:randal.markey@amta.org.au)

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## [MobileMuster collection rates increase](#)

The initial public response to MobileMuster has been positive with statistics for January released this week indicating collections received from the mobile phone retail channel up by more than 50%. This is a great first step but there

is still a long way to go to achieving the 2008 target of increasing collections by 200%. (View press release).

[rose.read@amta.org.au](mailto:rose.read@amta.org.au)

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### [The shape of new rules for mobile content services](#)

As mobile content gathers pace in Australia, the mobile telecommunications industry faces significant challenges as regulators consider new rules for a new stage of industry development. AMTA CEO Chris Althaus addressed a Content Summit in Sydney this week. He said it was important that any new regulations should:

- be conducive to maintaining public trust and confidence in mobile services;
- introduce robust consumer safeguards – particularly to help protect young people;
- encourage the ongoing innovation, growth and development of the mobile content market;
- be practical and not impose an overly prescriptive burden on business with a consequent high regulatory impact and engagement cost.

Mr Althaus also indicated that a mobile content code and supporting guidelines were being developed by the industry in partnership with a broad range of stakeholders and this work was in the final stages of drafting.

[randal.markey@amta.org.au](mailto:randal.markey@amta.org.au)

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### [New ACMA scheme reimburses associations for code development costs](#)

A new ACMA scheme that began this week allows telecommunications industry bodies and associations to apply for reimbursement of the refundable costs they incur in developing consumer-related telecommunications industry codes. This paves the way for self-regulatory bodies and associations to recover the costs of consumer code development from industry through carrier licence charges collected annually by ACMA. (View press release)

[nicholas.janzen@amta.org.au](mailto:nicholas.janzen@amta.org.au)

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### [Last chance to register for Tim Smart Networking Forum](#)

AMTA will hold a networking forum in Sydney next Thursday 6 April at 4.30pm. The Senior Telecommunications Analyst for Macquarie Bank, Tim Smart, will present “The future of Telecoms: A View from the Market”. Members and non-members are welcome.

[ann.wellsmore@amta.org.au](mailto:ann.wellsmore@amta.org.au)

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AMTA: Ph (02) 6239 6555

[www.amta.org.au](http://www.amta.org.au)

[contact@amta.org.au](mailto:contact@amta.org.au)