

**Remarks by Meredith Attwell Baker
Accepting The Media Institute's
2015 American Horizon Award
October 21, 2015**

Tonight is one of my favorite events each year. Thank you to Patrick, Chairman Wiley, and The Media Institute. We are gathered here to celebrate another year of outstanding work. I am grateful to receive the American Horizon Award in a room full of friends.

Five years ago, having the head of the wireless association be part of this event would have been a bit of a head scratcher. Today, our fates are intertwined. The future of media *is* mobile and vice versa. For you, it is an entire new medium to conquer – with a more interactive viewer who can engage right back on their second or third screen. And, when it comes to freedom of speech, the Internet gave us all a soapbox. Today's smartphone has given each of us our own TV crew, for self-expression and social justice.

In my role at CTIA, I get asked about girls and STEM ... a lot. In today's modern economy, engineering skills are at such a premium – particularly for young women. It is a message that I push at every opportunity. So, not too long ago, I was speaking to the women of AT&T about the need for the next generation of women technical leaders. Then, during Q&A, a woman raises her hand and asks, "What do your daughters do?"

As many of you know, I have four stepdaughters. So, I paused, because ... well, we have a comedian, an aspiring musician, and a budding art dealer. But by the day, I'm feeling better. For starters, next month Halley will graduate and become a nurse. And as I watch my other girls, it is becoming more clear that mobile is the next generation's platform for everything.

It is the platform for expression and entrepreneurship, from traditional media brands to my daughters: Like Rosemary, who distributes her latest comedy bits from her phone; Jackie, who uses apps to mix her music; and Mary Stuart, who promotes the latest art collection from her tablet.

The connected life makes technology more accessible and more relevant, whether you are into cars, health care, or comedy. Innovation is happening around wireless. Of course, any transition this transformative will present challenges ... issues we will need to work on together. Like how do the traditional media's standards adapt to a tweet-first environment? How do you find the objective truth in an increasingly subjective and confusing world?

My immediate concerns are less philosophical, but are no less important. How do we build the wireless infrastructure needed for our future? Video represents about 60 percent of today's

mobile traffic. That's estimated to grow to 75 percent by the end of the decade. Five years ago, wireless networks carried 24 petabytes of video each month. In 2010, the equivalent of roughly eight Netflix libraries crossed wireless networks every month. Today it's 100 Netflix libraries a month. Five years from now, 850. And it means we'll need a whole lot of spectrum and a new fifth generation – or 5G – network. Spectrum is the key to delivering the promise of mobile video. We have blanketed the country with LTE. And that has unlocked the video usage you see today. But to support our future mobile video needs, we will need hundreds of MHz of new spectrum and billions more in new 4G and 5G infrastructure.

Along the way, we will invest in new solutions like LTE broadcast and mobile-first offerings. Our carriers pumped over \$30 billion into infrastructure just last year and \$40 billion more into spectrum auctions. And to my broadcast friends here, rest assured, we have billions more for the next auction. (Incentive auction plug over ... for today.) But I do hope we engage together on spectrum policy. Because it matters.

Thank you for this award. I am honored and grateful. And know that everyone at CTIA is ready – and excited – to help facilitate the media age on mobile. Thank you.