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**Q. With so many new and diverse subsea cable routes emerging, which do you feel will have the greatest impact on the submarine cable market?**

There has been real dramatic change in the industry over the last few years. It's now the case, where it wasn't 4 or 5 years ago, that there's very few cables built anywhere that don't have significant buy-in from one of the OTT's like Google, Facebook, Amazon, Microsoft. I see that trend increasing. Some of those OTT's I just mentioned are looking to expand even further and do things they haven't been done before, so I think will have the greatest impact on the industry. Especially because their motivations are different from the people that used to be ones that were building the cables.

**Q. How do you expect the industry to change over the next 12-24 months in relation to new technological developments, new market players and the way we approach our ever-increasing capacity demands?**

One of the things I love about being a lawyer specialising in this space is that there's always something new - it's not just the technologies changing really rapidly but there's also always new business models. As well as this, only a few years ago the idea of selling spectrum rather than capacity was completely cutting-edge and nowadays, selling spectrum is what most new cables are talking about. So, there's dramatic changes happening all the time and I think that's really exciting and I look forward to seeing what happens next, and what I'll be talking about at the event is some of the innovations that I've been involved with over the last few years.

**Q. What do you feel the global subsea cable market will gain from attending Subsea Connect 2017?**

I hope the delegates that will attend my session will benefit by learning about some of the ideas that I've been involved in that bring real benefits and innovation into the way that cables are structured.

*Mike Conradi will be speaking at **Subsea Connect 2017**. For more information and to register your passes, please [click here](#).*