



ERICSSON

REAL PERFORMANCE

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HEAD OF SALES ROMANIA&MOLDOVA



I AM CONNECTED

BECAUSE I AM EASY TO FIND
BY THOSE WHO WANT TO RENT ME



I AM CONNECTED

BECAUSE I ONLY WASH WHEN
ELECTRICITY IS CHEAP



I AM CONNECTED

BECAUSE I OFFER VEHICLES
A 'GREEN WAVE'



I AM CONNECTED

BECAUSE MY FUEL CONSUMPTION
CAN BE OPTIMIZED



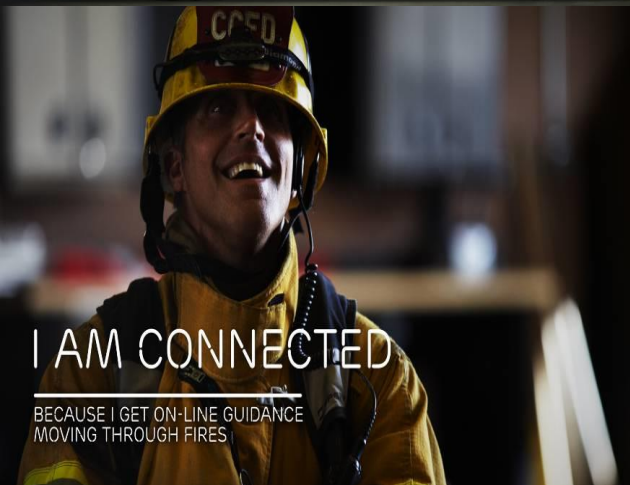
I AM CONNECTED

BECAUSE I GET WATERED AND FERTILIZED
AT THE RIGHT TIME



I AM CONNECTED

BECAUSE IT SAVES
ENERGY



I AM CONNECTED

BECAUSE I GET ON-LINE GUIDANCE
MOVING THROUGH FIRES



I AM CONNECTED

BECAUSE I CAN FILM AND UPLOAD
COOL MOVES ON THE SLOPES



I AM CONNECTED

BECAUSE I AM EXPENSIVE AND
WANT TO AVOID DRYING OUT

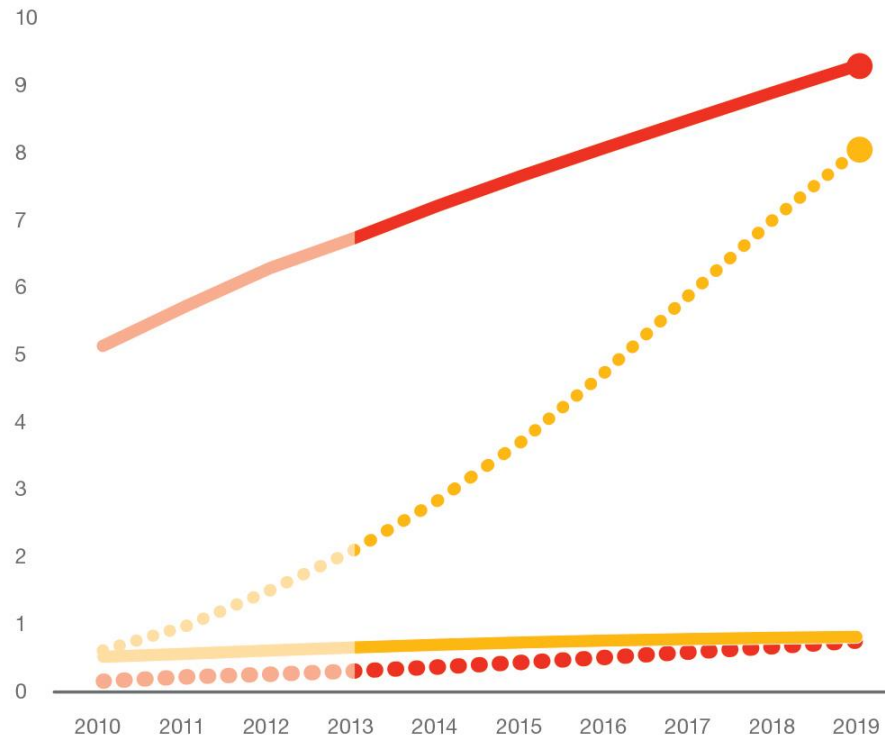
PROGRESS



FIXED AND MOBILE SUBSCRIPTIONS 2010-2019



Subscriptions/lines (billion)



9.3 BILLION

mobile subscriptions by the end of 2019

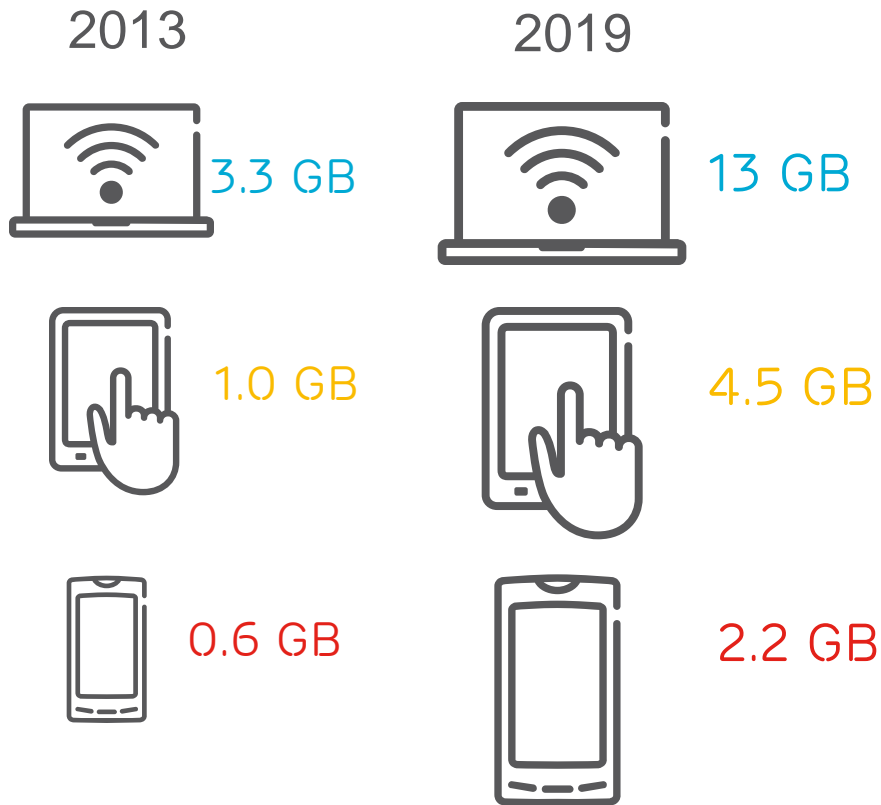
- Mobile subscriptions
- Fixed broadband subscriptions
- Mobile broadband subscriptions
- Mobile PCs, tablets and mobile router subscriptions

Source: Ericsson (November 2013)

10 TIMES MOBILE DATA TRAFFIC BY END OF 2019

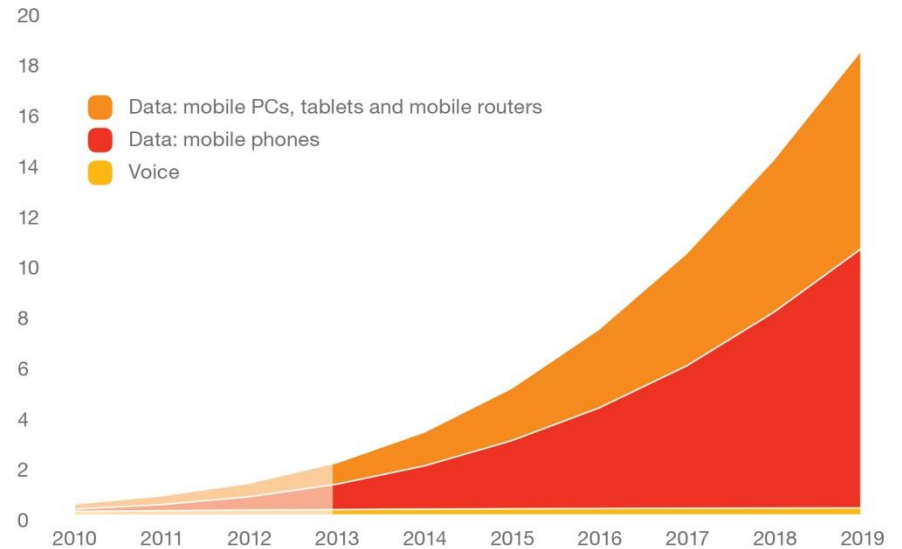


Monthly consumption per device type



Global mobile traffic: voice and data 2010-2019

Global mobile traffic (monthly ExaBytes)

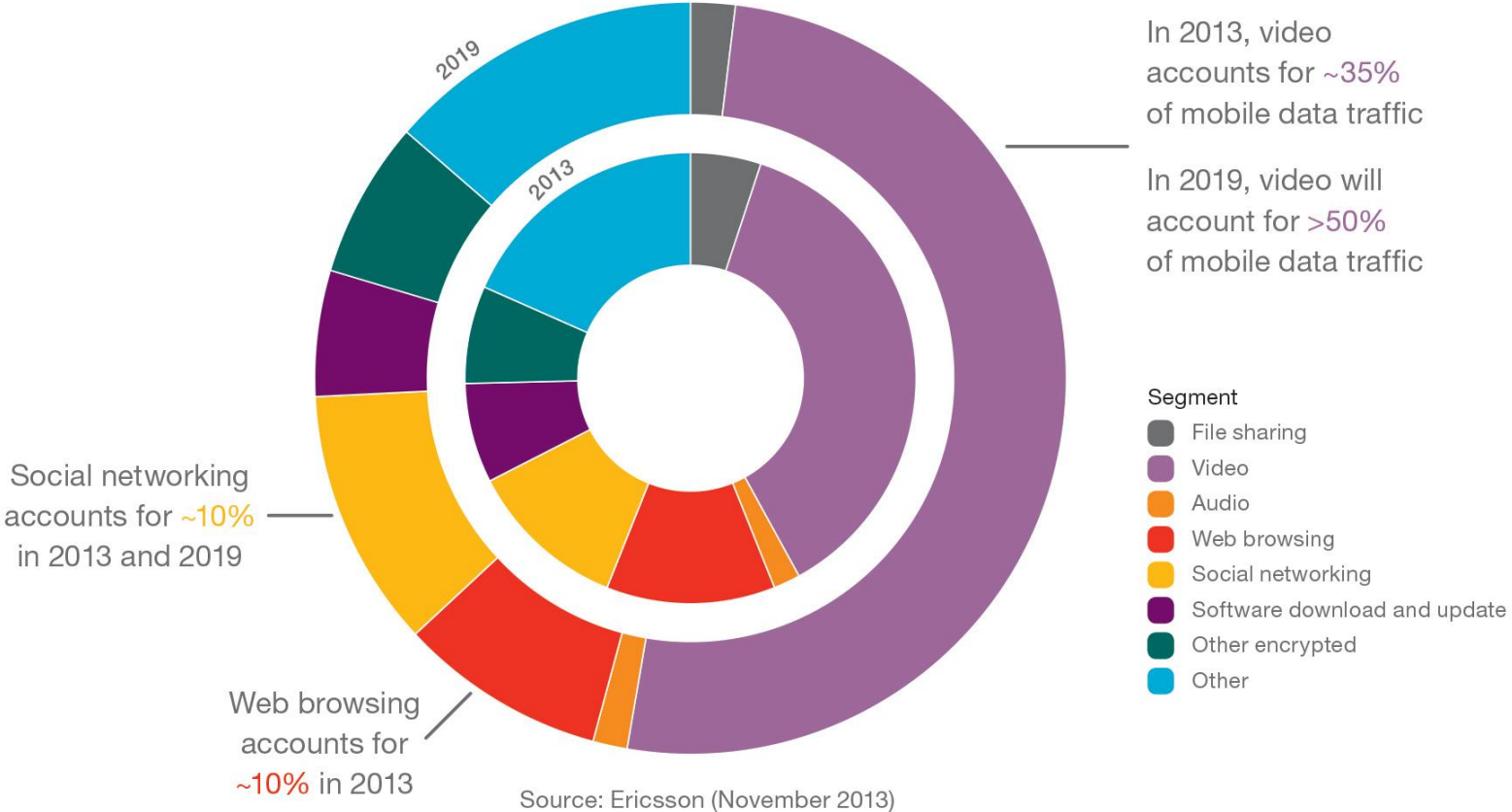


Source: Ericsson (November 2013)

10X

growth in mobile data traffic between 2013 and 2019

MOBILE APPLICATION TRAFFIC OUTLOOK, 2013 AND 2019



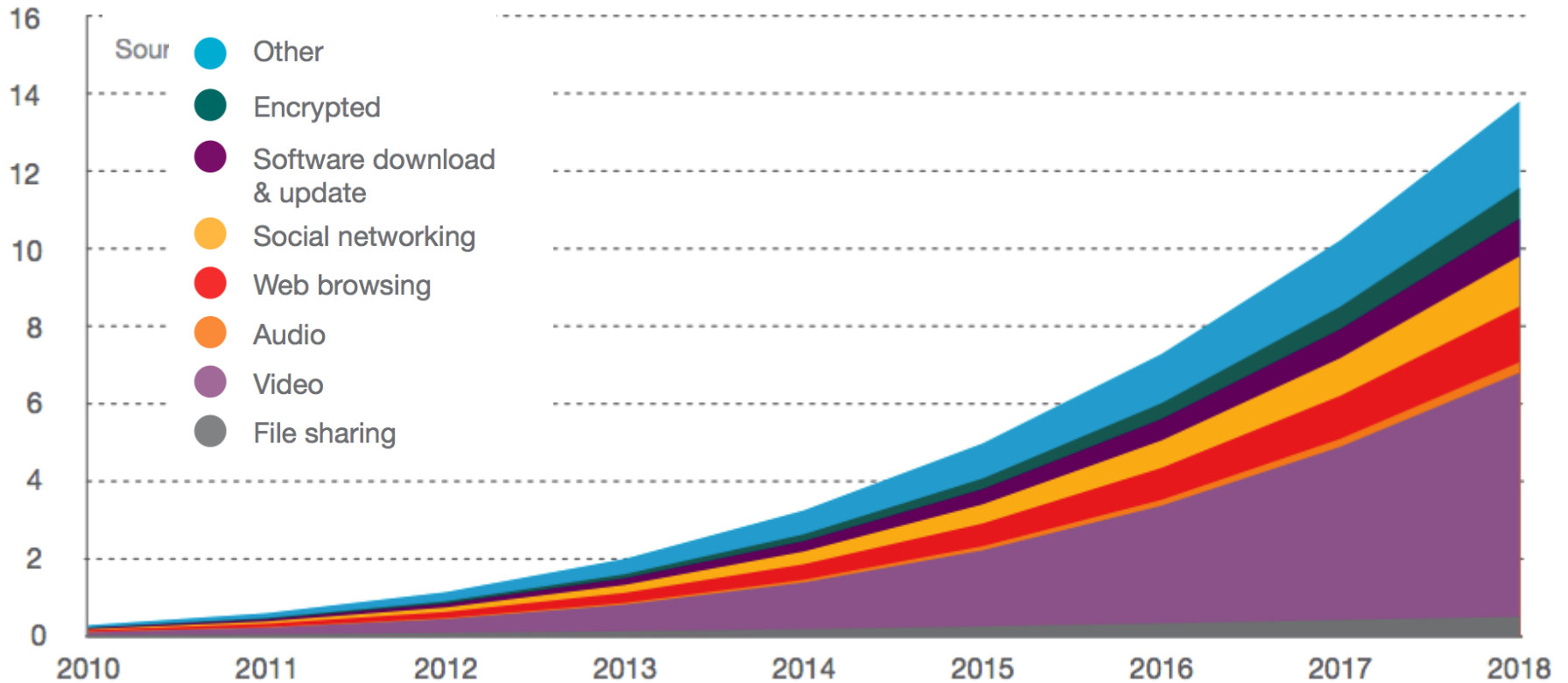
Video is also likely to form a major part of file sharing traffic and a sizeable part of encrypted traffic, in addition to the identified application type 'video'. By encrypted traffic we mean encryption on the network layer (e.g. VPNs) or transport layer (e.g. TLS/SSL). Application layer encryption such as DRM for video content is not included.

NOT JUST MORE DATA...

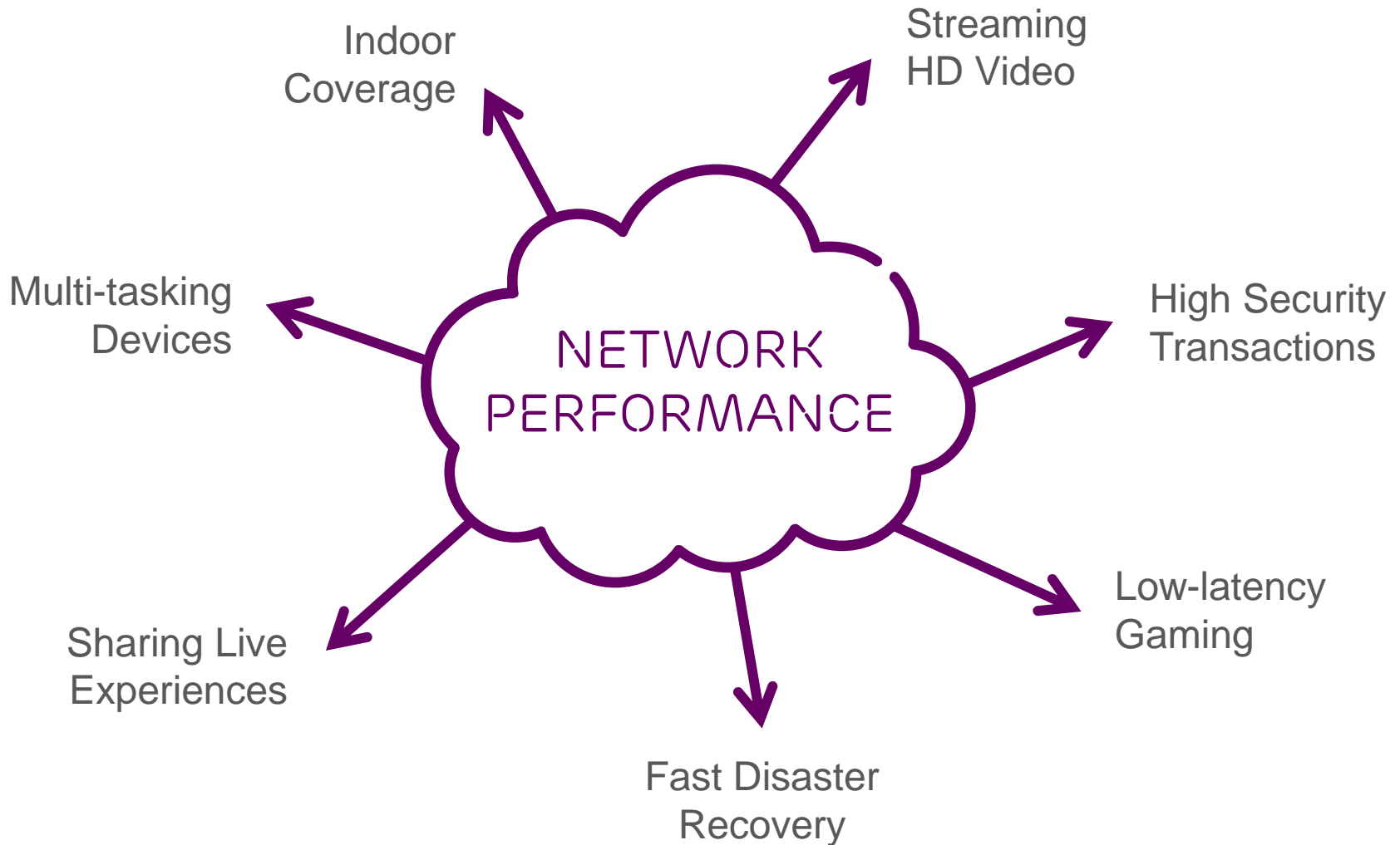


>50%
of mobile data
traffic will come
from video in 2019

Mobile data by application type, 2010-2018



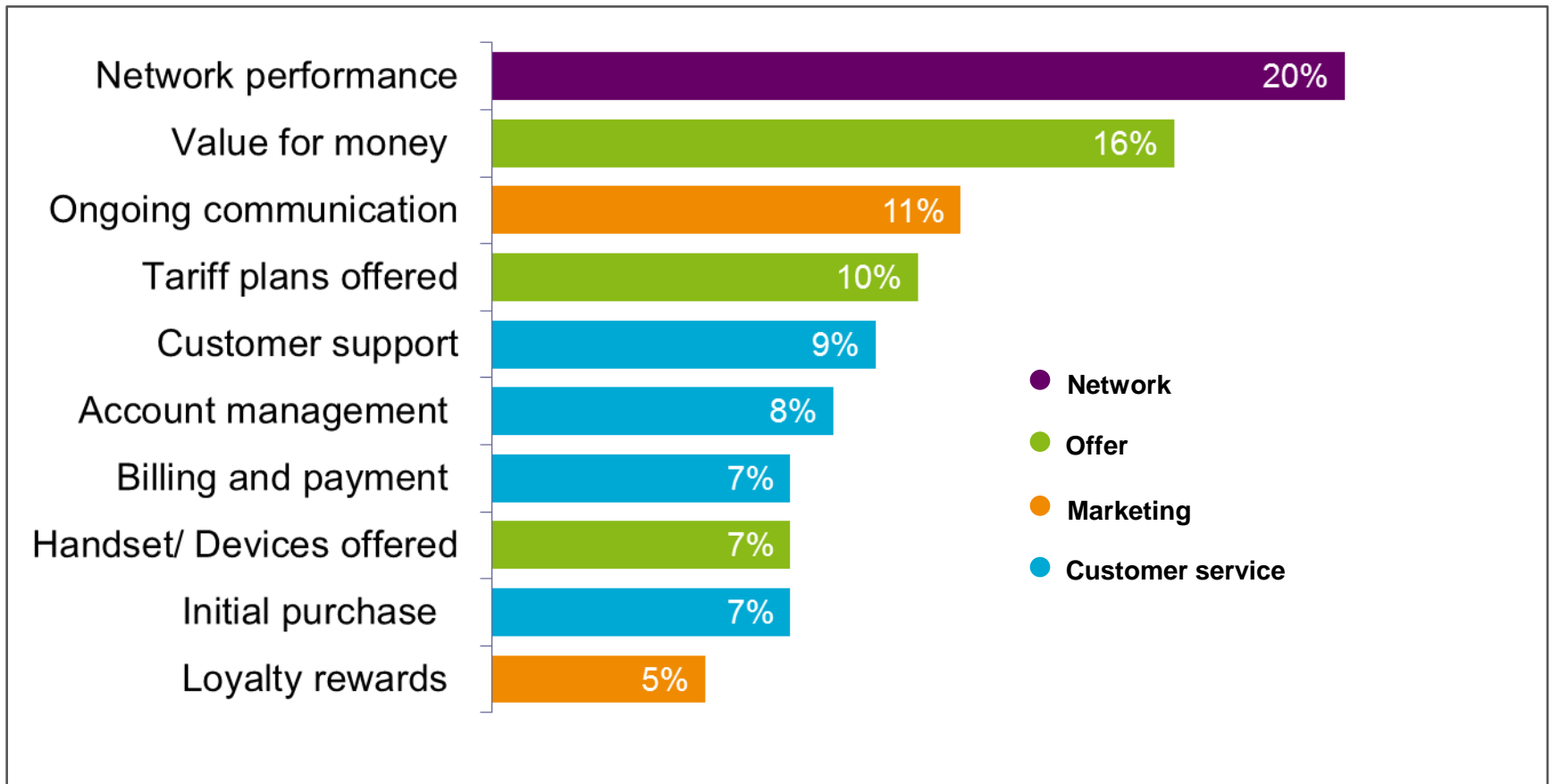
BUT PROLIFERATION OF NEEDS



PERFORMANCE IS KEY TO LOYALTY



As a broadband user, what's most important to you?



TIME TO CONTENT

CRITICAL FOR USER EXPERIENCE

10%

OF MOBILE USERS
ABANDON ONLINE
VIDEO
AFTER 4 SECONDS



40%

OF MOBILE USERS
ABANDON ONLINE
VIDEO
AFTER 10 SECONDS

APP COVERAGE



“Every app has its own coverage map”

City plan view without mapped coverage



Voice coverage (red)



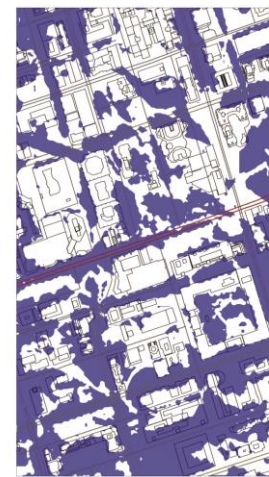
Music coverage (yellow)



Video telephony coverage (green)



Video streaming coverage (blue)



- › It's an app centric world
- › User want reliable access for their apps wherever they go in the network
- › App coverage requires a true end-to-end approach to design, build and run mobile networks

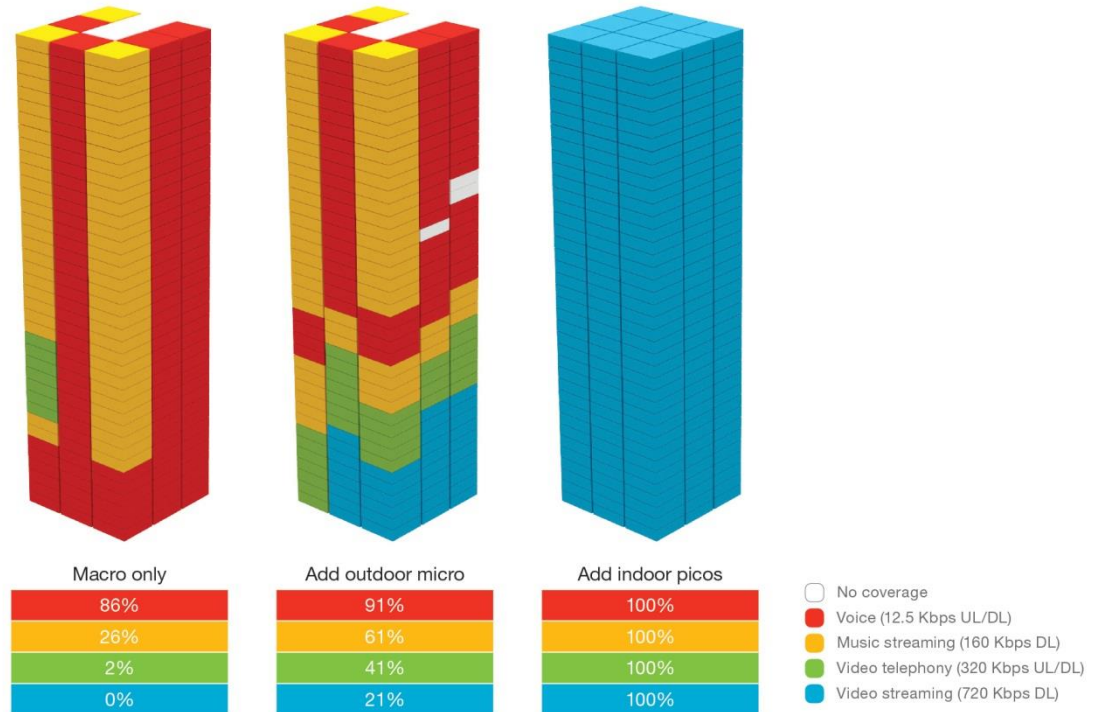
“App Coverage” – the area where my app works as I expect”

APP COVERAGE INDOOR



- › App coverage in buildings present a significant challenge
- › In-building app coverage can be improved with suitable radio network deployment

Proportion of indoor coverage in a metalized glass building



Source: Ericsson (November 2013)



YESTERDAY, PERFORMANCE WAS
ABOUT HANDLING MORE DATA



TODAY, PERFORMANCE IS
ABOUT SERVING MORE NEEDS



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REAL PERFORMANCE





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