



ERICSSON

MOBILE: NOVOS SERVIÇOS E SOLUÇÕES

MOBILE FORUM PORTUGAL: BREAKING INTO THE FUTURE

LISBON, JUNE 30TH, 2015

Joaquim Santos
Ericsson Portugal

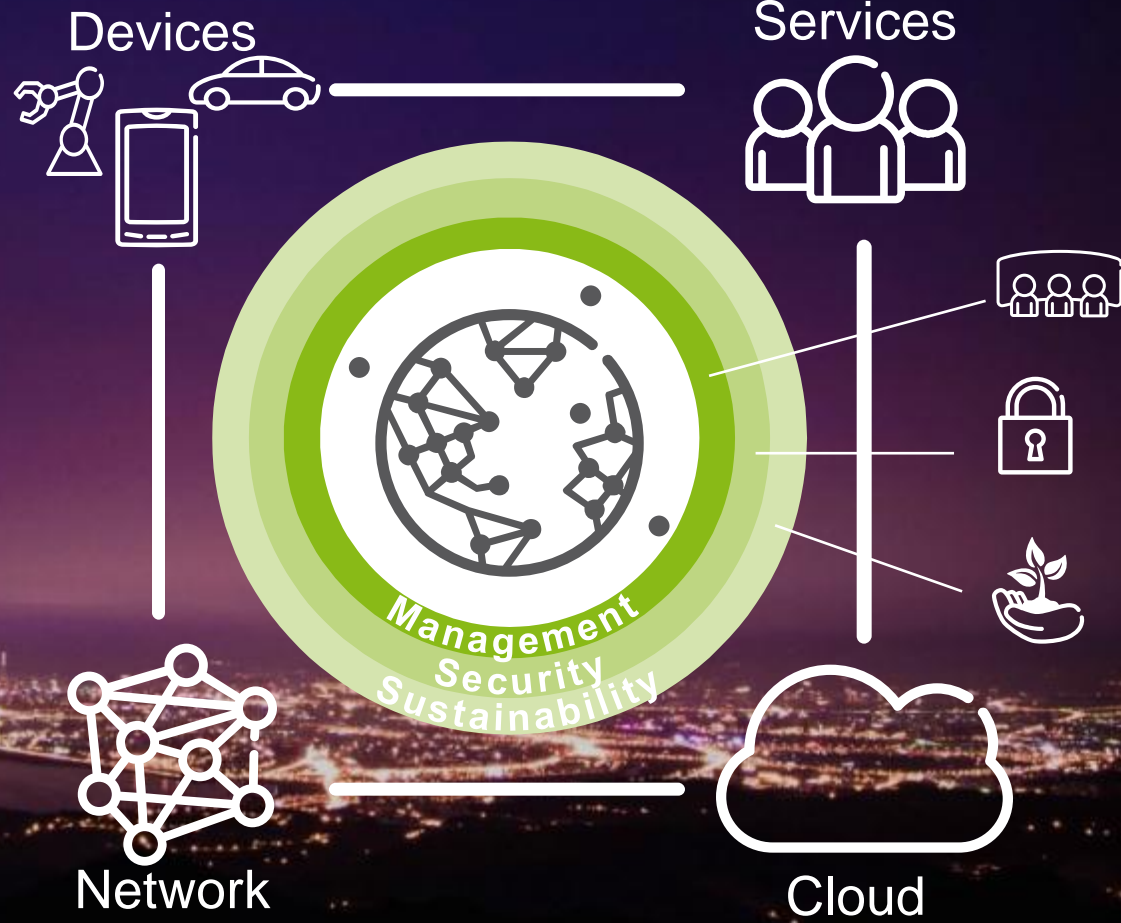
THE NETWORKED SOCIETY



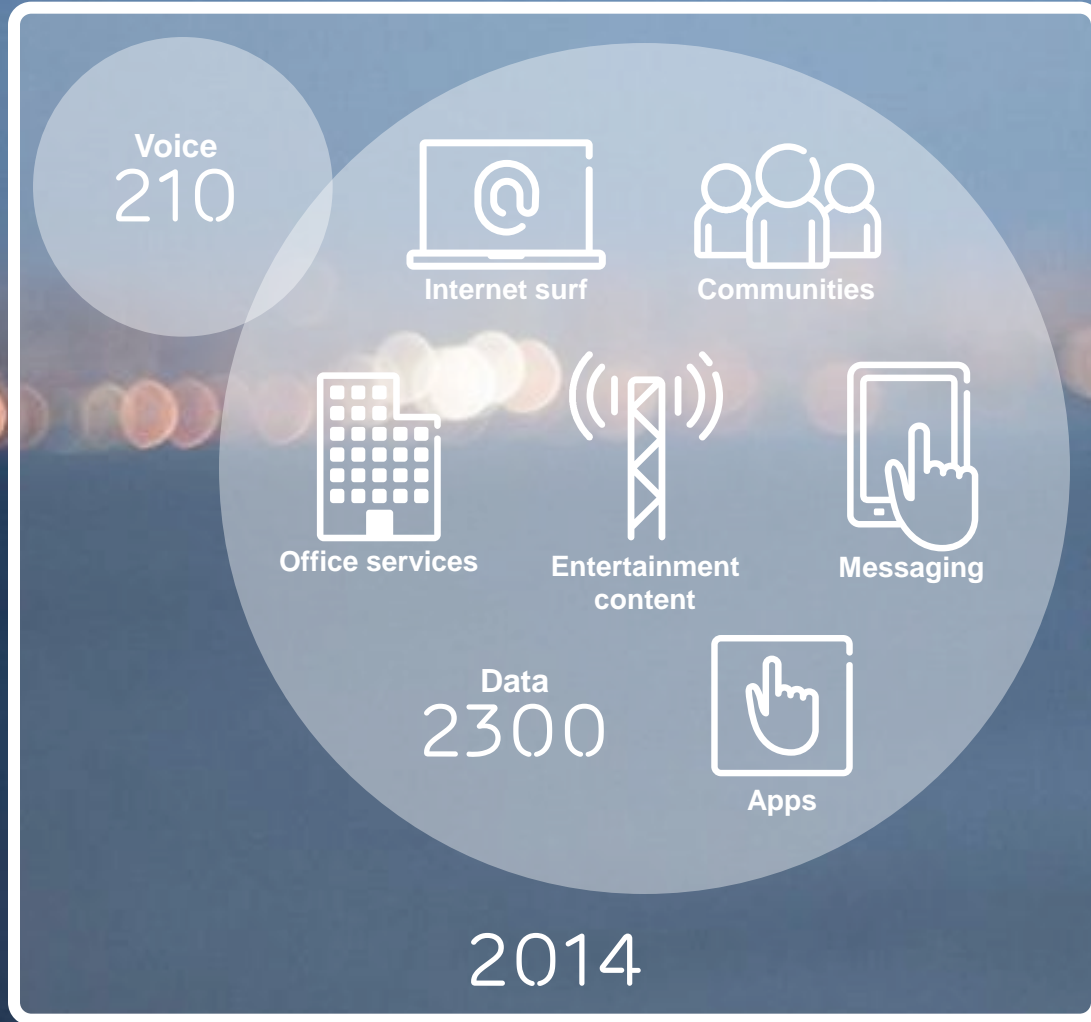
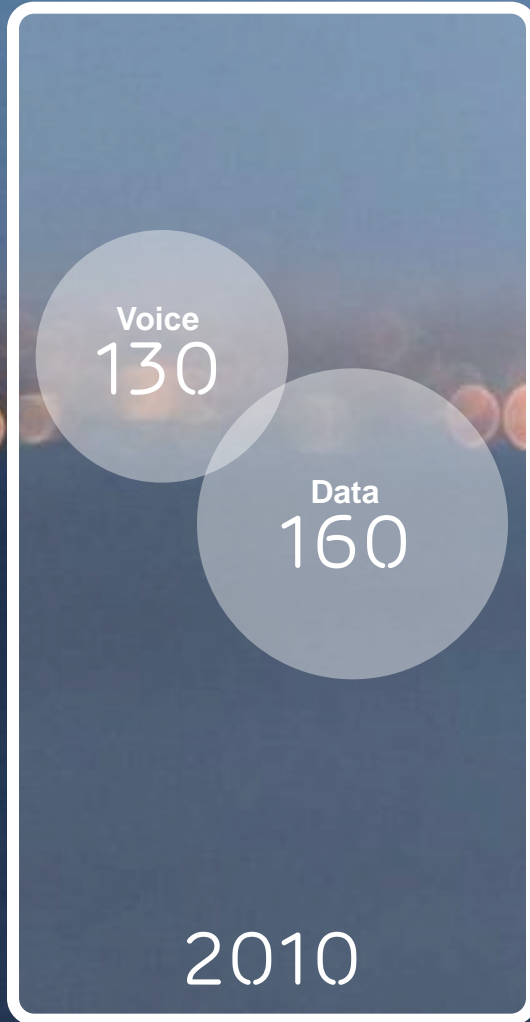
Usage & user-driven landscape

Redefining network and connected devices

High performance network drives new value



MORE COMMUNICATION



NEW BEHAVIORS



700,000
new internet users



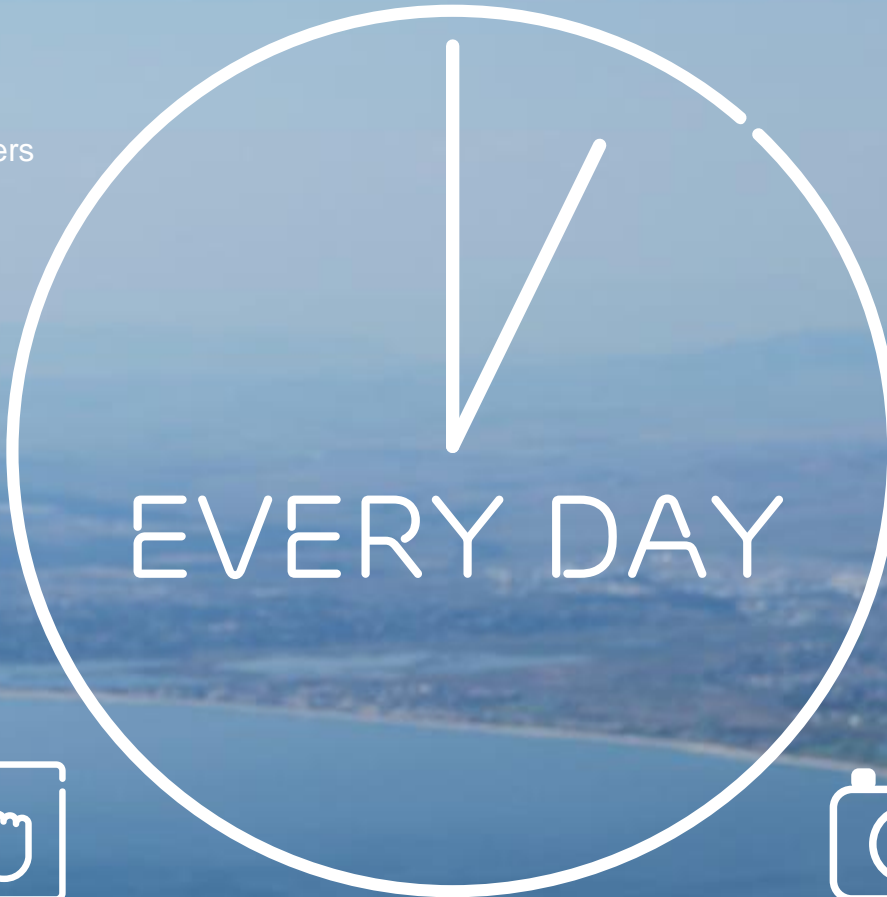
\$13 million
crowdfunding



\$2,7 billion
e-commerce



2.7 billion likes
on Facebook



133 million hours
YouTube video
watched



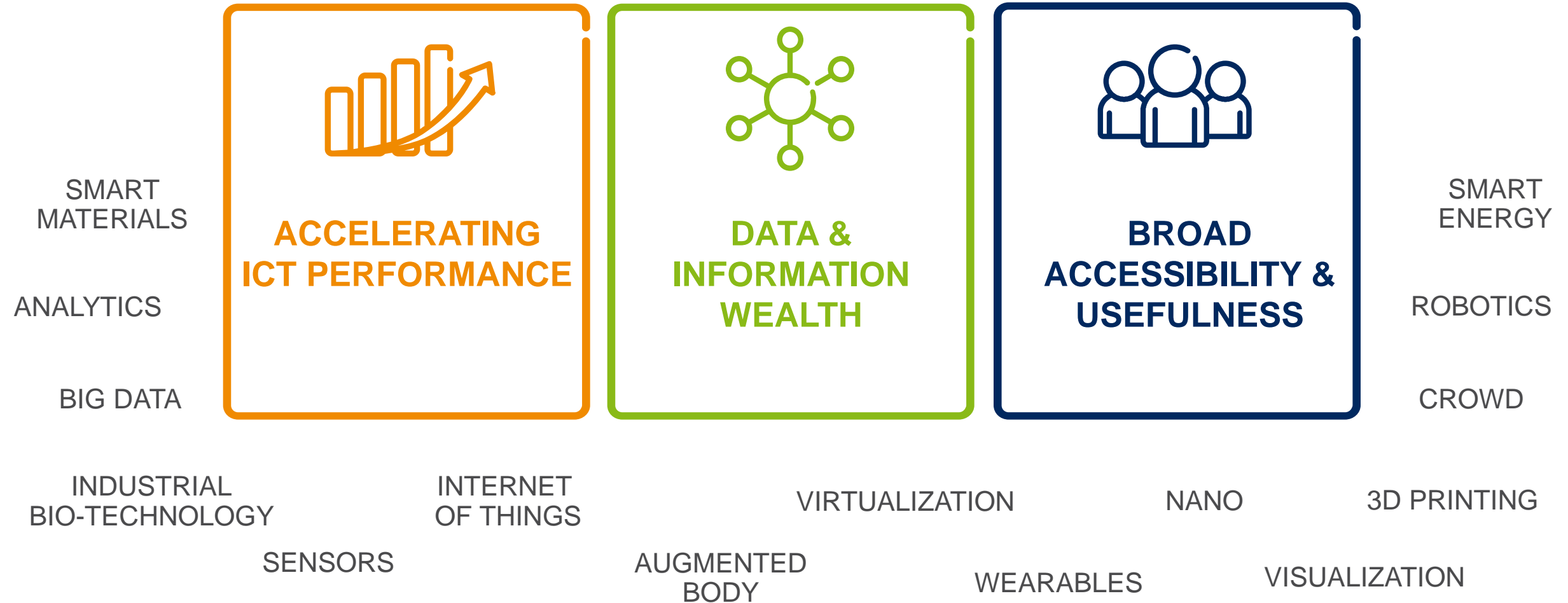
328 million
app downloads



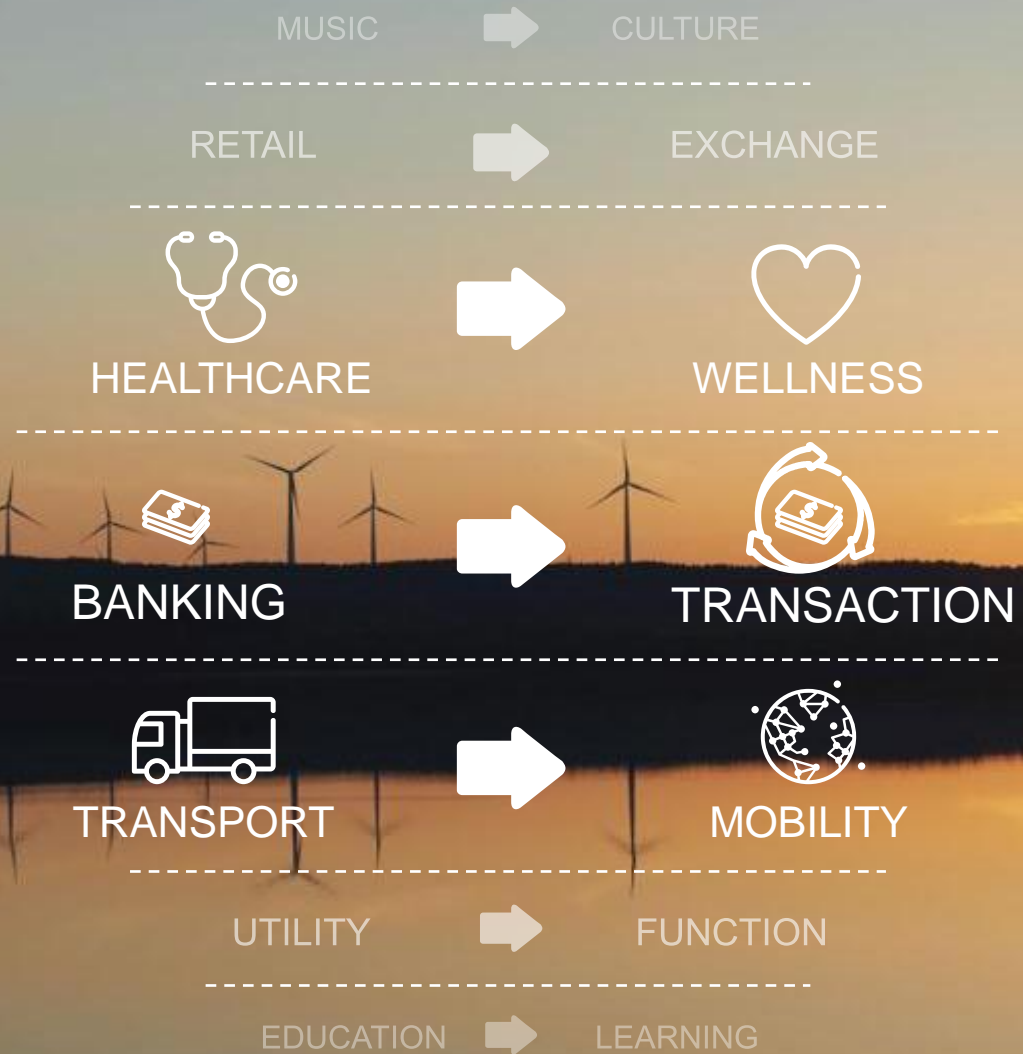
2.7 billion
photos posted



EXPONENTIAL INNOVATION



NEW LOGICS



NEW ASSETS



1. Digitization – exponential and ubiquitous
2. Data – own, shared and open
3. Things – connected and intelligent
4. Users – participating and active
5. Platforms – economics and scale
6. Capabilities – available and on-demand



TODAY AND BY 2020

	2013	2014	2020
› Subscriptions (M)	6,800	7,100	9,200
› MBB (M)	2,200	2,900	7,700
› Smartphone subs (M)	1,800	2,600	6,100
› Mobile Traffic (EB/Month)	2	3.3	30.5
› Fixed Traffic (EB/Month)	40	50	140
› Video (% of Mobile Traffic)	~40	45	60
› Pop coverage (%)			
– GSM EDGE		>85	~95
– WCDMA/HSPA		~60	~90
– LTE		~20	>70

☰
>2X

9X

TIME TO CONTENT CRITICAL FOR USER EXPERIENCE



25%

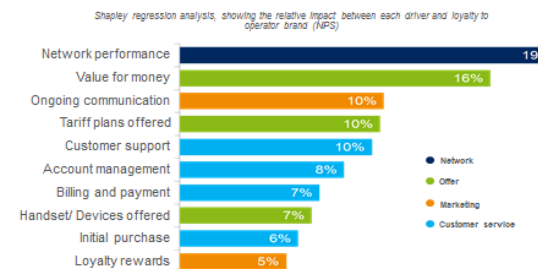
OF MOBILE USERS
ABANDON WEB PAGE
AFTER 4 SECONDS



50%

OF MOBILE USERS
ABANDON WEB PAGE
AFTER 10 SECONDS

NETWORK PERFORMANCE A KEY LOYALTY DRIVER



APP COVERAGE CONFERENCING – LYNC 2013



› Use case 1: Screen Sharing

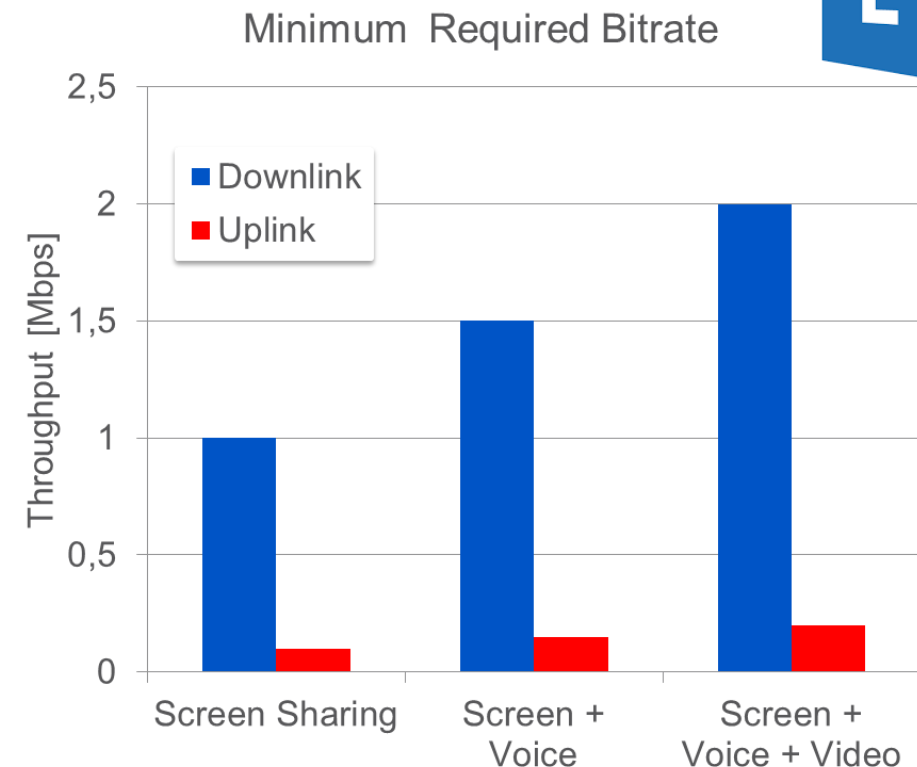
- Requires 1 Mbps in downlink and 100 kbps in uplink to update screen within 1-3 seconds

› Use case 2: Screen Sharing + Voice

- Requires 1.5 Mbps in downlink and 150 kbps in uplink to update screen within 1-3 seconds

› Use case 3: Screen Sharing + Voice + Video

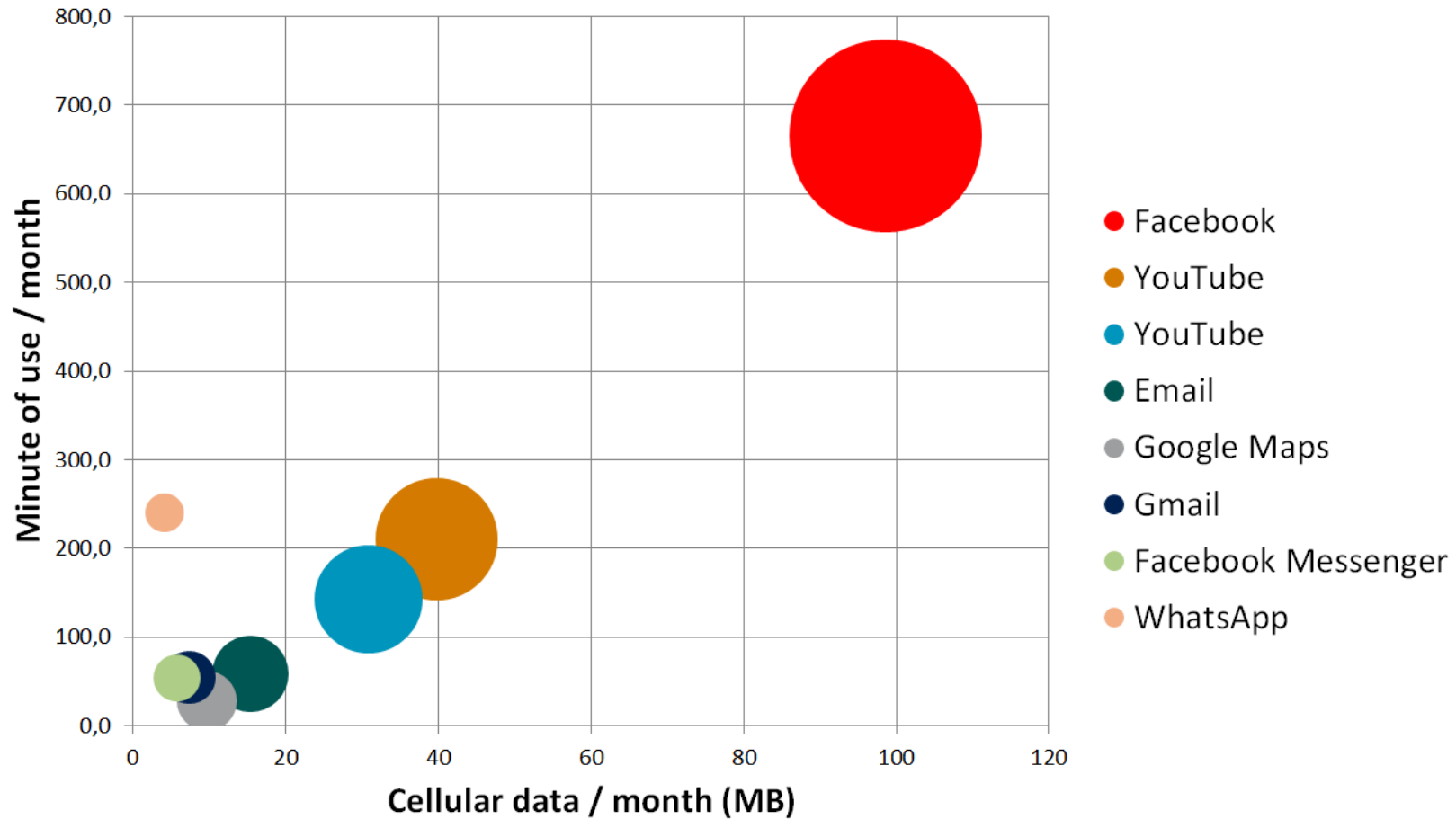
- Requires 2 Mbps in downlink and 200 kbps in uplink to update screen within 1-3 seconds



SMARTPHONE USAGE, PORTUGAL



Minute of use vs Cellular consumption (MB)
Android smartphones in Portugal for April 2015



EVOLUTION TOWARDS 2020



5G USE CASE EXAMPLES



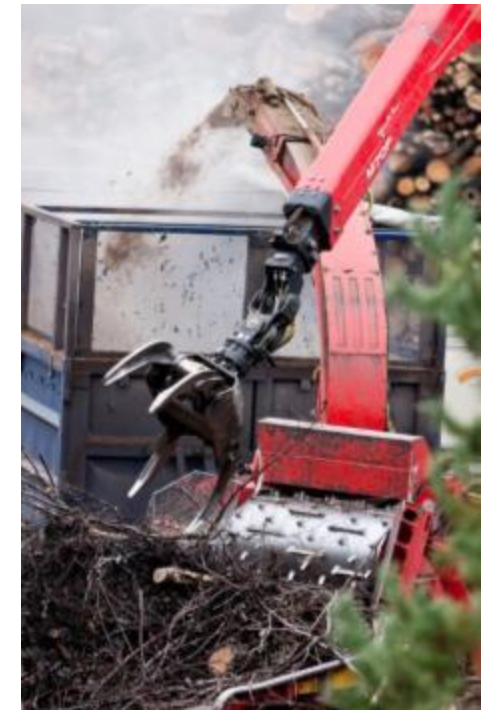
Broadband experience
everywhere anytime



Massive Machine
Type Communication

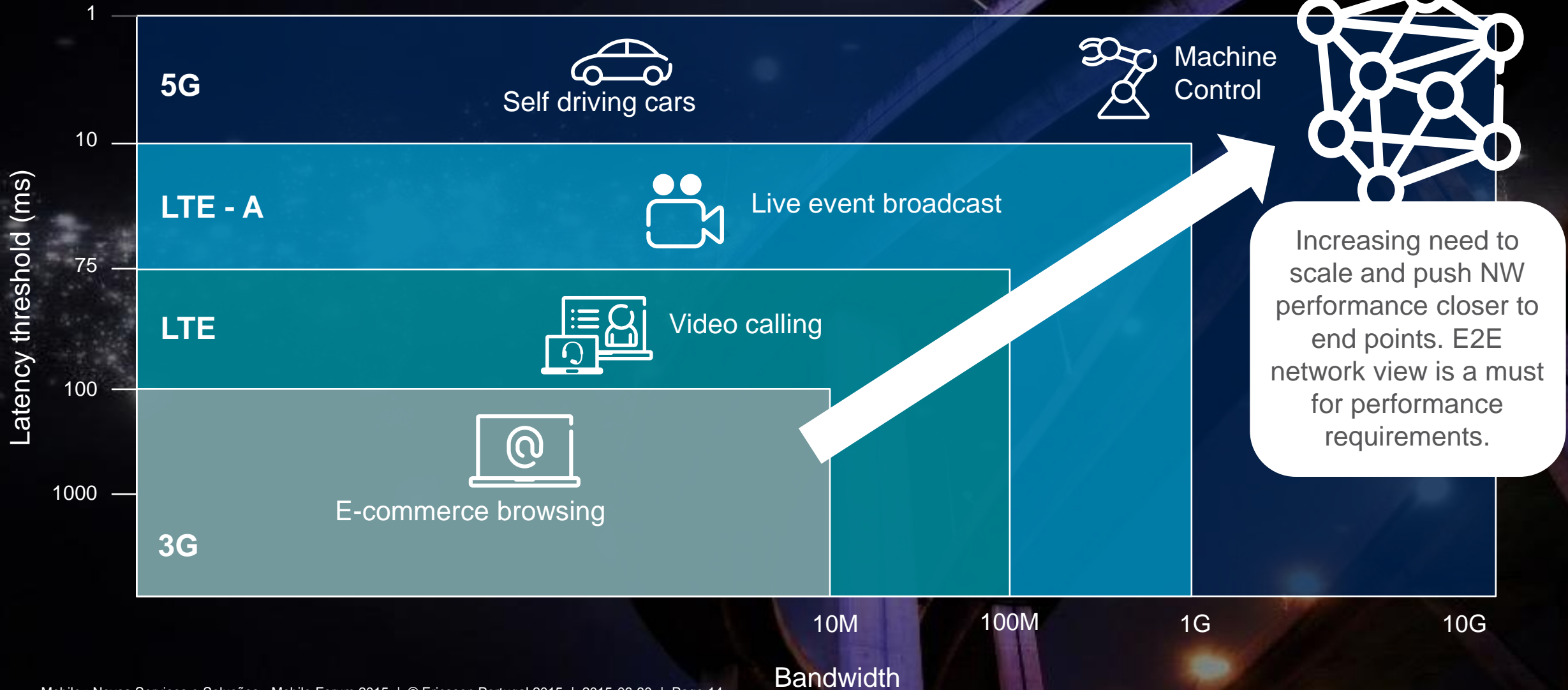


Mass market
personalized TV



Critical Machine
Type Communication

LATENCY & BANDWIDTH





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