

 **MOBILE**<sup>™</sup>  
WORLD CONGRESS  
BARCELONA 2-5 MAR 2015



# TASTE OF BARCELONA 2015

By GF Marketing and  
Communications  
Tactical Marketing

# WELCOME TO MWC 2015

MWC @ A GLANCE  
THE ERICSSON EXPERIENCE

THE EDGE OF  
**INNOVATION**

↓ **Entrance with Badge** ↓

→  
**Badge Collection  
Hall 1**

**#MWC15**

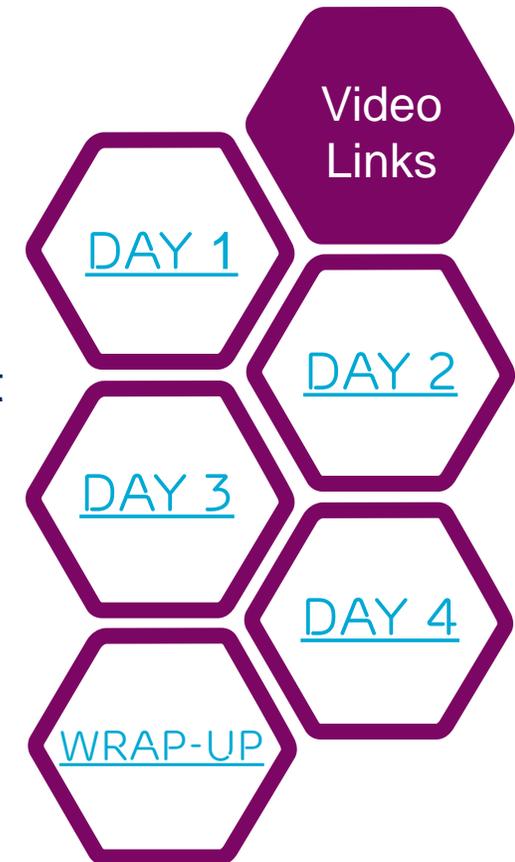


# MWC @ A GLANCE

THE MOBILE INDUSTRY'S LARGEST EVENT



- 4 + exciting days to discover the latest innovations and trends in the industry
  - 7 Focused Pavilions offered at **MWC 2015**, for app's, cloud, wearable's and other topics
  - 9 Keynotes with **35+** Speakers - CEOs and executives shared their insights
  - 14 sessions on the GSMA Conference agenda + the **Connected Women Summit**
  - > 100 000 square meters of exhibition featuring almost 2000 companies
  - More than **93,000** attendees from over **200** countries
- In the links to the right you find the GSMA's official daily summaries and the wrap-up video from the event.





# MARKET TRENDS

PRESENTED BY HANS VESTBERG AT THE  
CUSTOMER KEYNOTE

# MARKET TRENDS 2015



New media services enable digital lifestyles and personalization

ICT unlocks value and changes rules of business across industries

Successful data monetization driven by innovative strategies

Security top of mind as efficiency & new services drive cloud deployment

Data consumption redefines need for app coverage and performance

1/2

Video will generate half of mobile data traffic

>80%

LTE subscriptions growth will exceed 80%, exceeding 800 million

>70%

World mobile broadband coverage will be above 70%

# PERSONALIZED MEDIA LIFESTYLE



## NEW MEDIA SERVICES ENABLE DIGITAL LIFESTYLES AND PERSONALIZATION

### DESCRIPTION

- › The shift towards on-demand consumption of video will continue to grow rapidly in 2015, driven by consumer expectations being met by the increasing availability of IP-delivered TV services
- › New and personalized TV services based on smart recommendation will accelerate as a result of consumers' willingness to pay and availability of new capabilities, e.g. individual recognition
- › Shorter and more mobile-friendly video content will continue to fuel adoption, particularly in younger age groups
- › Communication over video is growing primarily in the younger segments as well as in the enterprise segments for professional use

### KEY PROOF POINTS

- › For the first time, measured in frequency, more people will watch on-demand streamed video at least once per week, than watch broadcast TV, if access to mobile or fixed broadband
- › In 2015, 50% will agree it is very important to have personalized on-demand content
- › New solutions with individual recognition for media customization will be available 2015
- › Smartphone video viewing will increase >30% versus 2012, reaching 6 hours per week
- › More than 50% of all YouTube consumption will be on mobile devices



# TRANSFORMING INDUSTRIES



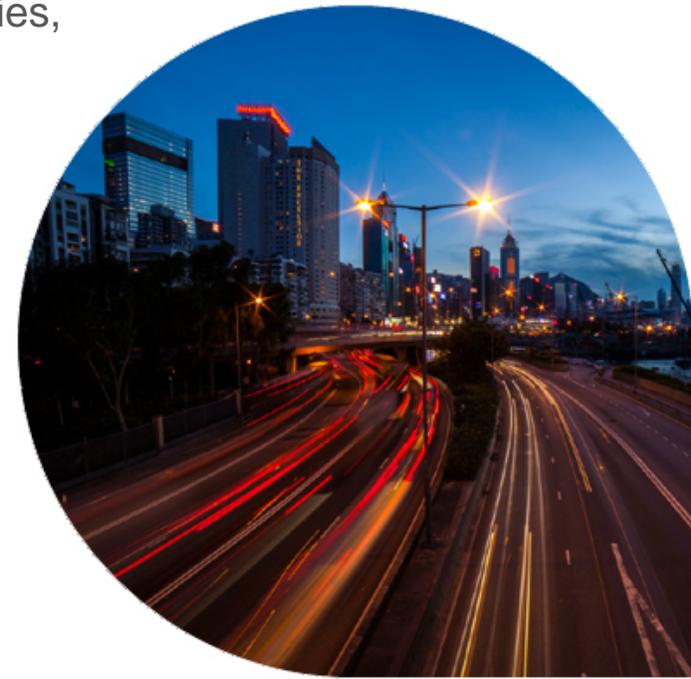
## ICT UNLOCKS VALUE AND CHANGES RULES OF BUSINESS ACROSS INDUSTRIES

### DESCRIPTION

- › As the Networked Society becomes reality, ICT solutions enable cross sector collaborations, bringing value to society, industries and citizens
- › The digital lifestyle of connected urban citizens will impact energy management, travel patterns, choice of transport modes and purchasing behaviors. Connectivity in cars for convenience and safety impacts car purchase decisions.
- › The energy sector is experiencing increasing requirements for renewable energy, and changing regulations for smart grids, real time data collection and analytics. This stimulates deployment of new technologies, bringing new business models and industry efficiencies.

### KEY PROOF POINTS

- › Over 70% believe that traffic volume maps, energy use comparison apps and real-time water quality meters will be mainstream by 2020
- › B2C Car sharing is expected to increase by 40-60% in developed countries 2013-2016
- › 50% of drivers worldwide would switch to a comparable brand to get Connected Car services (measured 2014)
- › Rapid uptake of smart electricity meters, e.g. in 2016 Estonia will be world's first country with 100% coverage



# DATA MONETIZATION



## SUCCESSFUL DATA MONETIZATION DRIVEN BY INNOVATIVE STRATEGIES

### DESCRIPTION

- › A group of operators are successfully turning the strong global data growth into profitable revenue growth. This group, called Frontrunners\*, is steadily expanding
- › Frontrunners stay successful through strategies that secure innovation, tailoring of data offerings, focus on user experience and investments for superior network performance
- › Financial results show that Frontrunners grow revenues faster than competition. A first wave of Frontrunners grew their revenues at an average rate of 13%, compared to an average of 3% for their market peers (2009-2014).

### KEY PROOF POINTS

- › Data traffic will grow 8 times by 2020, with a CAGR of 40%. In 2015, the data traffic for smartphones, tablets and laptops will increase by 50-60%.
- › The number of Frontrunners is predicted to increase significantly 2015, from 20 to 30 operators
- › Leveraging their superior network performance, Frontrunners are projected to continue to have service revenue growth –As a group expected to reach 10%

\* Frontrunner defined as (equal or more than): 40% smartphone penetration, 4% revenue growth YoY, 10% market share



# CLOUD EVOLUTION



## SECURITY TOP OF MIND AS EFFICIENCY & NEW SERVICES DRIVE CLOUD DEPLOYMENT

### DESCRIPTION

- › Cloud & NFV adoption is rising, however concerns about security and governance are limiting factors for fully embracing cloud technology
- › IT Systems continue to increase in complexity. Operators and Enterprises are looking into technologies to ease complexity while ensuring security.
- › Increasingly, organizations are beginning to build infrastructure and applications that are cloud-optimized and software-defined.

### KEY PROOF POINTS

- › Over 50% of the operators expect to have their first virtualized network functions deployed in a live commercial network in the next 12-24 months
- › 74% of enterprises are concerned about cloud security & governance.
- › The market for PaaS solutions is increasing by over 35% in 2015, to USD 6 b
- › Two thirds of companies are either concerned or very concerned about the complexity involved in managing and governing a hybrid cloud environment
- › By 2015, the spending on cloud services is expected to grow by 20% and large data centers will account for more than 25% of all data hardware



# SUPERIOR PERFORMANCE



## DATA CONSUMPTION REDEFINES NEED FOR APP COVERAGE AND PERFORMANCE

### DESCRIPTION

- › In 2015 half of all subscribers will have a smartphone and expect access to data intensive apps, video communication as well as content everywhere & anytime
- › Enterprises are rapidly adopting cloud based solutions and services, thus increasing the demand for bandwidth and app coverage
- › Consumer and Enterprise needs for bandwidth intensive apps in urban areas make indoor and small cell coverage a vital high growth area in 2015. Indoor traffic is estimated to be ~70% of mobile broadband traffic.

### KEY PROOF POINTS

- › Mobile data traffic will grow more than 50% during 2015. Video will account for half of total traffic (45%).
- › In 2015, the probability of experiencing mobile network throughput of at least 1 Mbps will reach 80% globally (95% is needed to meet user expectations of app coverage)
- › Frontrunners\* have built networks to provide 95% probability of 1 Mbps throughput – this is expected to improve to 2 Mbps in 2015
- › LTE subscriptions worldwide expected to grow >80%, with rapid uptake in emerging markets.

\* Frontrunner defined as (equal or more than): 40% smartphone penetration, 4% revenue growth YoY, 10% market share





# KEY NOTES AND SEMINARS

# BUZZ FROM MWC 2015



- › “ICT drives transformation” and thus changes the game Hans Vestberg, President and CEO, Ericsson
- › “It’s the next-generation network we need” , Chang-Guy Hwang, Chairman & CEO, KT Corporation, announcing that visitors to the 2018 Winter Olympics in Korea will have access to commercial 5G services
- › “Trust is the new currency.”, Dr. Hans Wijayasuriya (Group Chief Executive, Dialog Axiata)
- › “The basic question is if the internet is the most powerful and pervasive platform in the history of the planet, can it exist without a referee? We need a referee to say ‘wait a minute, does that make sense?.”, Tom Wheeler, chairman Federal Communications Commission (FCC)
- › You don’t need a tight T-shirt to be innovative Khalifa Al Shamsi (Chief Digital Services Officer, Etisalat)
- › “We are really serious about this ” Mark Zuckerberg, CEO, Facebook commenting on the Internet.org activities, he also acknowledged the fact that “The real work happens here” – addressing operators’ efforts in securing network performance.

# GSMA KEYNOTES 1/3



## Keynote 1: Operators on the Edge of Innovation

Mobile is proving to be an incredible catalyst for innovation. Will this pace of change be maintained?

- › CEOs from DT, Vodafone and Telenor shared their thoughts on regulations (same services needs the same rules), need for a digital identity and the ever present need for a great user experience (speed, coverage and content)

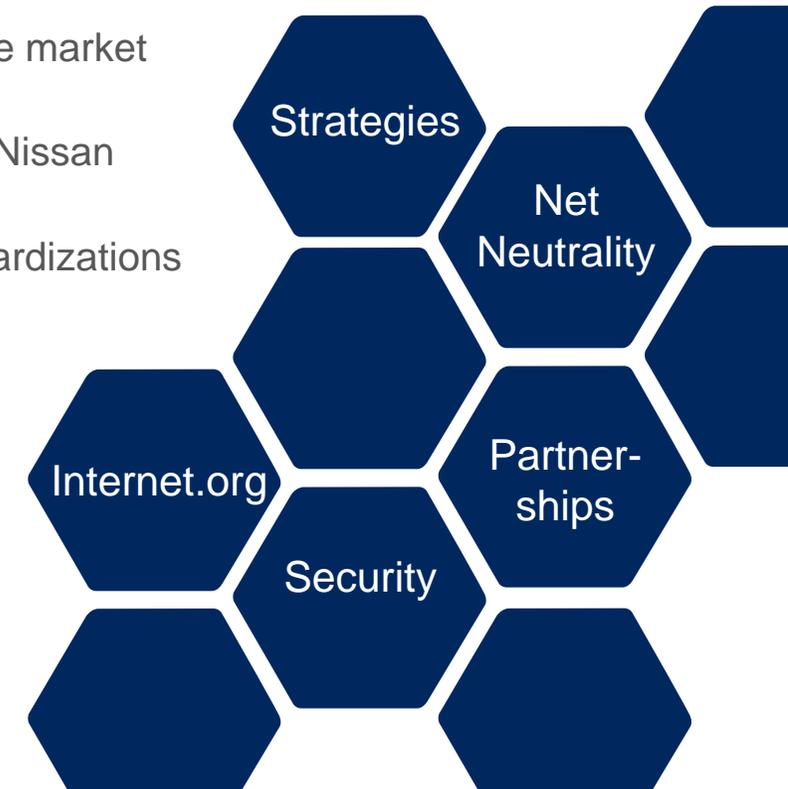
## Keynote 2: Keys to the Connected Lifestyle

Smarter homes, cars and workplaces are being enabled by M2M connections. What is the market opportunity and how fast will it grow?

- › CEOs from BSH Home Appliances, AT&T Mobility and Business Solutions, Renault – Nissan Alliance SAP and Hans Vestberg Ericsson on stage.
- › Key points: privacy and security (homes), growth potential and need for further standardizations

## Mobile World Live Keynote

- › Mark Zuckerberg, CEO and Founder of Facebook, was joined by executives from Telenor,, Airtel Africa and Millicom on a discussion on need for internet, business models and how to innovate.
- › Millicom has is seeing initial growth in the Internet.org co-operation with data usage increase of 50 percent in only three weeks in one country.



# GSMA KEYNOTES 2/3



## Keynote 3: **The Road to 5G**

Where do 5G visions fit into the fundamental technological changes that we see now are coming? What are the aspirations of Europe – and how are they challenged by other regions?

- › Speakers represented: EU Commissioner of Digital Economy and Society, Huawei, KT Corporation, Nokia and Qualcomm
- › Most diverse answers came to the question on when 5G is to be launched with KT Corp being most aggressive claiming Winter Olympics 2018, other players more careful seeing commercial roll-out in a +2020 scenario

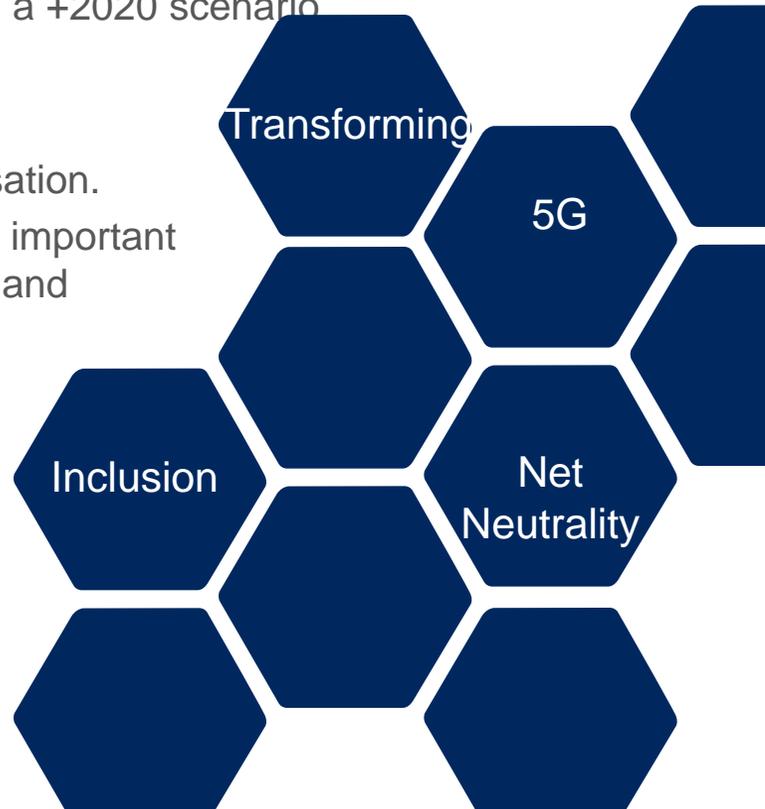
## Keynote 4: **Innovating for Inclusion**

How will mobile continue to help empower individuals and societies it serves?

- › A range of speakers from Wikipedia, Mozilla, Mastercard and others joined the conversation.
- › The next billion people are coming online much faster than we thought and this is a very important social change was on the agenda as well as other aspects of inclusion, namely network and bandwidth, devices, global content, customization, web literacy, and hyper local content.

## Mobile World Live Keynote

- › Tom Wheeler, Chairman at Federal Communications Commission
- › Perhaps to no one's surprise he defended the agency's use of decades -old regulatory tools in putting together its new net neutrality rules and that he doesn't put much credibility in claims that U.S. carriers would stop investing in their networks in his new era of network neutrality



# GSMA KEYNOTES 3/3



## Keynote 5: **The New Mobile Identity**

To achieve a safer Internet for everyone, we must understand how digital technology, especially mobile, is impacting the ideas of identity and privacy. Consumers' actions online are being watched, even scrutinized, If we want to facilitate further development of technology and digital economy, we need to challenge our thinking and set trust in focus.

- › Some of the guest speakers on the stage included CEO, Intel, Group CEO, Dialog Axiata and the CIO, Estonia Government)

## Keynote 6: **Digital Transactions and Social Interactions**

There is tremendous growth in mobile transactions with the future of banking decided by the mobile industry. In parallel there is a big shift in e-commerce, moving from laptops and PCs to mobile.

This keynote featured several players from the financial industry like Visa, Klarna & BBVA

## Keynote 7: **Innovation at the Edge of Real and Virtual**

This keynote brought together inspiring examples of innovation blurring boundaries between real and virtual spheres. Some examples;

- › A device that helps blind people 'see' through their tongues and a print system that will include memory, sensing, display and wireless

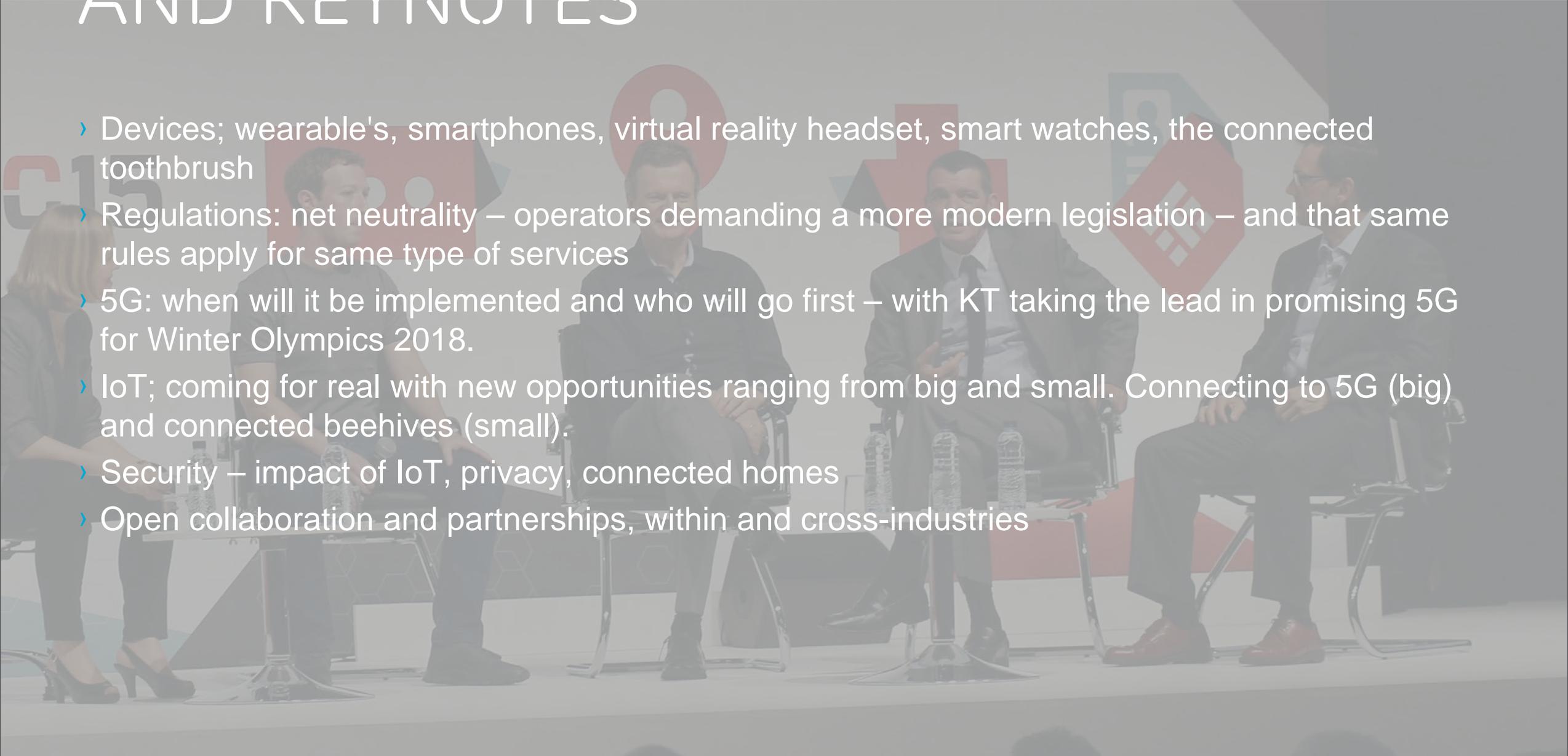
In all they showed how we clever technology can transcend from the physical to the digital worlds, while using mobile technology as an integral part of the process



# IN FOCUS AT GSMA SEMINARS AND KEYNOTES



- › Devices; wearable's, smartphones, virtual reality headset, smart watches, the connected toothbrush
- › Regulations: net neutrality – operators demanding a more modern legislation – and that same rules apply for same type of services
- › 5G: when will it be implemented and who will go first – with KT taking the lead in promising 5G for Winter Olympics 2018.
- › IoT; coming for real with new opportunities ranging from big and small. Connecting to 5G (big) and connected beehives (small).
- › Security – impact of IoT, privacy, connected homes
- › Open collaboration and partnerships, within and cross-industries



A large, modern exhibition hall with a glass and steel facade, illuminated at night. The entrance is wide and open, revealing a brightly lit interior with various exhibits and people. The text "WELCOME TO ERICSSON" is prominently displayed in blue neon above the entrance. The overall atmosphere is high-tech and professional.

WELCOME TO ERICSSON

THE ERICSSON EXPERIENCE

WE ENABLE CHANGE MAKERS

# ERICSSON @ MWC 2015



# ENABLING CHANGE-MAKERS



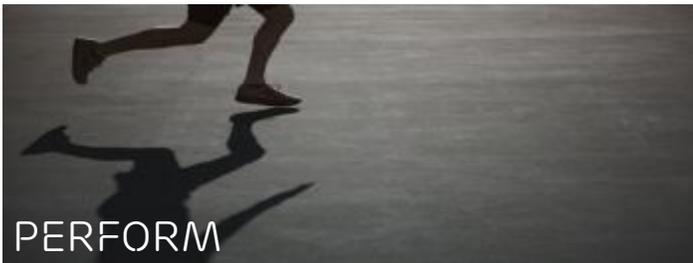
## Grow your business to create new top line growth

Rethink how to boost revenue growth by launching innovative new services to existing customers, and increasing usage and service uptake by offering outstanding service performance. Transform your business by enabling growth through fresh roles in the eco-system: new business models, new distribution channels and new services to new customers.



## Drive profitable growth by enabling services and transforming processes

New services and connected devices appear constantly, driving expansion and customer demand. It is a challenge to meet that demand while keeping costs under control. Gain insights for the activation of Customer Experience Management and new enterprise and cloud-based services. Drive the enablement of consistent digital sales and interaction channels.



## Optimize your network performance and operate at maximum efficiency

People expect their services to work. High performing networks are key to success. To be able to meet future demands, evolve your networks with radio technology, and discover and leverage efficiencies through services, partnerships and platform virtualization. Optimize performance to deliver a better user experience and increase your competitive edge.



## Explore the power of ICT to create new opportunities

Properly deployed, ICT can both improve and simplify business practices and processes across a number of diverse sectors, including utilities, transport and public safety. Apply ICT to simplify and improve business practices and processes; capitalize opportunities driven by connectivity and data analytics. Manage mobility, connectivity, security and applications by envisioning future ICT expansion opportunities and find out ICT's potential for business innovation.

# ERICSSON LAUNCHES 1/2



## Ericsson Radio System



Ericsson Radio System represents a generational shift in how mobile networks are built on the road to 5G. It is the industry's most energy efficient solution while maintaining performance leadership and reducing TCO by 20 percent.

## Hyperscale Cloud



Cloud is possibly the most disruptive force the ICT industry has ever faced. In order to support the industry in moving forward, we are launching new capabilities to tackle the challenges with security, governance and automation.

## Router 6000 series



The Router 6000 series provides high-performance backhaul required to meet the demands for 5G and M2M. The advanced radio integrated transport, along with Service Provider SDN, and Ericsson Network Manager, enables continued investment protection.

## Expert Analytics 15.0



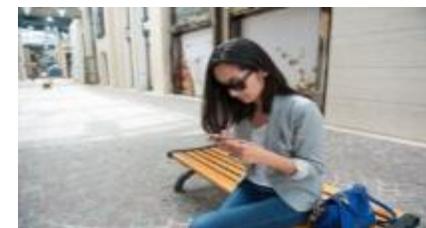
Ericsson reveals unique advances in big data analytics, including proprietary customer satisfaction insights. Integration with the industry's broadest OSS/BSS portfolio enables real time, closed-loop actions to improve customer experience, retention and ARPU.

## Networks Software 15B



Networks Software 15B provides unique functionality across radio, cloud and virtualization and network management and control. It is delivered in coherent software packages, synchronized, and tested to maximize performance and efficiency.

## App Experience Optimization



Network performance drives consumer loyalty but do operators and consumers measure performance in the same way? Since consumers spend a lot of time using mobile apps, operators should optimize their networks for this behavior.

# ERICSSON LAUNCHES 2/2



## Connected Traffic Cloud



By enabling connected vehicles and road traffic authorities to share real-time traffic and road conditions data via a managed cloud solution, it's possible to increase road safety and improve traffic flow.

## Digital Telco Transformation



In our increasingly Networked Society, it shouldn't be necessary to visit a service center to order digital services for your mobile device. Operators need to embrace online and mobile channels as a means of customer interaction.

## Media Delivery Network



The evolution of Ericsson's Media Delivery Network represents the first big picture, transformative media delivery solution introducing opportunities to improve the overall media chain, turning disruptive network demand into sustainable business growth.

## Maritime ICT Cloud - Launched at CES



Ericsson is introducing the Maritime ICT Cloud, which combines a managed cloud solution with industry applications, service enablement, connectivity management and consulting and systems integration services.

## LTE LAA (License Assisted Access) - Launched at CES



Ericsson will give smartphone users the benefit of LTE-Advanced technology with License Assisted Access (LAA) small cells, improving data speeds and reducing congestion. LAA is live in Ericsson labs for Verizon, SK Telecom and T-Mobile, a milestone achieved in cooperation with Qualcomm Technologies, Inc.

# THE CAPABILITY AREA

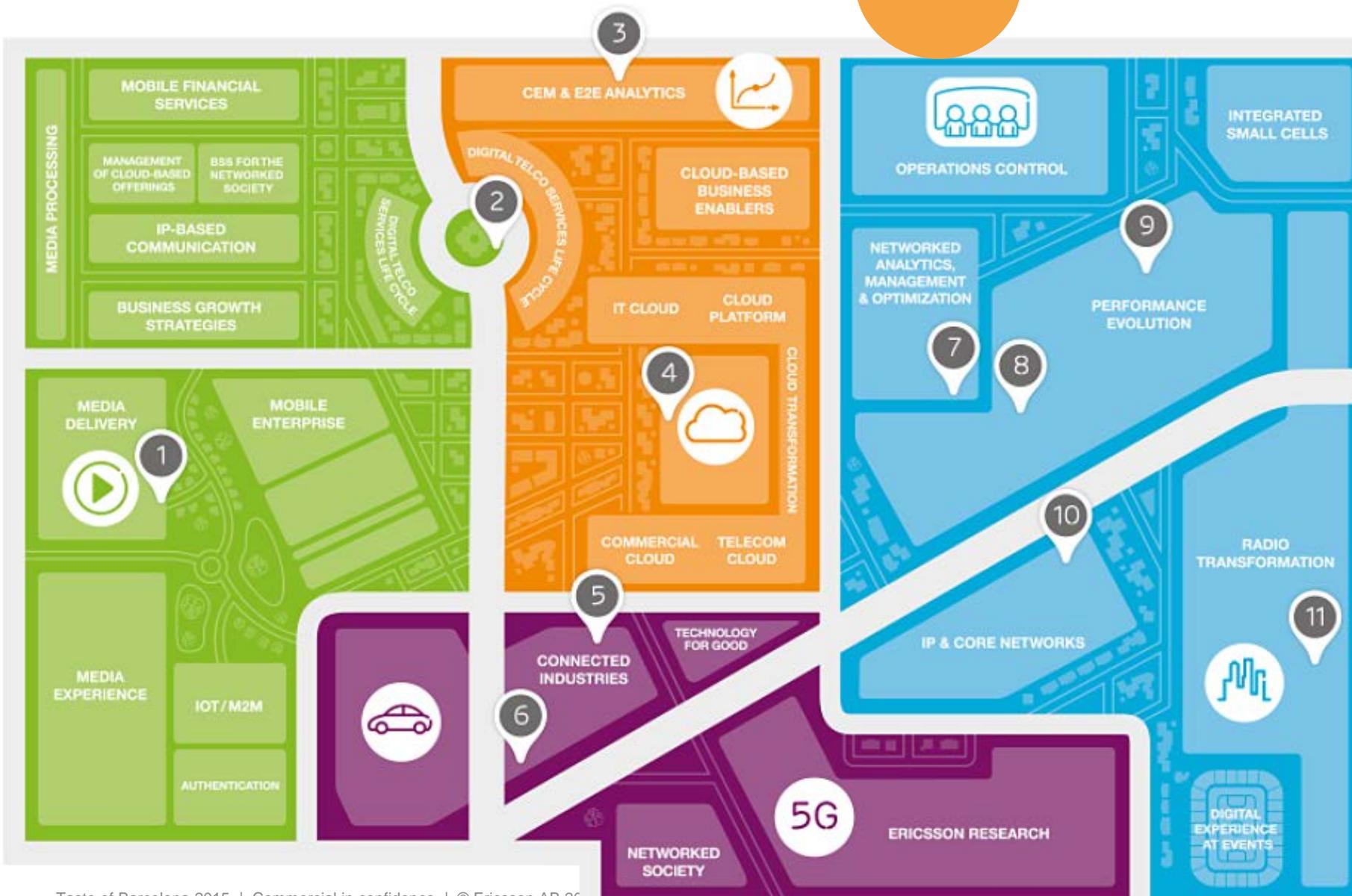


# HOT TOPICS PREPARED FOR MWC 2015



- › **5G** Building the next generation cross industry network platform
- › **Cloud** Cloud solutions for all clouds, workloads and industries
- › **Big Data & Analytics** Big data analytics for improved efficiency, customer experience and business growth
- › **Internet of Things** Building an eco-system based on the right ingredients and partnerships
- › **TV & Media** The Media industry transformation and Internet era of TV brings opportunities
  
- › **HW Strategies** Finding HW strategies to create cost-efficient platforms that quickly can add new functions
- › **Co-opetition with OTT** How to compete, collaborate and partner within new eco-systems and OTT
- › **Radio Strategies** What is the optimal radio strategy and preparing for 5G
- › **Net Promoter Score** Shifting focus from acquiring new customers to keeping the right customers
- › **Growth Priorities** Appropriate investments to develop core while address new customers segments
- › **Security** Maintaining a trusted business

# CAPABILITY AREA



## LAUNCHES

- 1 Media Delivery Network
- 2 Digital Telco Transformation
- 3 Expert Analytics 15.0
- 4 Hyperscale Cloud
- 5 Maritime ICT Cloud – CES
- 6 Connected Traffic Cloud
- 7 App Experience Optimization
- 8 Networks Software 15B
- 9 LTE License Assisted Access – CES
- 10 Ericsson Router 6000 Series
- 11 Ericsson Radio System

## CONTENT AREAS

- GROW
- DRIVE
- PERFORM
- EXPLORE

# GROW



## Benefits

- › Most successful operators provide >10% revenue growth through superior performance and innovative offerings
- › Progressive investments & mindset allow operators to:
  - Avoid price erosion
  - Increase consumer ARPU
  - Increase revenues & strengthen brand
  - Improve TTM and competitive edge
  - Increase loyalty & NPS driving customer life time
  - Be ahead in exploring revenues

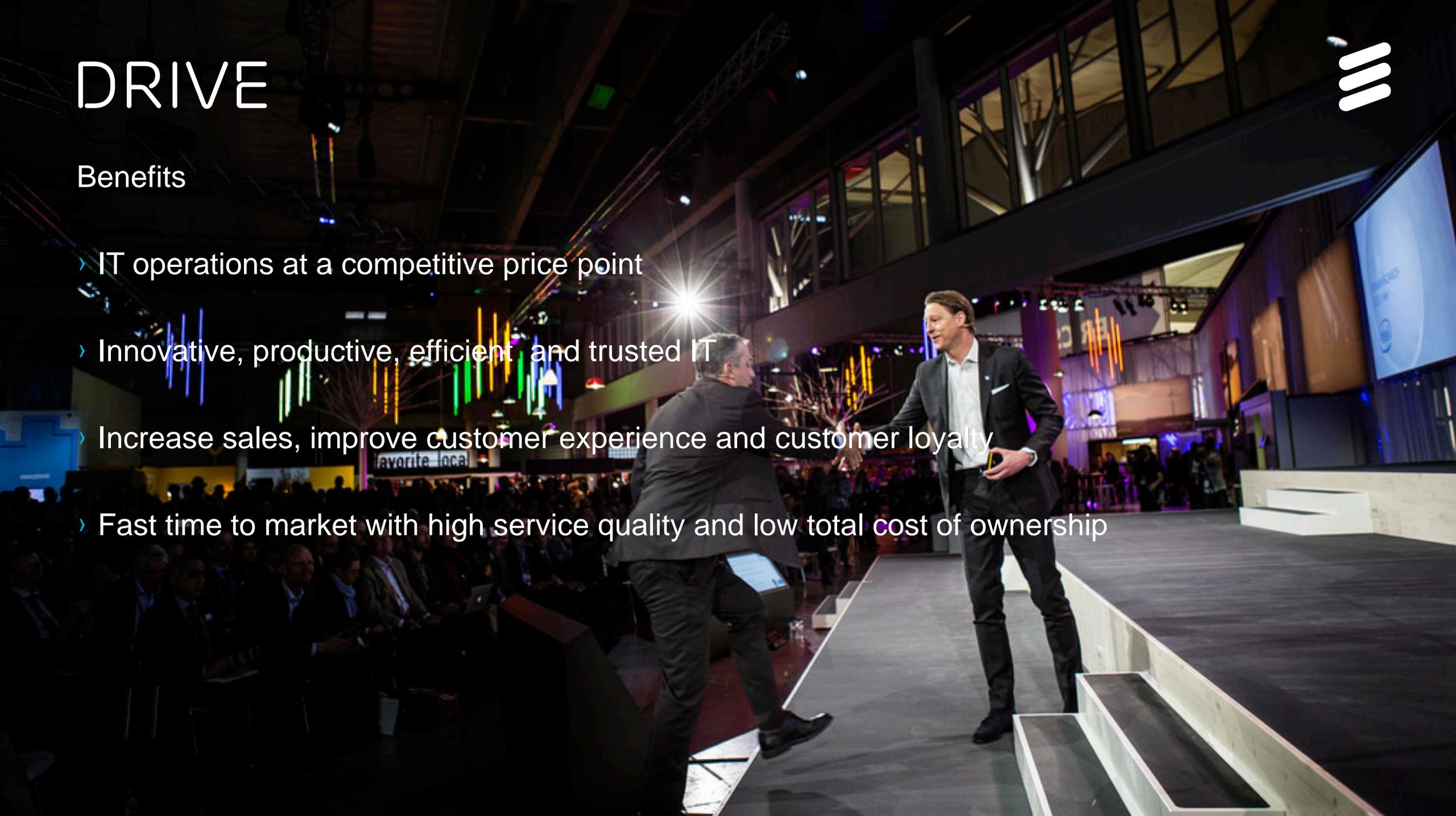


# DRIVE



## Benefits

- › IT operations at a competitive price point
- › Innovative, productive, efficient and trusted IT
- › Increase sales, improve customer experience and customer loyalty
- › Fast time to market with high service quality and low total cost of ownership



# PERFORM



## Benefits

- › Improve reach to serve and gain customer loyalty
- › The most profitable operator is the one with the best NW performance
- › Expand user satisfaction and raise return on your investment
- › Be a fast mover on “best in class” margins

# EXPLORE

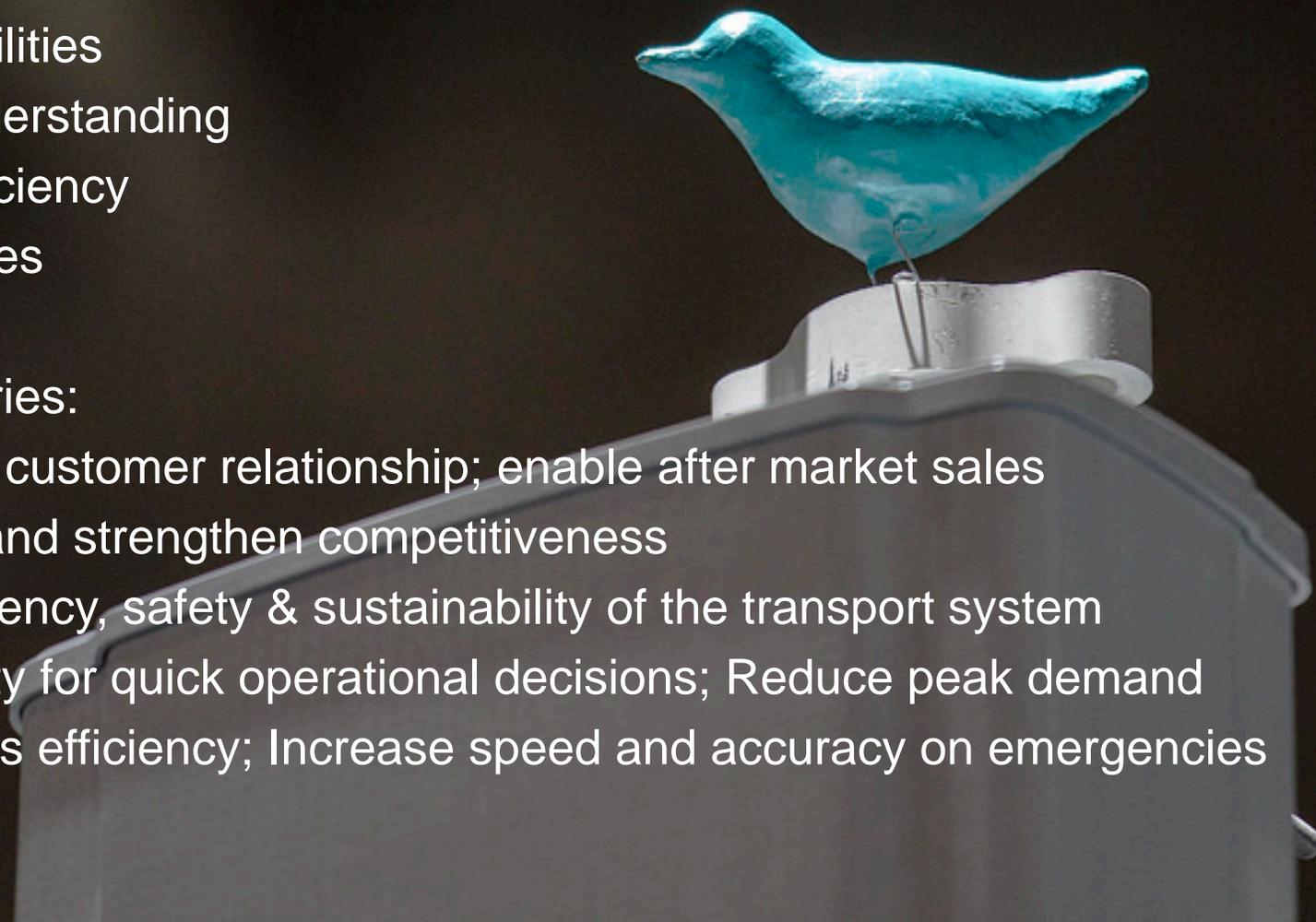


## General Benefits:

- › Trust in the future
- › Market expansion possibilities
- › Technology roadmap understanding
- › Improved operational efficiency
- › New innovation capabilities

## Benefits for specific industries:

- › **Automotive:** Strengthen customer relationship; enable after market sales
- › **Shipping:** Reduce cost and strengthen competitiveness
- › **Transport:** Improve efficiency, safety & sustainability of the transport system
- › **Utilities:** Increase visibility for quick operational decisions; Reduce peak demand
- › **Public safety:** Operations efficiency; Increase speed and accuracy on emergencies



# CUSTOMER KEYNOTE

- › "The opportunities of the Networked Society enable us to make everything far more personally relevant, far more efficiently than ever before.."
- › So our networks are at the very heart of new service and business models that are now driving and transforming the entire media industry. .
- › "we've identified a potential 14 trillion USD in efficiency and hidden value – in the transport and healthcare sectors alone."
- › Vestberg invited two guests on stage;
  - Martin Lundstedt, President and CEO of Scania; "it's (ICT) changed our business model from selling a product – the price tag of a truck and a service contract – to selling total operational value – the savings across an entire fleet in efficiency, reduced maintenance, uptime,
  - David Thodey, CEO of Telstra; "By 2020 Telstra will have seen geographic expansion, expansion into new adjacencies. Our business will include a healthcare business, a technology business, and extensive operations in Asia"
- › On stage Helena Norrman SVP and CMO/CCO announced the launches at record speed
- › The keynote ended with Hans inviting all our customers "to collaborate with us in building tomorrow's business, so that we together can play a leading role in the Networked Society"



# HIGHLIGHTS OF ERICSSON IN MEDIA /ANALYSTS



Ericsson joins with Intel to help telecoms firms get in the cloud (Reuters).

Telcos seek to redefine role as digital competition intensifies  
Ericsson CEO Hans Vestberg says the biggest risk in the telecommunications industry is not making the right decisions on strategy, given that the market is moving so fast. (Financial Times)

MWC 2015 – Volvo Looks to the Cloud for Connected Car Safety (TechWeek Europe)

Telefónica, Ericsson deploy Radio Dot System (Wall Street Journal, Telecom Lead and Telecom Tiger)

Ericsson debuts new cloud platform (RCR Wireless)

KT gets busy with IoT, LTE-M and 5G. KT's signed an MoU with Ericsson at MWC to help drive the development of 5G. (Telecoms.com)

Ericsson CEO Talks Telco Data Center Tech (Light Reading)

When telecom and tech leaders convene in Barcelona for MWC this week, one topic will rise above the rest: regulation. (Wall Street Journal)

# ERICSSON AT A GLANCE



Ericsson is the driving force behind the Networked Society, and a world-leading provider of communications technology and services. Our long-term relationships with all major telecom operators in the world allow people, businesses and societies to fulfill their potential and create a more sustainable future.

# #1

- > Mobile infrastructure
- > OSS/BSS
- > Services
- > TV platforms and delivery

118,000  
Employees

USD 5 BILLION  
Invested in R&D  
annually

2.5 BILLION  
Subscriber  
supported by us

180  
Countries with  
customers

1 BILLION  
Subscribers served by networks for which we  
provide managed services

1# LTE MARKET SHARE  
In the world's 100 largest cities

USD 33 BILLION  
Net sales 2014

65,000  
Service professionals

25,000  
R&D employees

35,000  
Granted patents



CASE STUDY #09  
AVIC X YOU



CASE STUDY #08  
DREAM-HACK OPEN BUCHAREST



SEE YOU @ MWC 2016

22-25 FEBRUARY