



TRAFFIC AND MARKET DATA REPORT

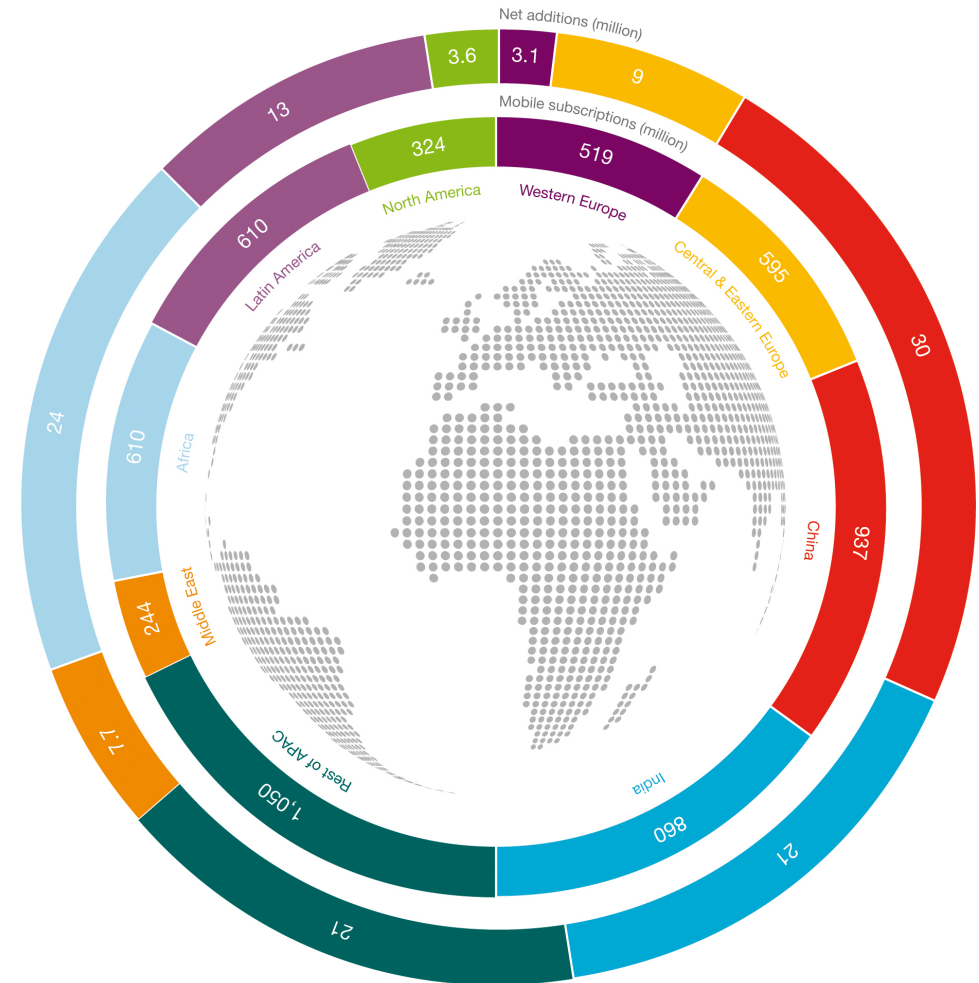
ON THE PULSE OF THE NETWORKED SOCIETY

PATRIK CERWALL DIRECTOR STRATEGIC MARKETING

SVANTE BERGQVIST SENIOR MARKET ANALYST

TRAFFIC AND MARKET DATA REPORT

- › On the pulse of the Networked Society
- › Based on own measurements, studies and analysis
- › Insights from 180 countries and 300+ mobile operators
- › Traffic and Market data to be shared on a regular basis

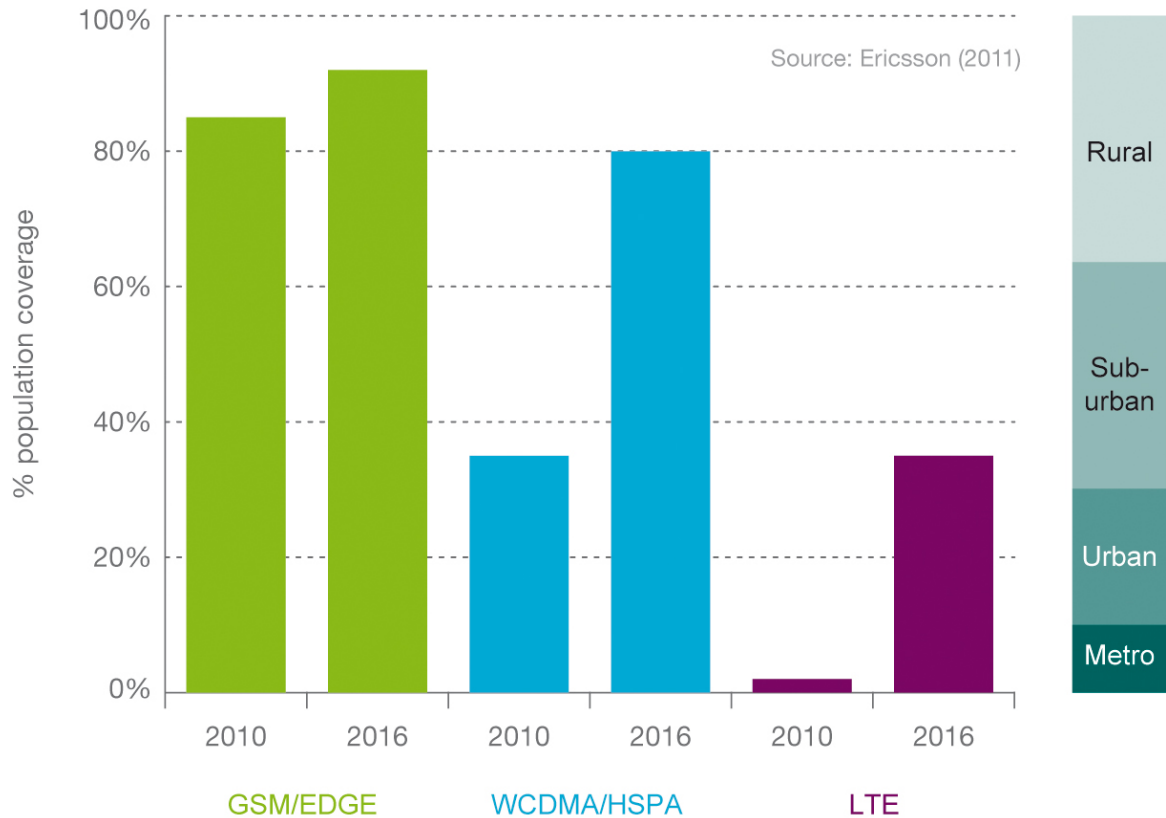


Source: Ericsson (2011)

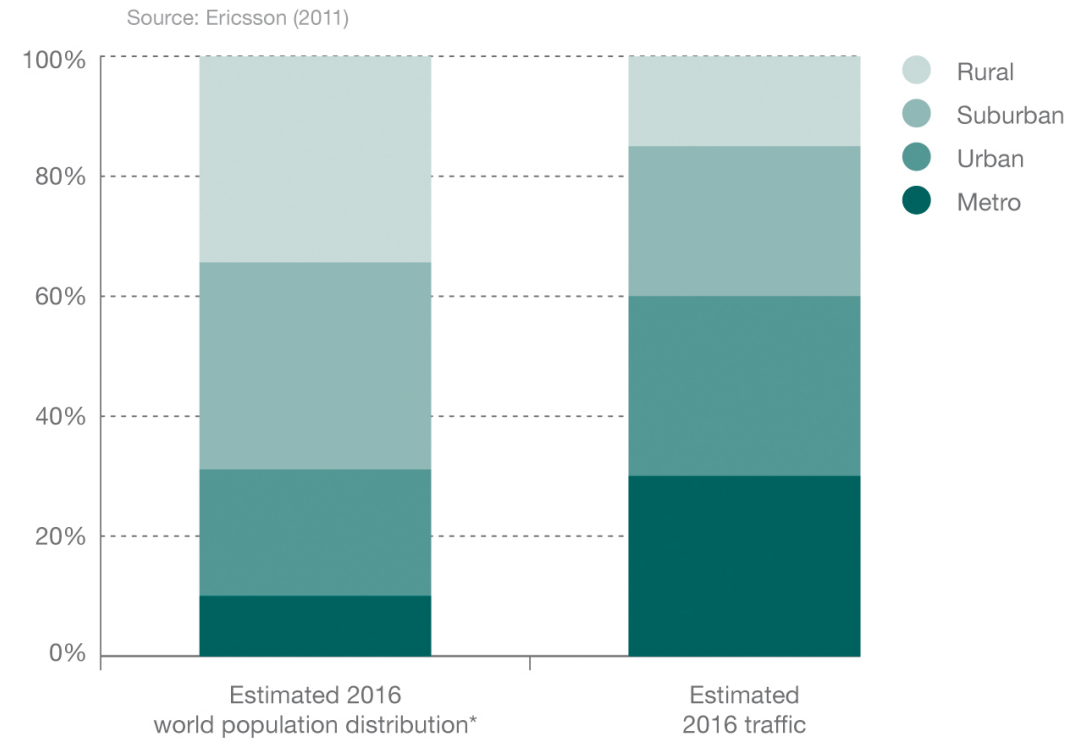
Subscriptions by region, q3 2011

COVERAGE

Projected 3GPP technology coverage, 2010-2016



Projected traffic generation, 2016



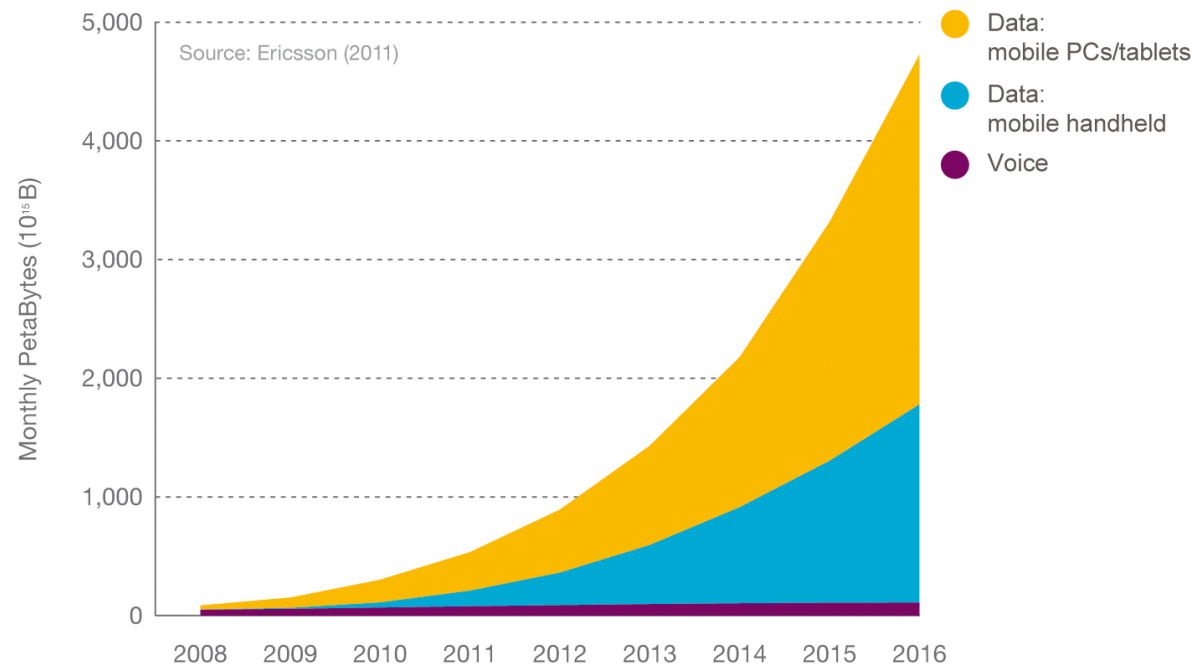
MOBILE DATA GROWTH

In 2011

- › Overall mobile data traffic to double
- › Smartphone traffic to triple

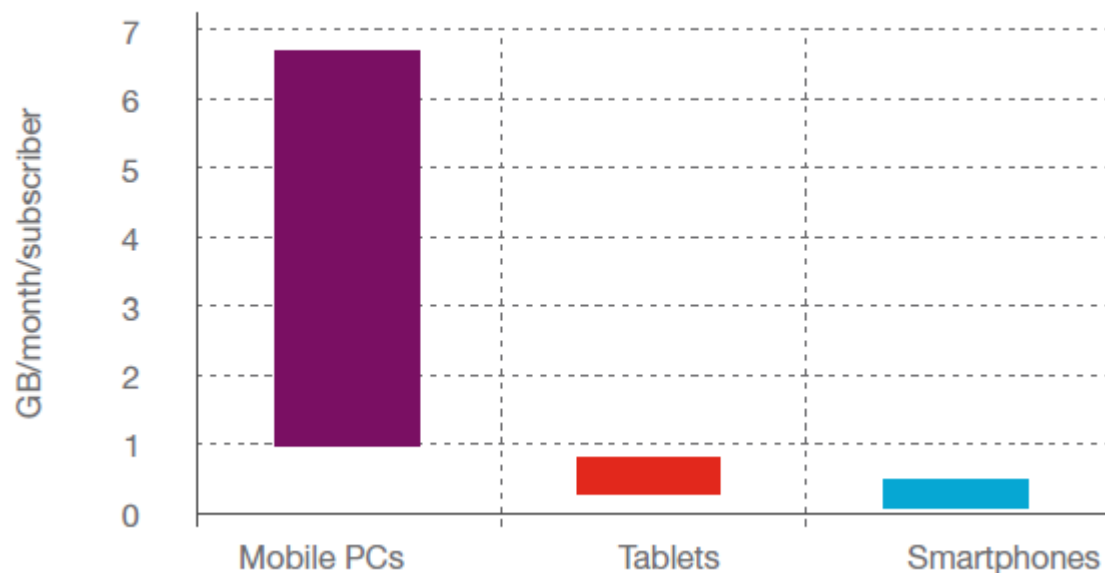
By 2016

- › 5 billion MBB subscriptions
- › Mobile data traffic to grow 10 fold
- › Number of high-traffic smartphones to increase 5 times

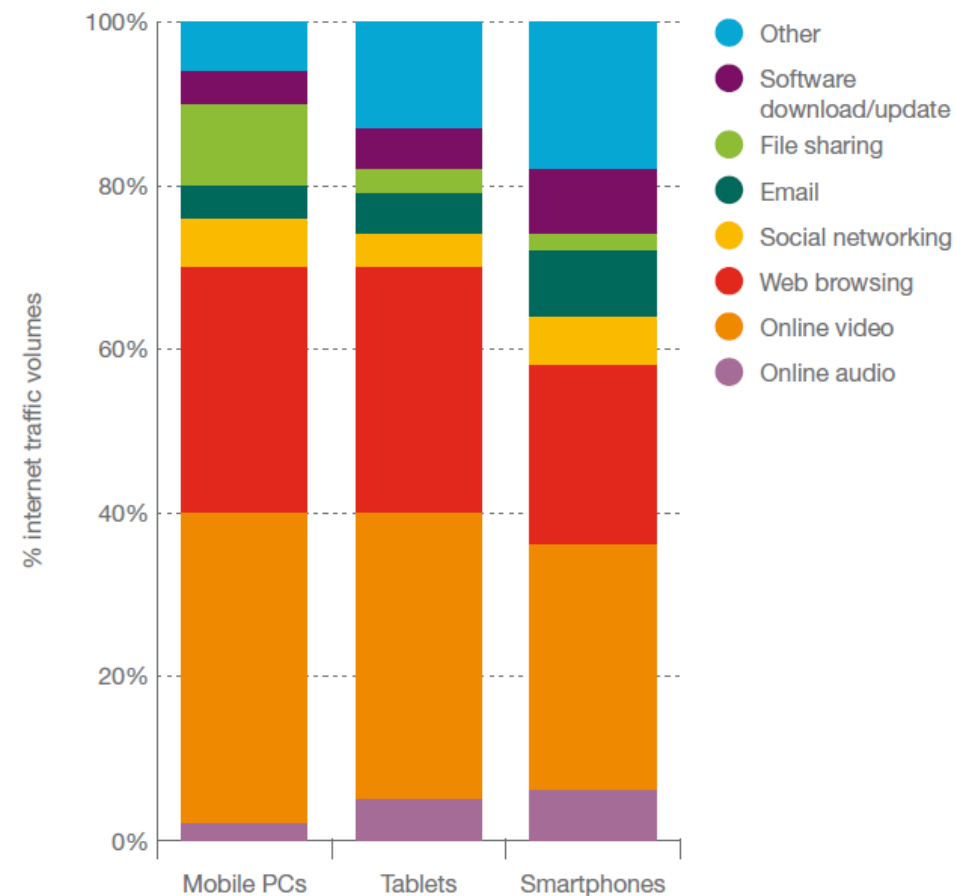


APPLICATIONS ON MOBILE NETWORKS

Spread of monthly traffic volumes in selected 3G mobile broadband networks per subscriber, by device

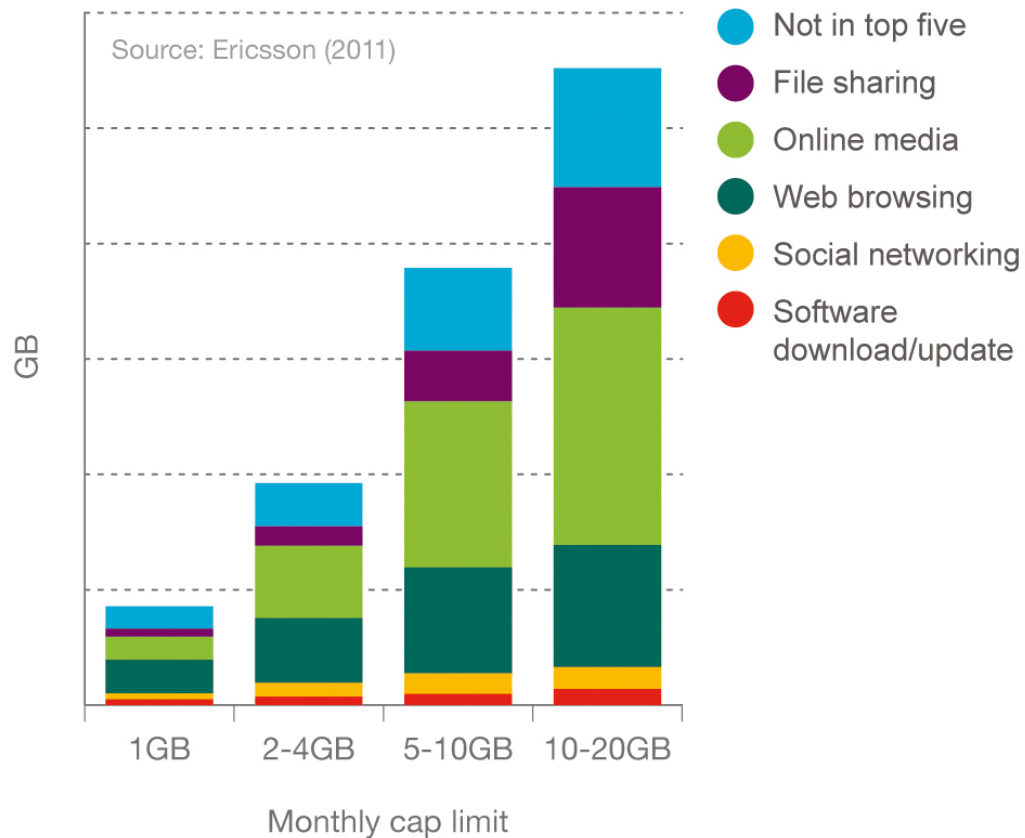


Application internet traffic volumes by device type

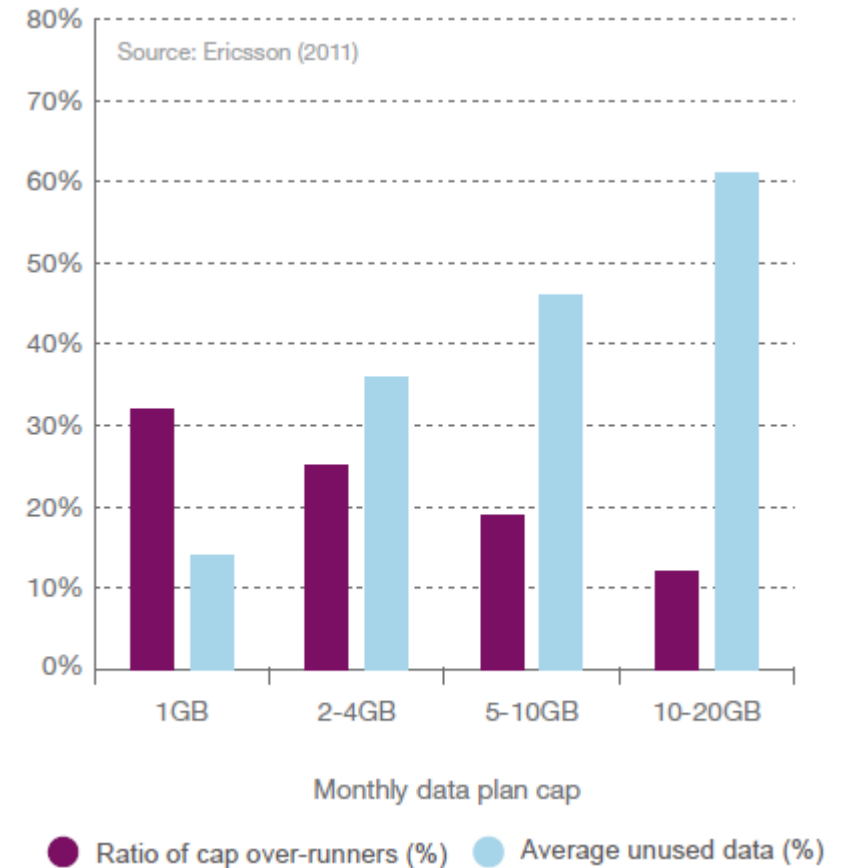


DATA PLANS AND MOBILE PC USAGE

Traffic mix for different data plans



Cap utilization ration for different data plans



KEY CONCLUSIONS

- › A deep and up to date knowledge of traffic characteristics of different terminals and applications is crucial to design, test and manage mobile broadband networks.
- › Ericsson is performing regularly traffic measurements in all major regions of the world.
- › Traffic knowledge is used to design and verify nodes against real traffic load from live networks and to build traffic scenarios to help operators plan network upgrades.





ERICSSON