

A group of diverse children, including a girl with long dark hair, a boy with short dark hair, and a boy with short brown hair, are gathered around a laptop. They are all looking at the screen with expressions of interest and excitement. The background is a soft, out-of-focus light.

Services in fixed and mobile broadband shaping our future

EETT's 4th International Conference on Broadband
Athens, May 20 2009

Cecilia Borglund, Senior Market Analyst at Ericsson

Broadband benefits society

Individuals, enterprises and governments



Universal need for services & efficiency gain

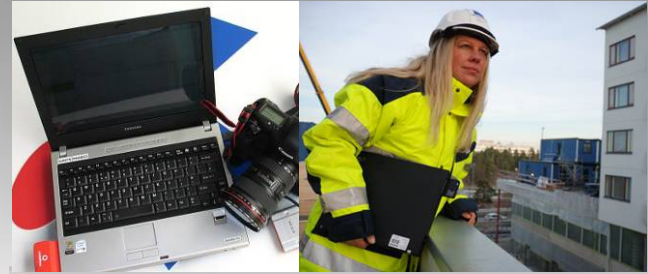
Broadband Everywhere



**Live meeting without traveling
via full size video conferencing**



Working from home



**Increased efficiency, productivity
& customer satisfaction**



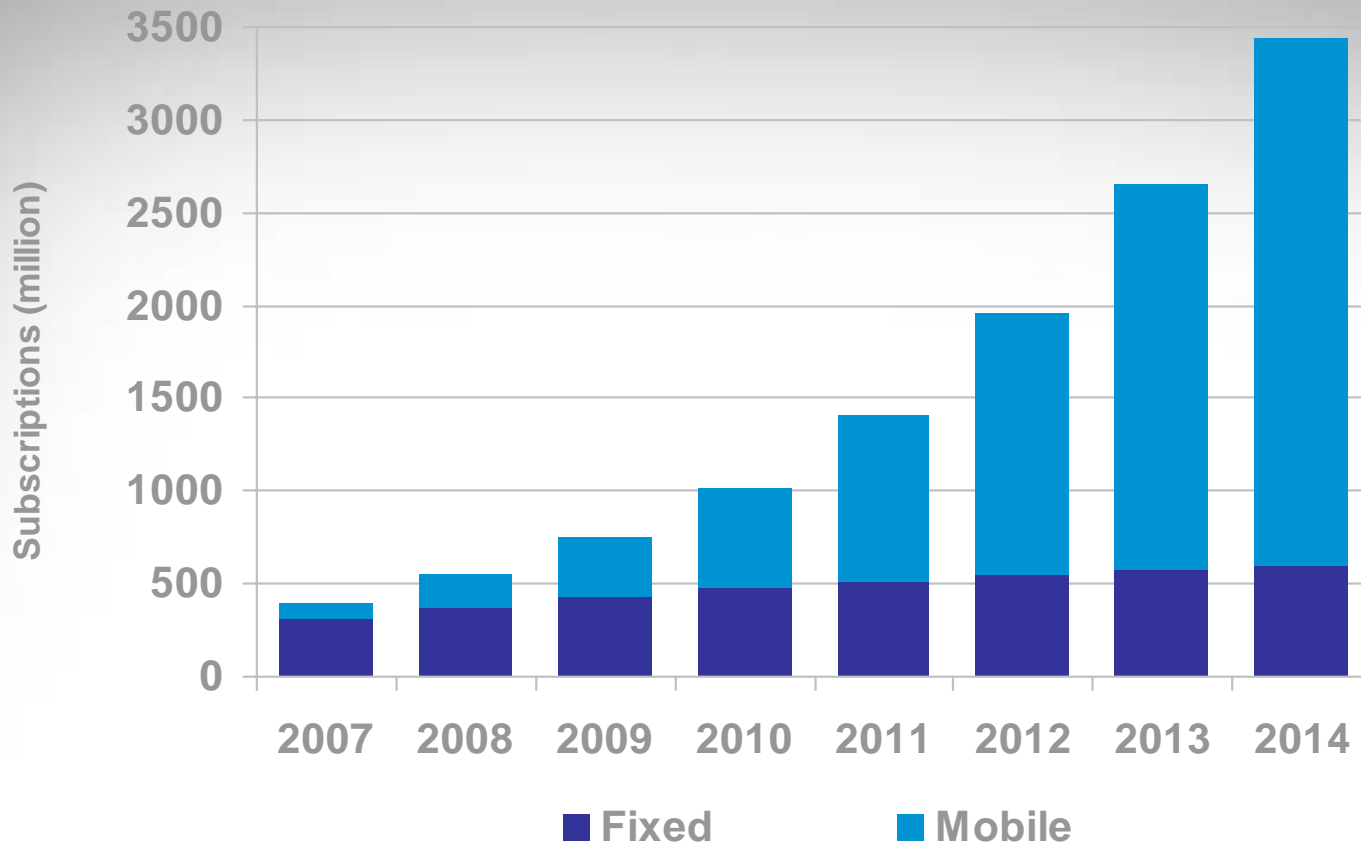
Broadband on the move



Healthcare to all and everywhere

Impressive broadband growth

Broadband subscription forecast



Mobile Broadband includes: CDMA2000 EV-DO, HSPA, LTE, Mobile WiMAX & TDSCDMA. It includes handsets (vast majority), USB dongles, embedded modules etc.

Fixed broadband includes: DSL, FTTx, Cable modem.

Source: Internal Ericsson

Mobile broadband 80% of all subscriptions in 2014

The Individual TV Experience

**HD
TV**

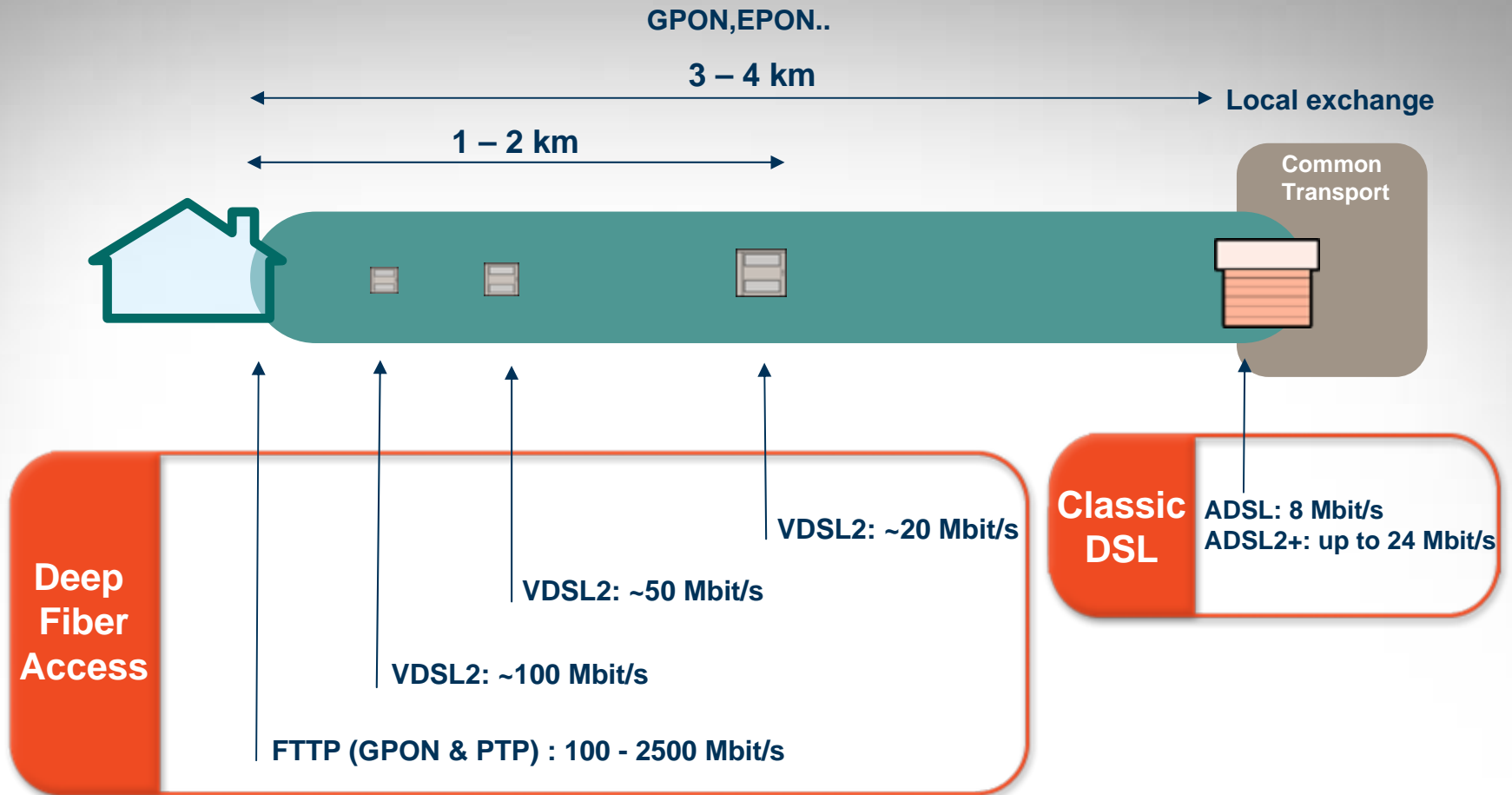
Personalization

Communication

Interactivity

Transformation to Deep Fiber Access

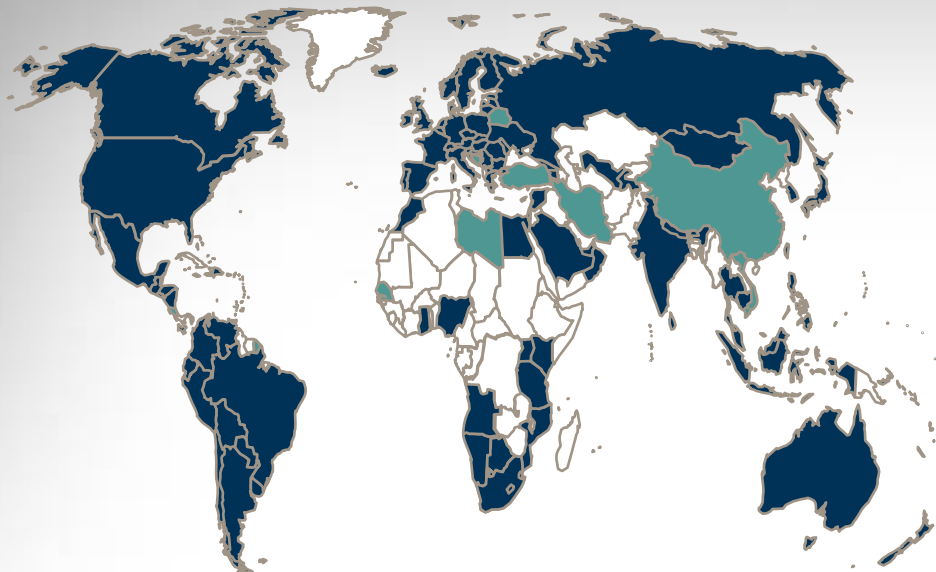
Multiple Deep Fiber alternatives – VDSL2/GPON/PTP Fiber



Closer to customer to increase speed

Mobile broadband here and now

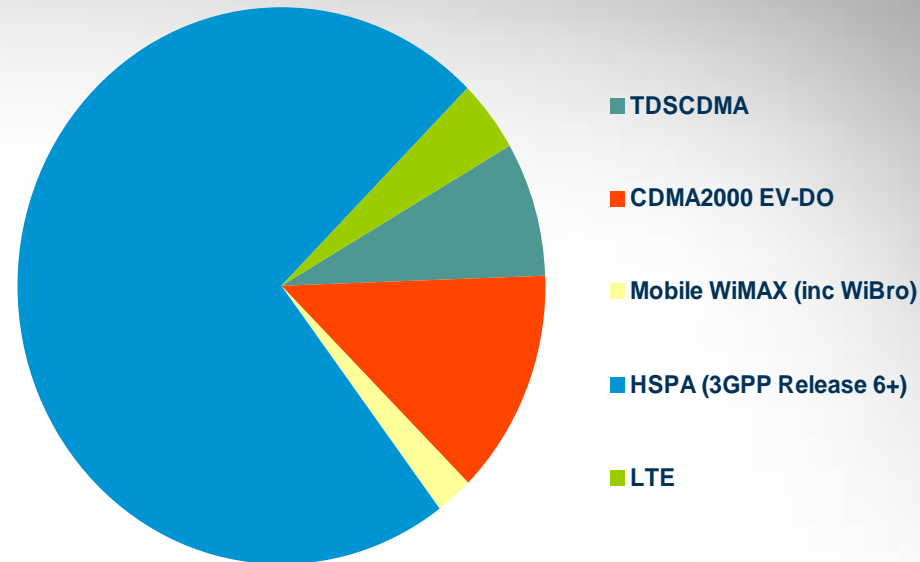
HSPA coverage today



- Commercial HSPA networks
- HSPA network launch commitments

Source: GSA – Global mobile Suppliers Association: May 2009

Subscribers by technology 2014



Source: Internal Ericsson

- 123 million HSPA subscribers today

Around 270 commercial HSPA networks in around 115 countries today

Large and fast-growing eco-system



- Around 1470 HSPA-devices from around 170 suppliers
- Strong mobile traffic growth – data 6 times more than voice
- LTE will accelerate this trend further – more spectrum needed!

Telecom replaces travel

1 year

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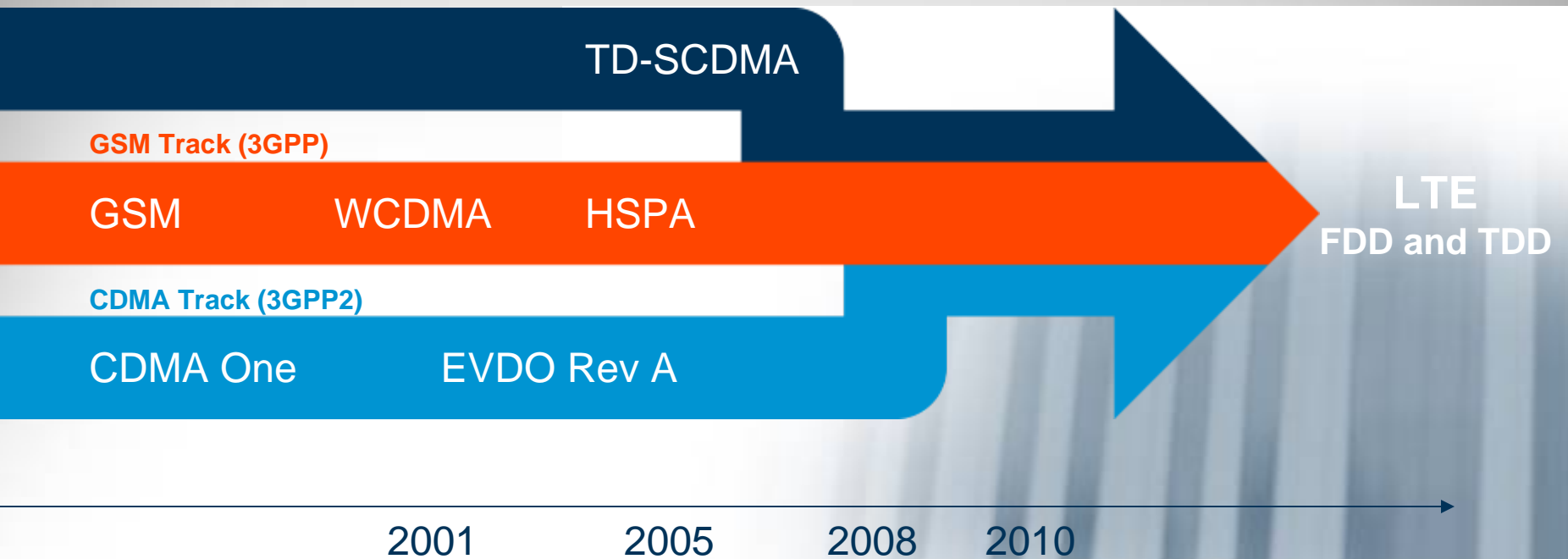
1 hour



Source: Life Cycle Assessment study, Ericsson Research, 2007

Mobile System Evolution

Global Support



LTE – the global standard for Next Generation

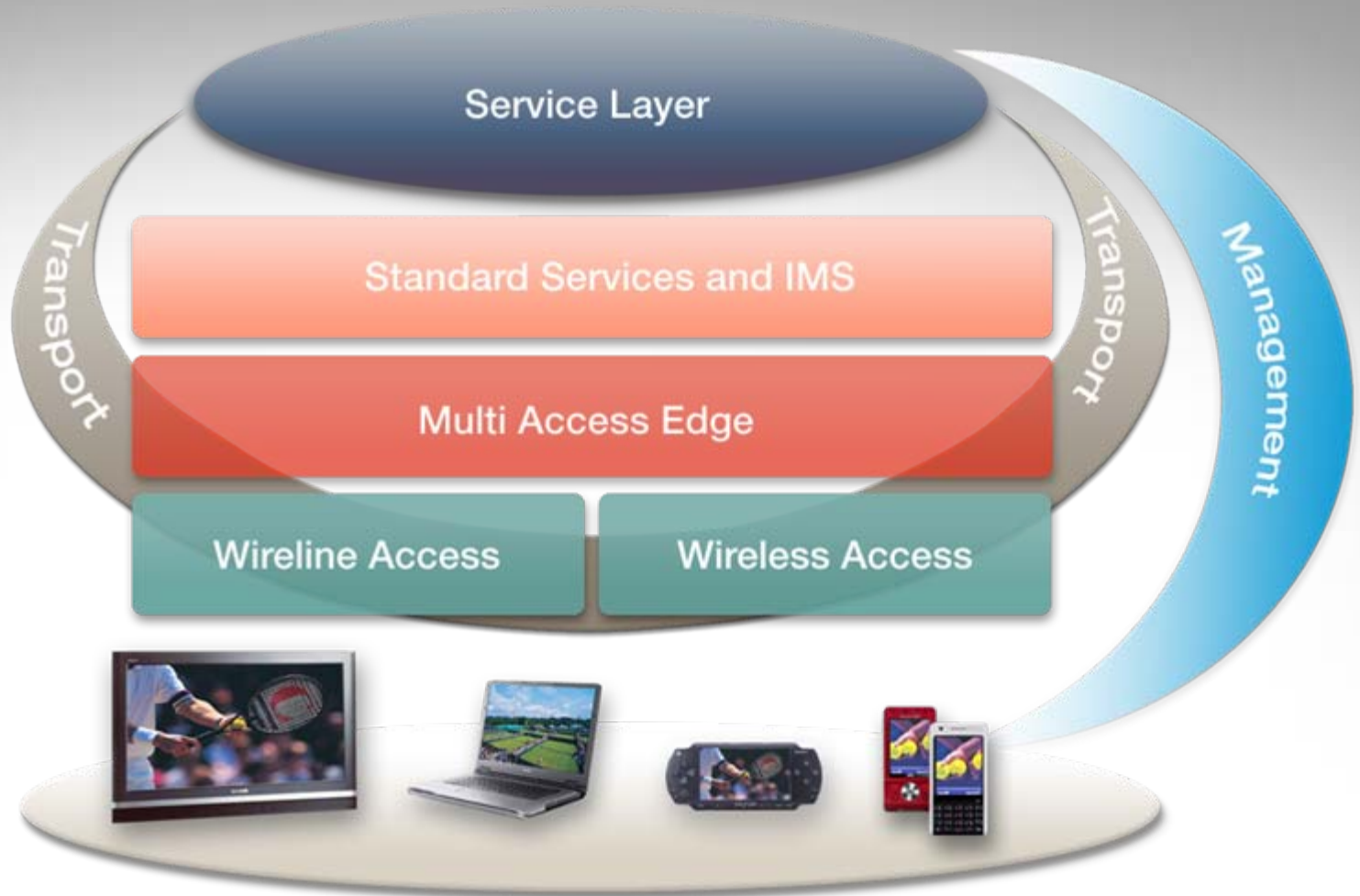
Full Service Broadband

A consumer proposition



Broadband services to a screen of your choice

Full Service Broadband architecture



Conclusions

- **Broadband everywhere and anytime central to closing digital divide**
 - Broadband benefits society and economy enhancing efficiency, productivity, sustainability as well as social and personal life
- **A seamless user experience on any device, any service, anywhere**
 - Moving towards a converged broadband enabled world
- **Actions needed to stimulate deployments**
 - Additional harmonized spectrum for broadband, everywhere and for all
 - Holistic policies/regulations, less and fair regulation, more certainties

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