ERICSSON
TAKING YOU FORWARD

Mobile Broadband

Dr. Fredrik Gessler
Product Area Radio
Ericsson



50 billion connections 2020



50 billion connections 2020

The mobile angle

Vision

A multitude of different devices

Implications

Base stations everywhere

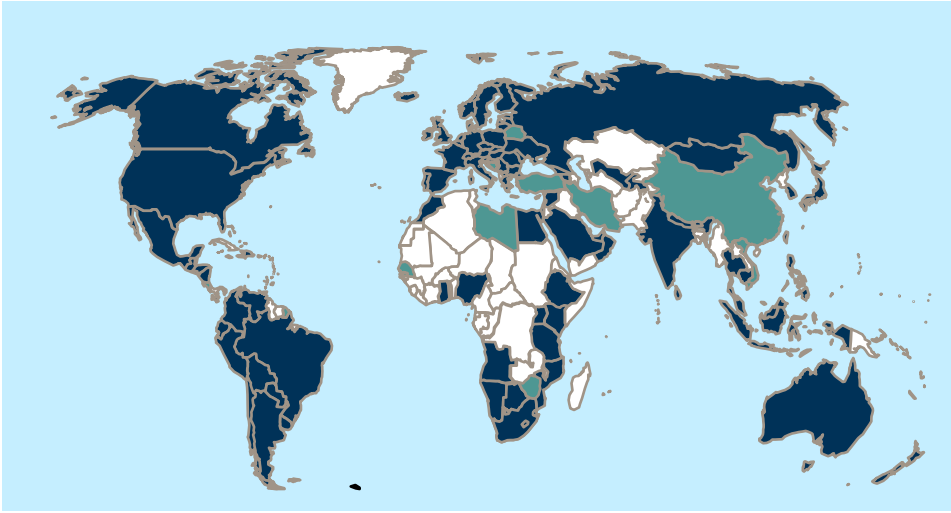


It never stops…

The success of HSPA

Mobile Broadband

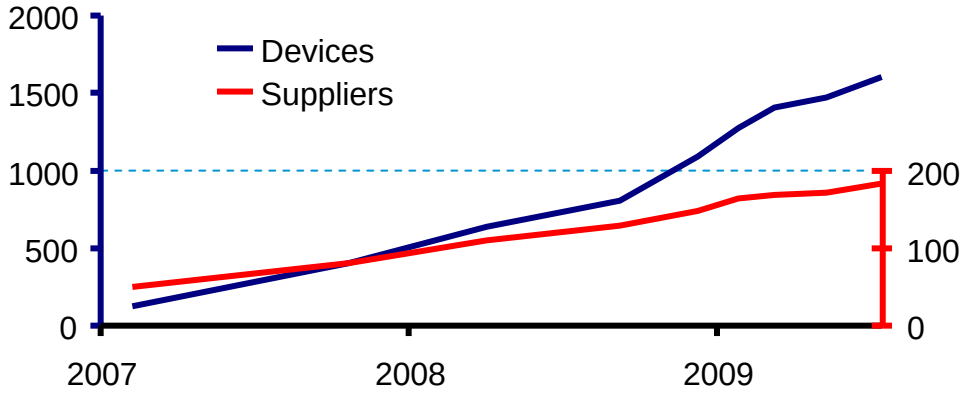
- 274 commercial HSPA networks
- >380 million WCDMA/HSPA subscribers



- 1605 HSPA devices
- 183 suppliers



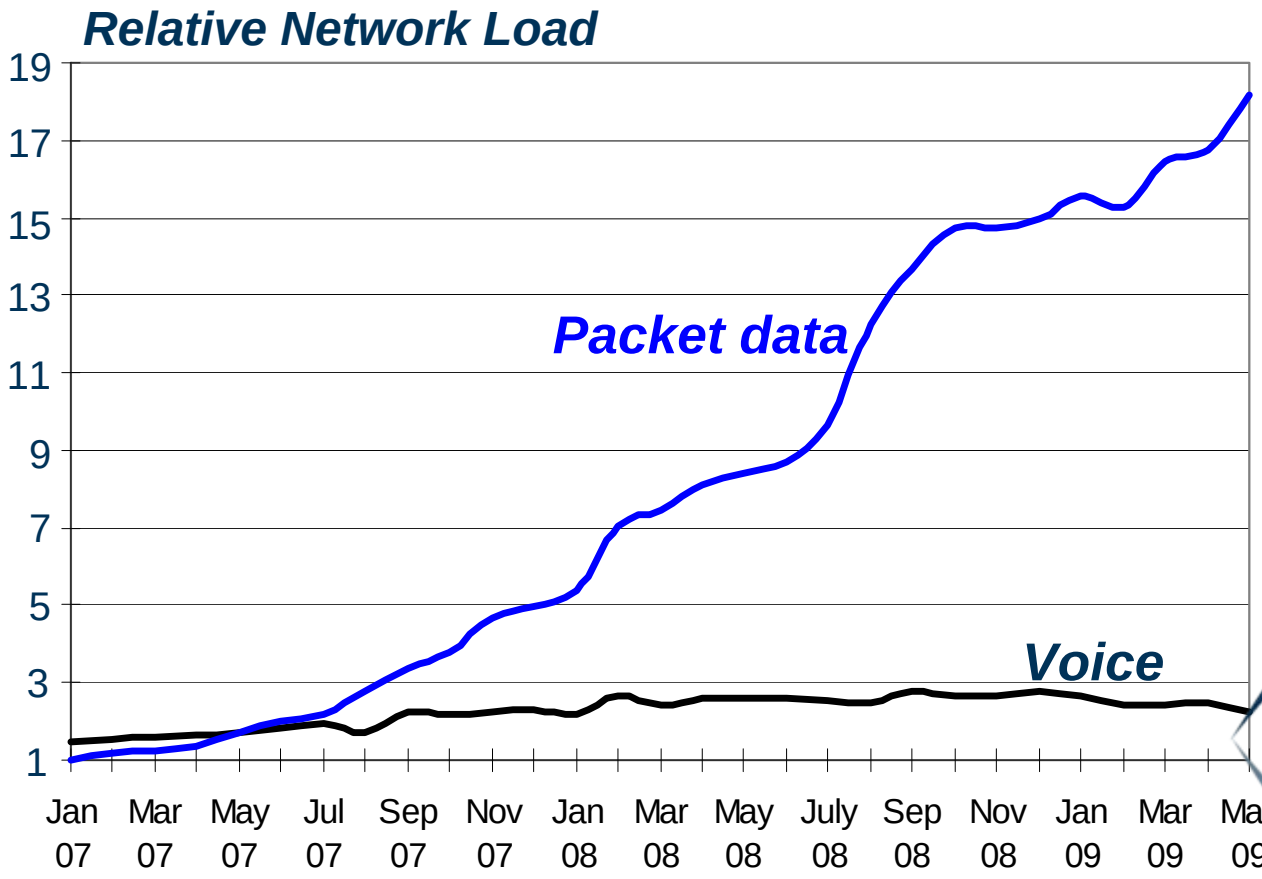


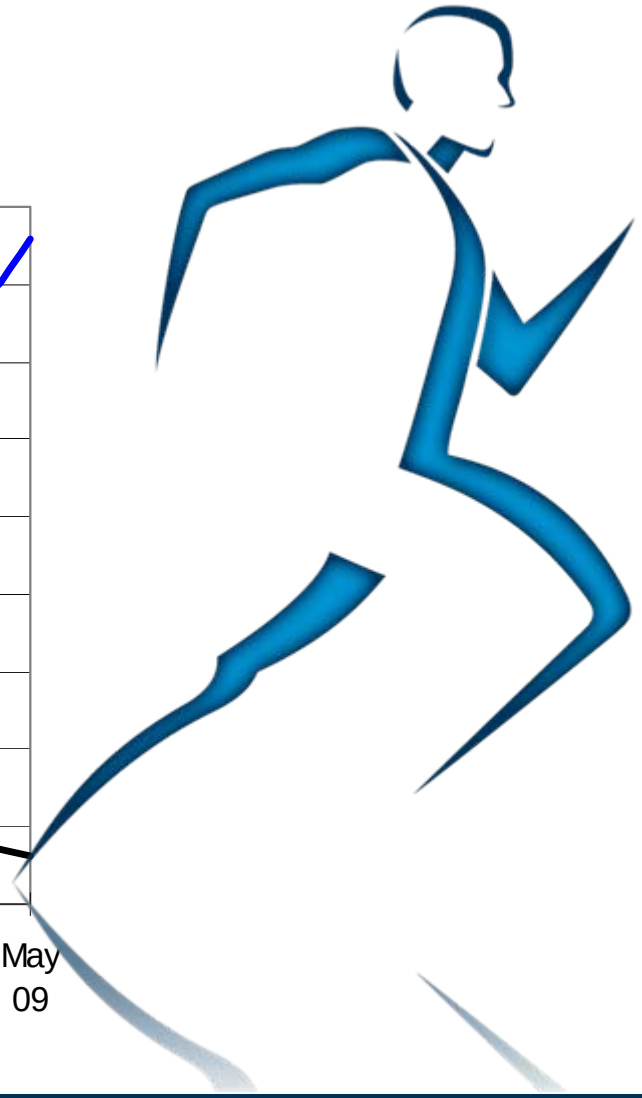


Source: GSA – Global mobile Suppliers Association and Informa: June/July 2009

HSPA traffic growth

World average





Source: Ericsson

Enormous data traffic growth

The mobile data revolution

Mobile Broadband is only the beginning



GSM World

Global Mobile Broadband Connections to Pass 150 million

22 July 2009, London, UK

Global HSPA connections will pass the 150 million mark by the end of the summer, the GSM Association announced today. With more than 300 networks across 127 countries and approaching 1500 HSPA enabled devices readily available, HSPA has firmly established itself as the world's dominant mobile broadband technology and the fastest adopted mobile technology of all time.

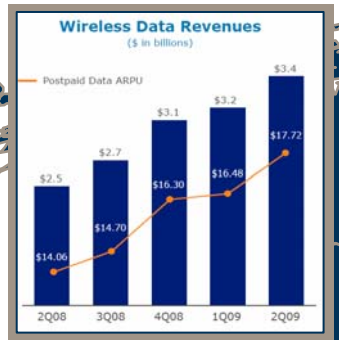
** Courtesy of Apple*

*** Courtesy of Sony-Ericsson*

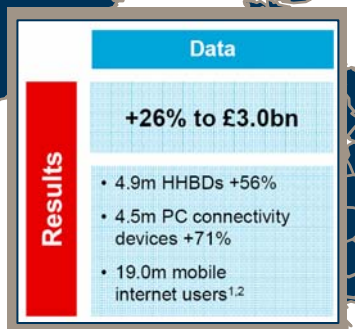
Mobile Broadband – smartphones – gadgets – M2M

Wireless data revenue growth

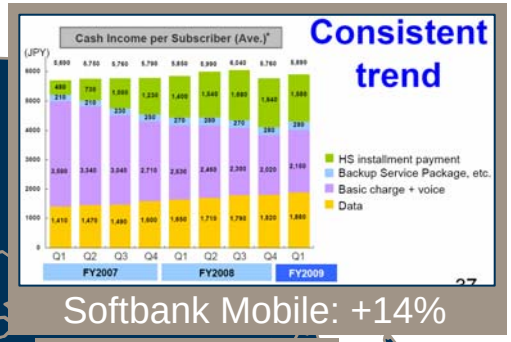
Consistent reports around the globe



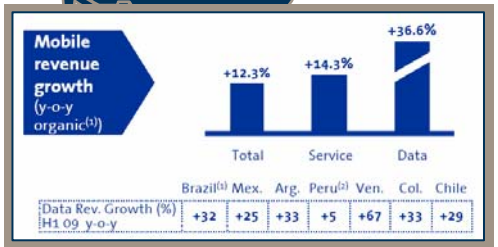
AT&T: +37%



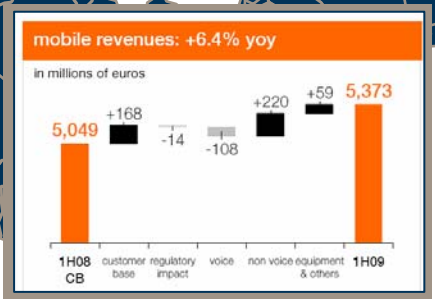
Vodafone: +26%



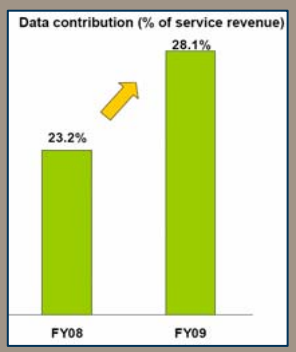
Softbank Mobile: +14%



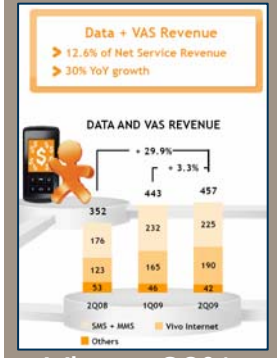
Telefonica: +37%



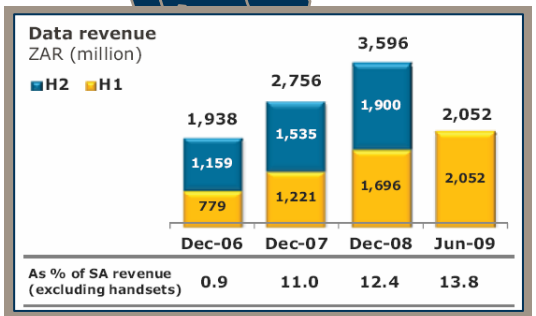
Orange, France: +26%



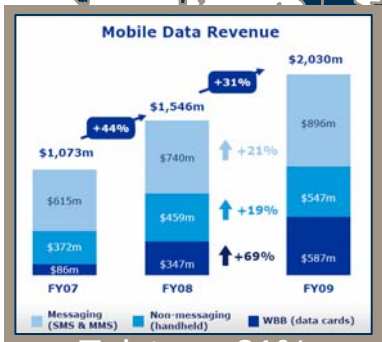
SmarTone: +16%



Vivo: +30%



MTN, South Africa: +21%

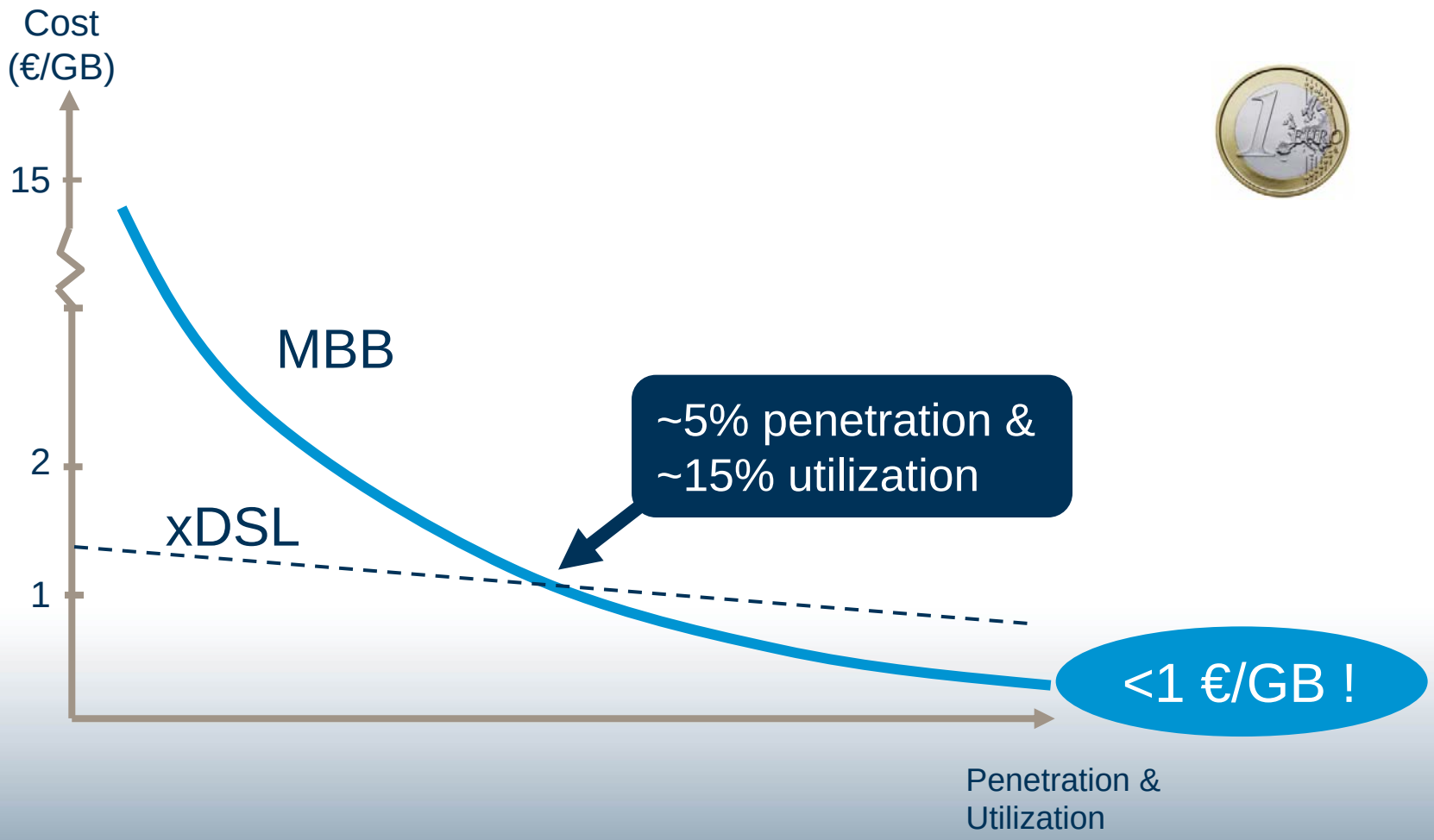


Telstra: +31%

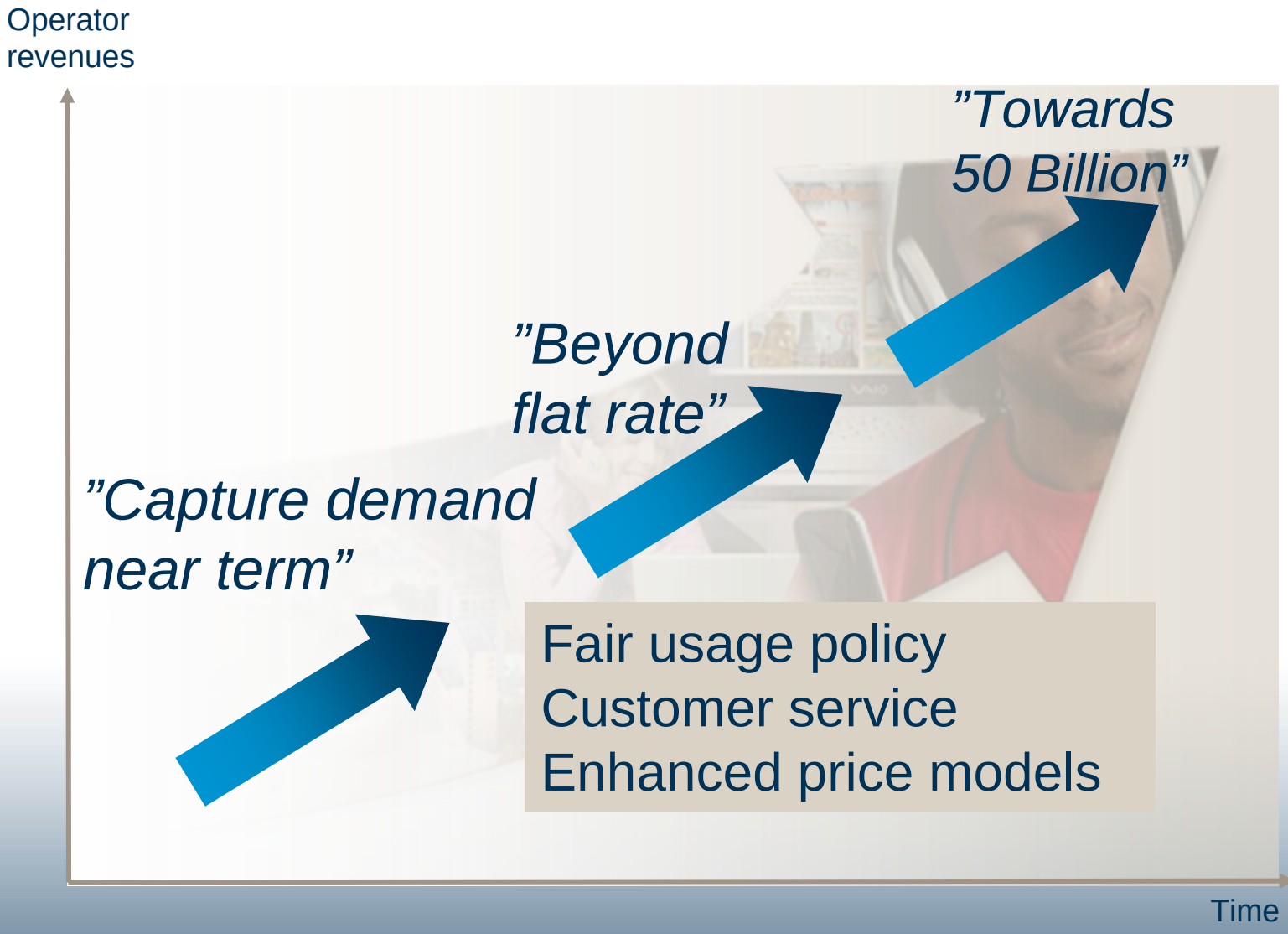
Sources:
Financial reports and analyst presentations from the respective companies

Strong Business Case

For Mobile Broadband

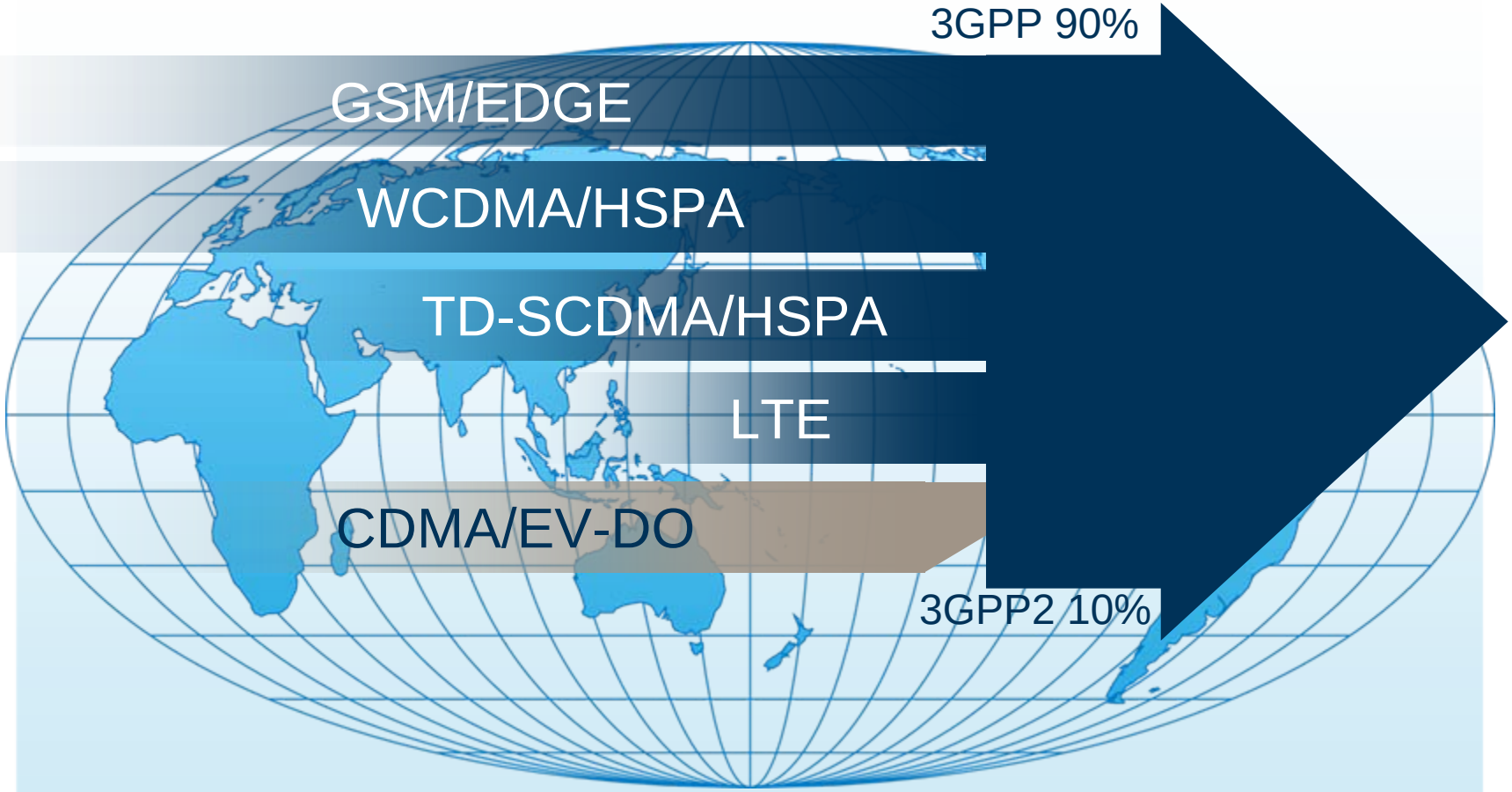


Growing revenues for operators



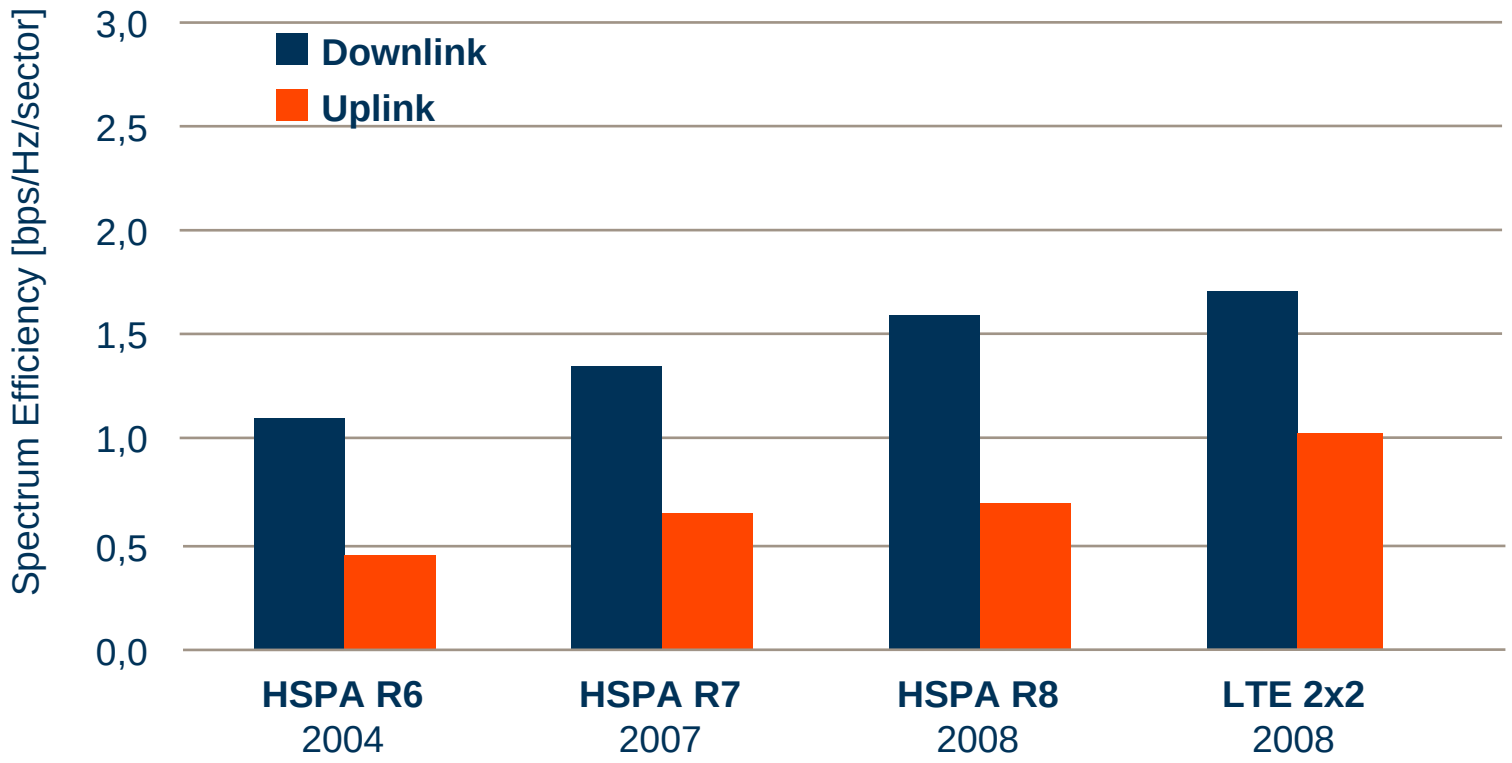
Mobile System Evolution

Global Support



Global scale advantages driving growth

HSPA and LTE capacity

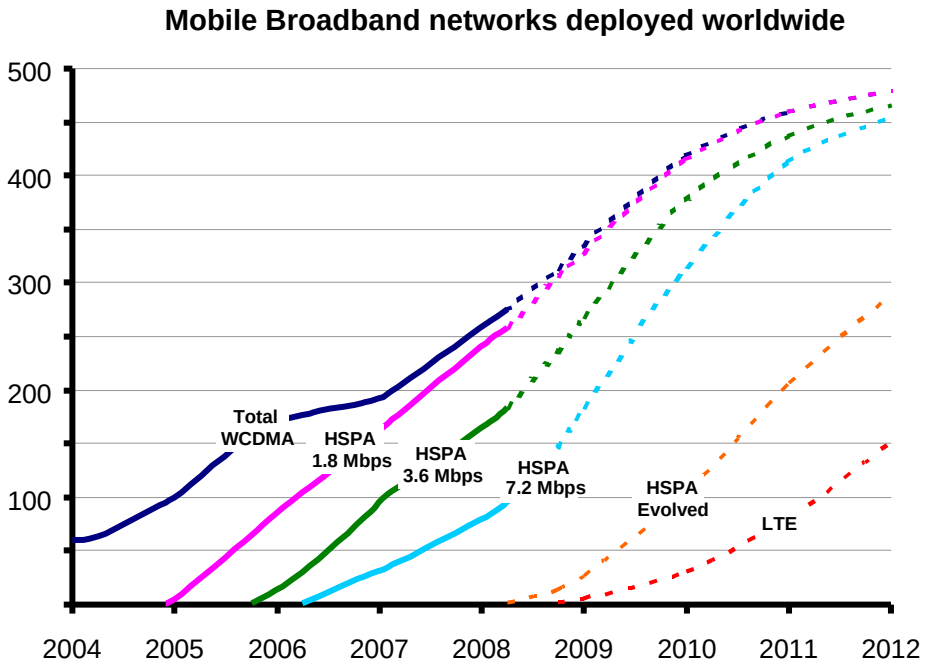


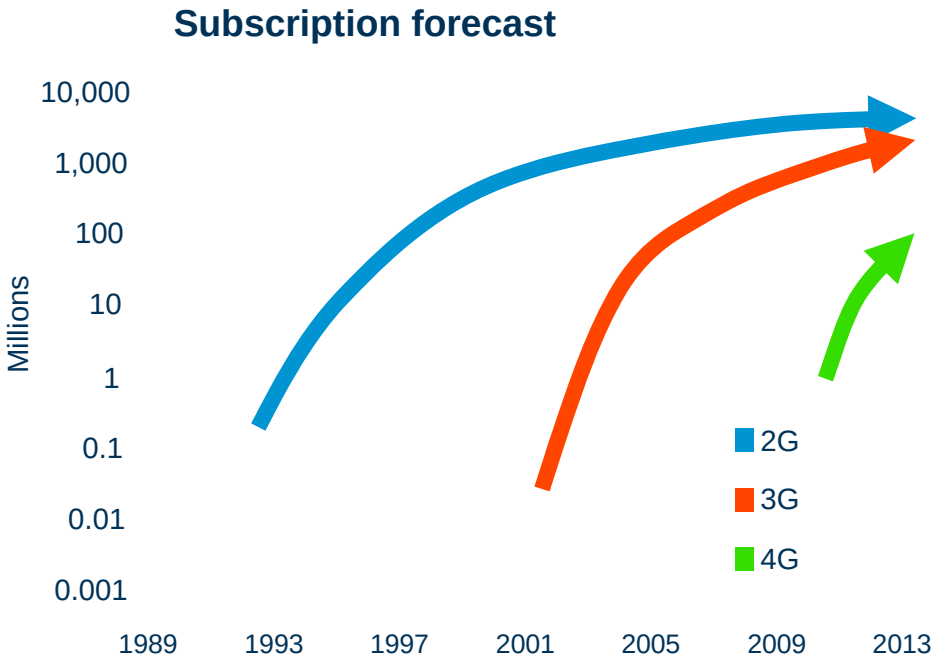
Note: LTE spectrum Efficiency similar for FDD and TDD, higher HSPA performance in scenarios with lower time dispersion

Similar performance from HSPA and LTE

GSM, WCDMA and LTE

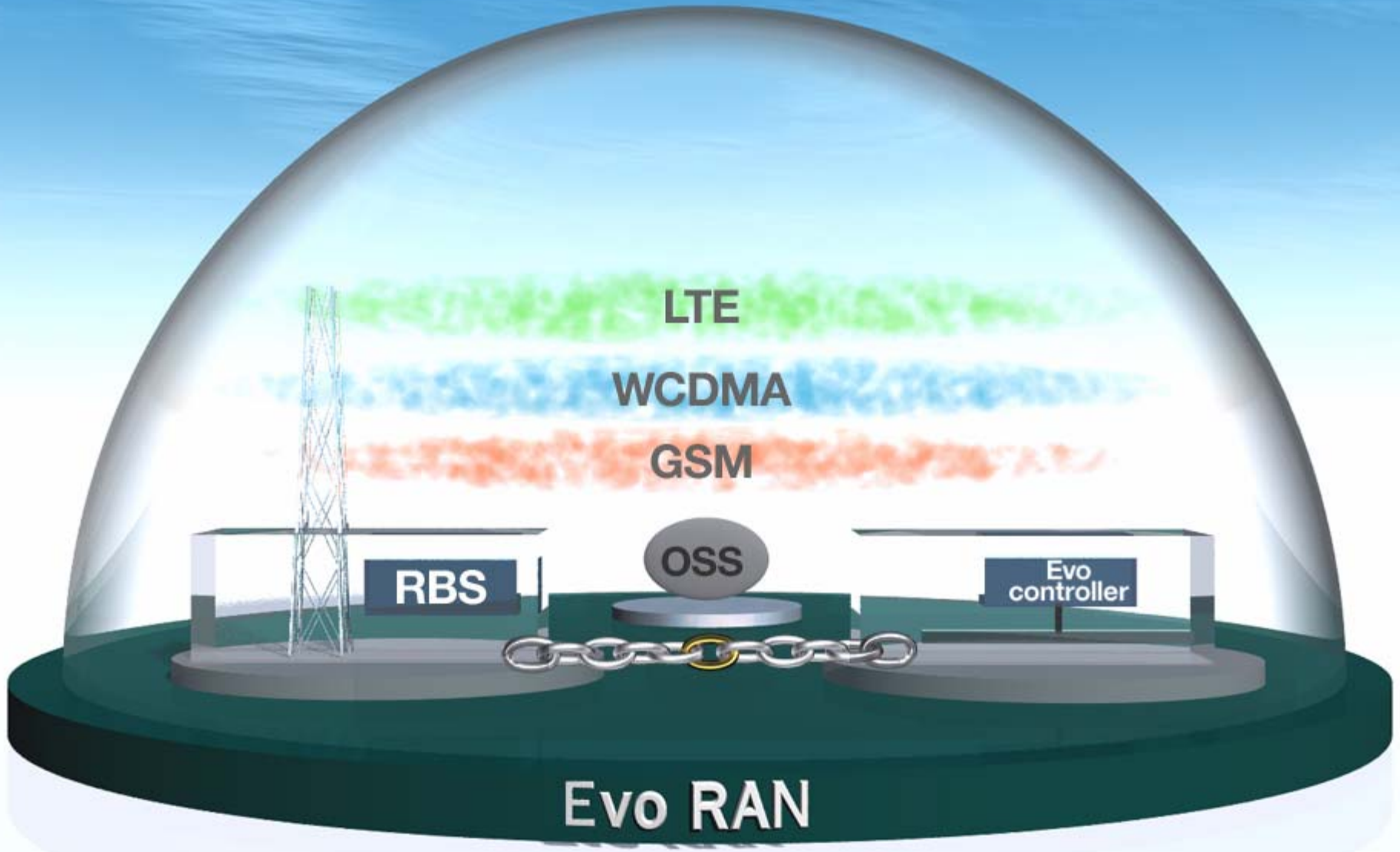
Co-exist for the foreseeable future





Source: GSA, WCIS, Ericsson analysis

LTE initial deployment, HSPA expansion and upgrade


LTE
WCDMA
GSM
RBS
OSS
Evo controller
Evo RAN


ERICSSON
TAKING YOU FORWARD

Sources for slide no 7

AT&T:
http://www.att.com/Investor/Financial/Earning_Info/docs/2Q_09_slide_c.pdf

Telefonica:
http://www.telefonica.com/en/shareholders_investors/pdf/rdos09t2-pres.pdf

Vivo:
http://vivo.mediagroup.com.br/eng/download/apresentacoes/VIVO_Presentation_2Q09.pdf

Vodafone:
http://www.vodafone.com/etc/medialib/preliminary_results.Par.49965.File.dat/prelim_2009_final1.pdf

Orange:
http://www.francetelecom.com/en_EN/finance/invest-analysts/cons-results/att00012066/FranceTelecomH109Results_Web.pdf

MTN:
http://www.mtn-investor.com/reporting/interims_09/pdf/presentation.pdf

Softbank:
http://www.softbank.co.jp/en/irinfo/shared/data/presentation/results/2009/softbank_presentation_2009_001.pdf

SmarTone:
http://www.smartone.com.hk/about/investor/results/english/0809annual_present.pdf

Telstra:
http://www.telstra.com.au/abouttelstra/investor/docs/tls686_fy_analystbriefing.pdf