GSMA MOBILE™ WORLD CONGRESS

BARCELONA 2-5 MAR 2015



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GSMA Seminar Theatre 2015

Mobile – Wi-Fi

Is there room for both licensed and unlicensed networks?

Is Wi-Fi supporting the mobile experience or taking over?

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The world is changing…. Wi-Fi First

- Wi-Fi Calling
- New Types of Wi-Fi
- Billions of Wi-Fi Enabled Devices
- Community Wi-Fi
- Wi-Fi in M2M
- Interoperability
- New Monetization Models
- Venue/Retail Wi-Fi

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The world is changing…. Wi-Fi First

Wireless Broadband Alliance
Driving next generation Wi-Fi experience

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- New Types of Wi-Fi
- Interoperability
- Enabled Devices
- Models
- Community Wi-Fi
- Venue/Retail Wi-Fi

Wi-Fi has established itself as a pervasive technology and has become the de-facto communication service for users

"..study concluded that the technologies currently operating in unlicensed spectrum bands in the United States generated a total economic value of $222.4 billion in 2013 and contributed $6.7 billion to the nation's GDP…"

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Key findings from WBA Industry Report 2014

Key findings Attitudes to public Wi-Fi



56.7% more confident about investing in public Wi-Fi than they were 12 months ago (whether as operators or in offering products and carrier services)

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Key findings from WBA Industry Report 2014

Key findings Monetization

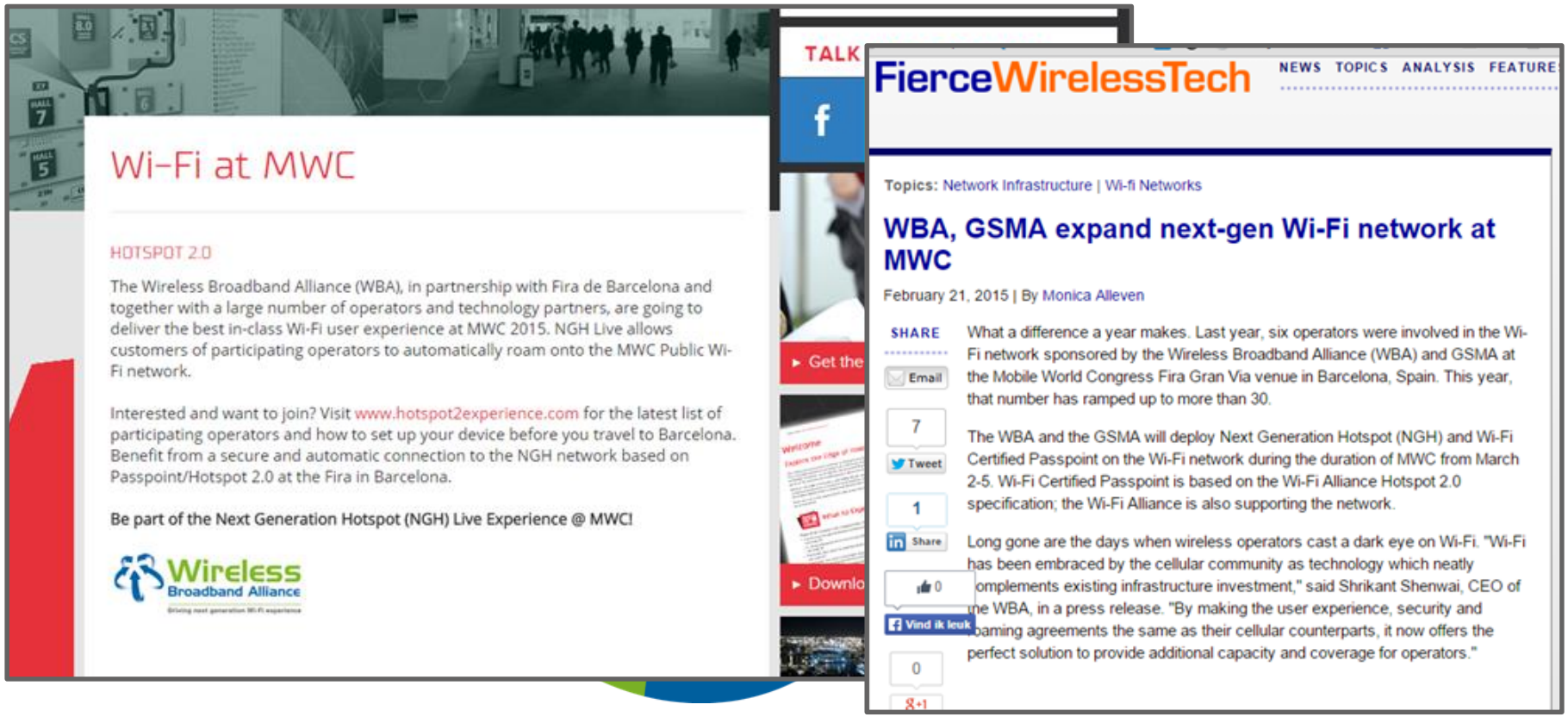


70% said the key motivation for deploying carrier-grade Wi-Fi was to **improve customer experience & increase subscriber retention**

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Key findings from WBA Industry Report 2014

Key findings Rising importance of roaming



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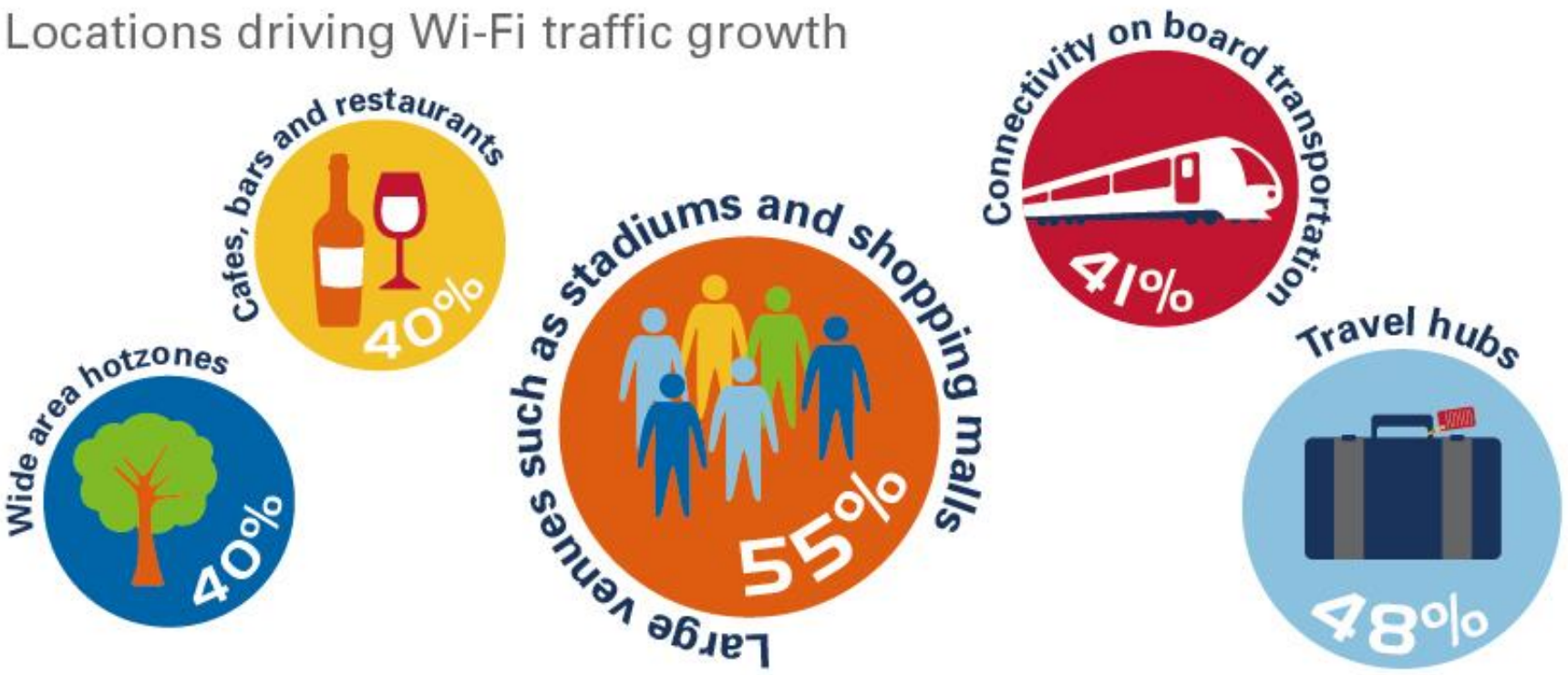
Key findings from WBA Industry Report 2014

Wi-Fi Roaming as a monetization strategy has risen by 25% since 2013



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Key findings from WBA Industry Report 2014

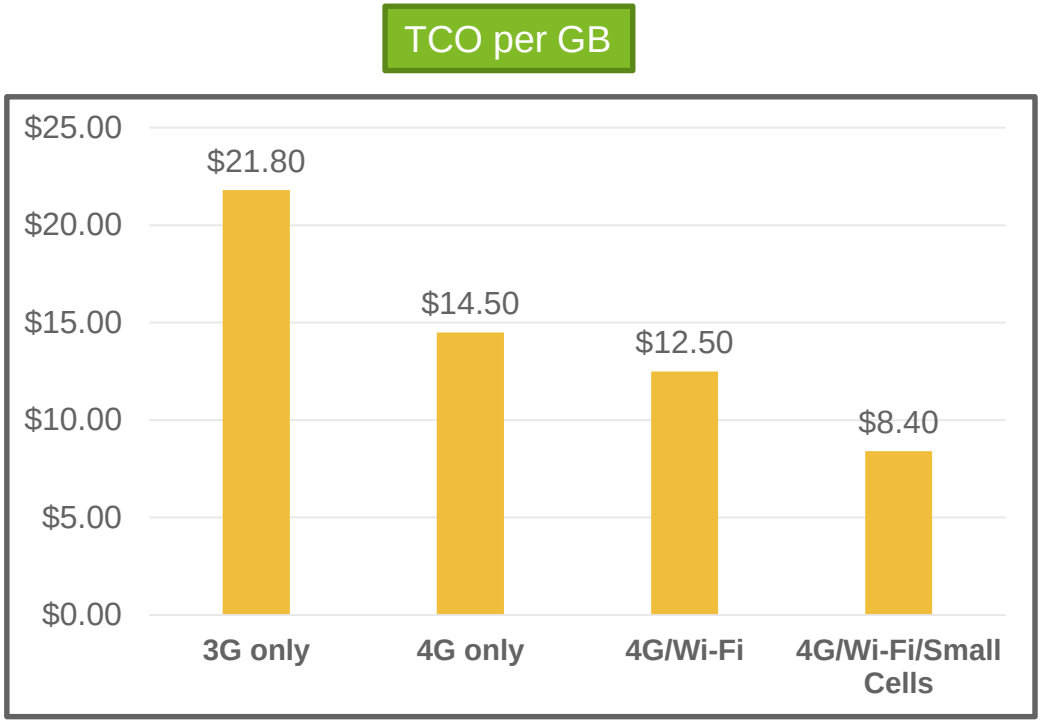


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Are Wi-Fi and Mobile friends or foes?

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Combining Wi-Fi, LTE and small cells provides significant cost savings in the network



Wi-Fi and Mobile: 2 different use cases

"Wi-Fi can augment cellular coverage; it can substitute for it in certain scenarios. But the two are fundamentally different."

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Important business drivers remain…

- Neither mobile nor Wi-Fi **on their own** will be able to cope with the future data demand
- Main growth of Wi-Fi networks are in **Retail/Venue** segment
  - New categories of carriers is emerging -> opportunity or risk?
- New OTT players are looking to monetize
  - VoWiFi traffic will surpass voice-over-LTE traffic by 2017

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Mobile and Wi-Fi can benefit from each other by…..

- Improving the customer experience
  - **Seamless, Secure and Interoperable**
- Delivering carrier-grade networks
- Continuing to develop interoperable (eco)systems
  - Roaming, Cellular - Wi-Fi handoffs, Interworking, Device Testing, Policy Management
- Ensuring fair spectrum sharing and avoid of unduly interference of the unlicensed spectrum
- Taking advantage of new monetization strategies and business models

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Driving next generation Wi-Fi experience

Thank you

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