

# MOBILE: NOVOS SERVIÇOS E SOLUÇÕES

MOBILE FORUM PORTUGAL: BREAKING INTO THE FUTURE

LISBON, JUNE 30TH, 2015

**Joaquim Santos**  
Ericsson Portugal

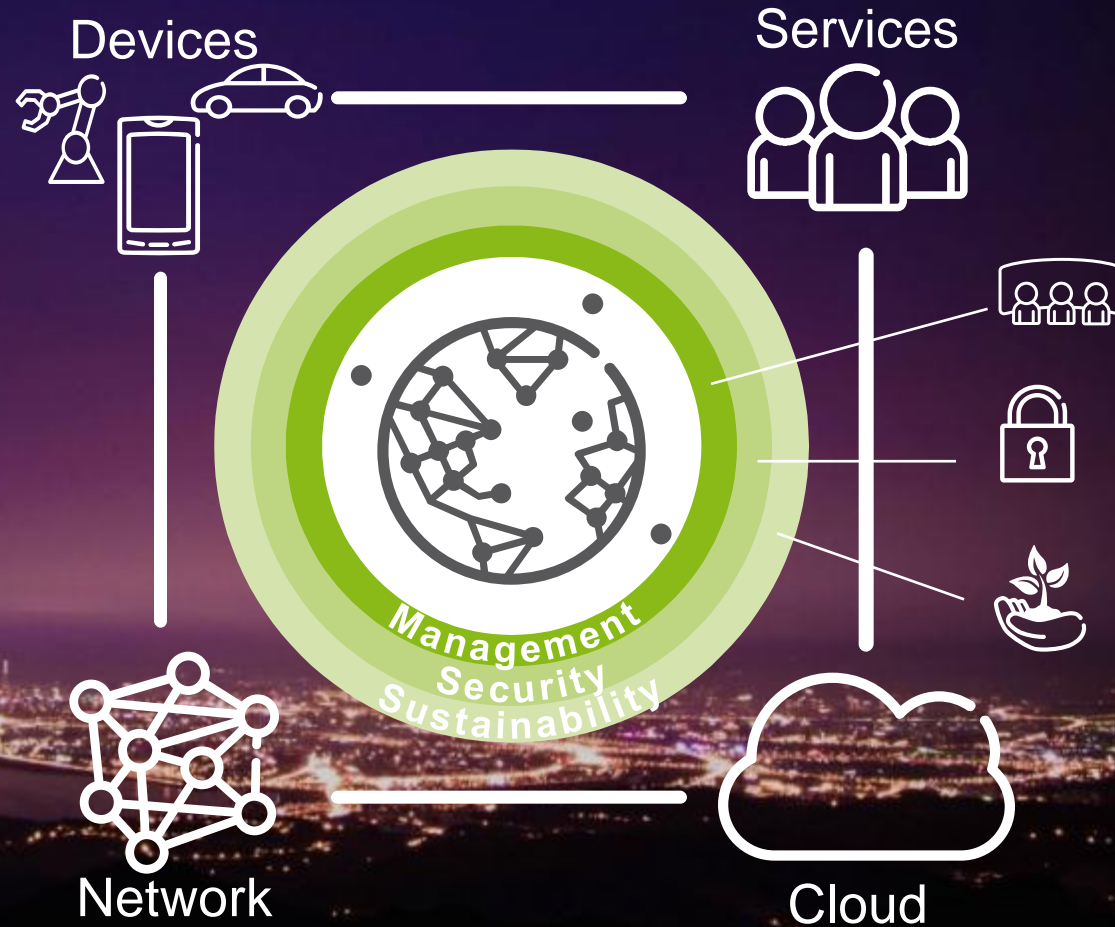
# THE NETWORKED SOCIETY



Usage & user-driven  
landscape

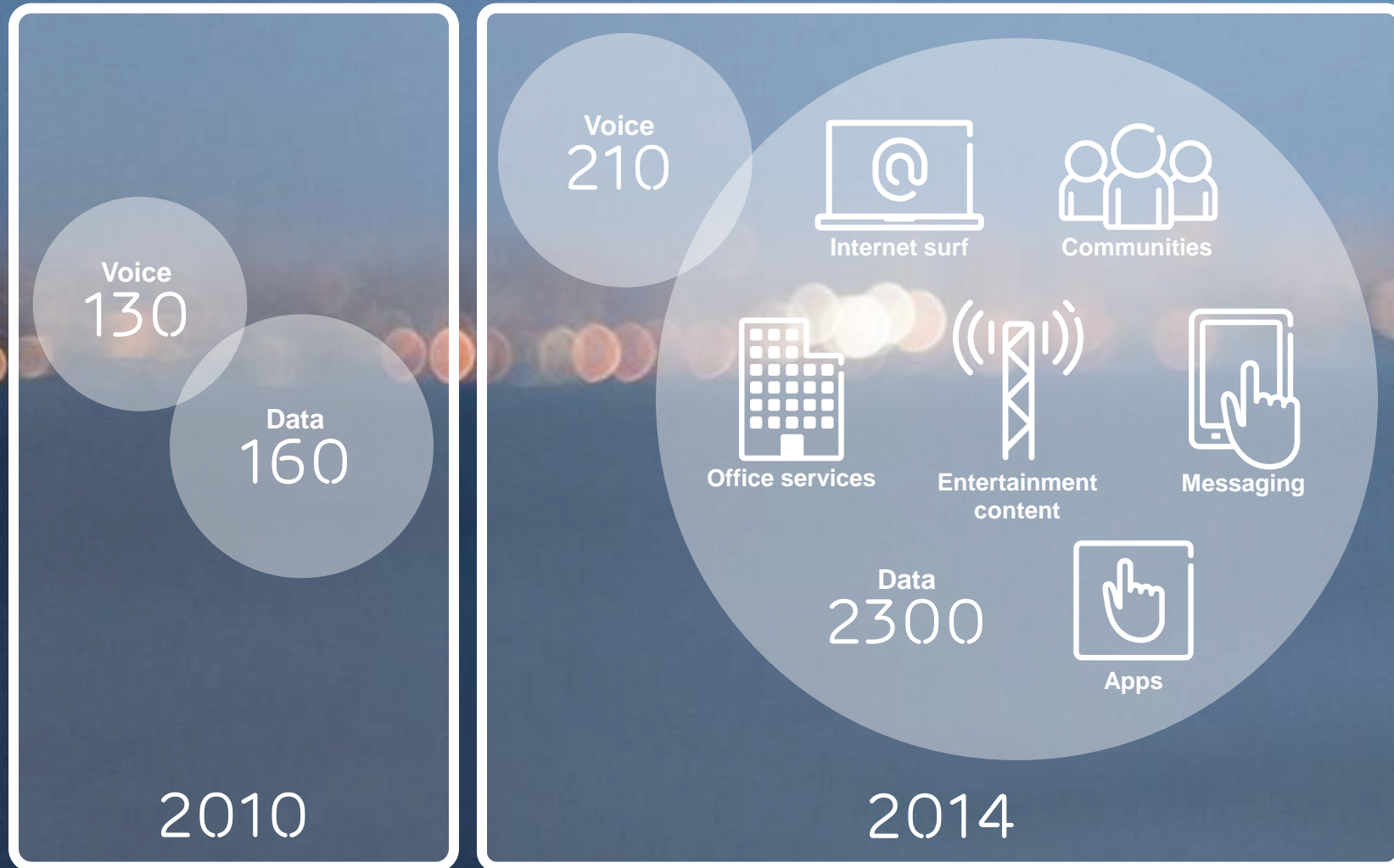
Redefining network and  
connected devices

High performance network  
drives new value





# MORE COMMUNICATION



# NEW BEHAVIORS



**700,000**  
new internet users



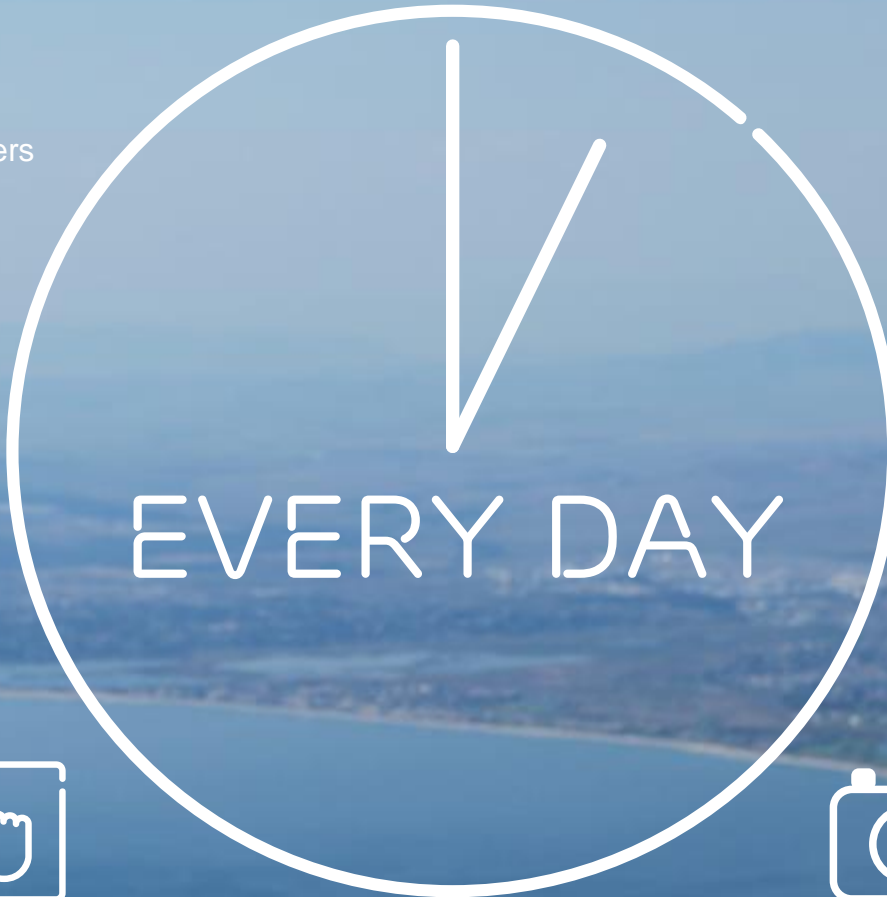
**\$13 million**  
crowdfunding



**\$2,7 billion**  
e-commerce



**2.7 billion likes**  
on Facebook



**133 million hours**  
YouTube video  
watched



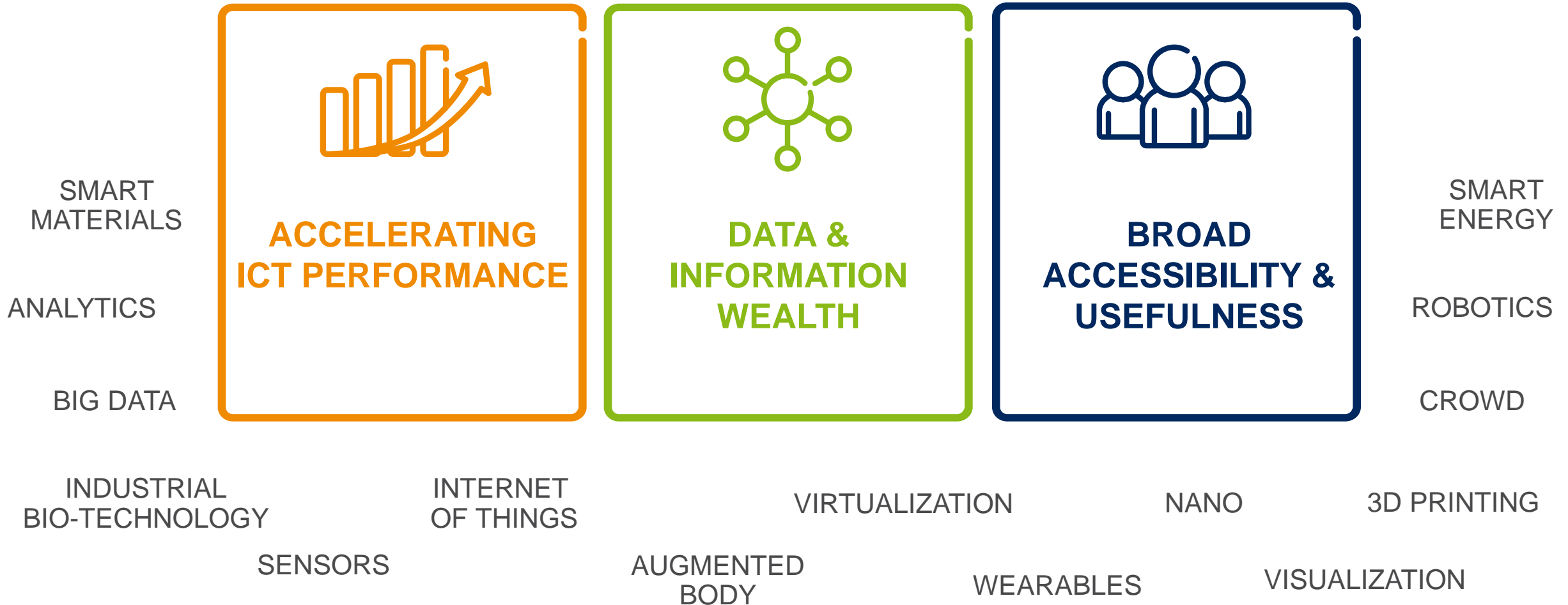
**328 million**  
app downloads



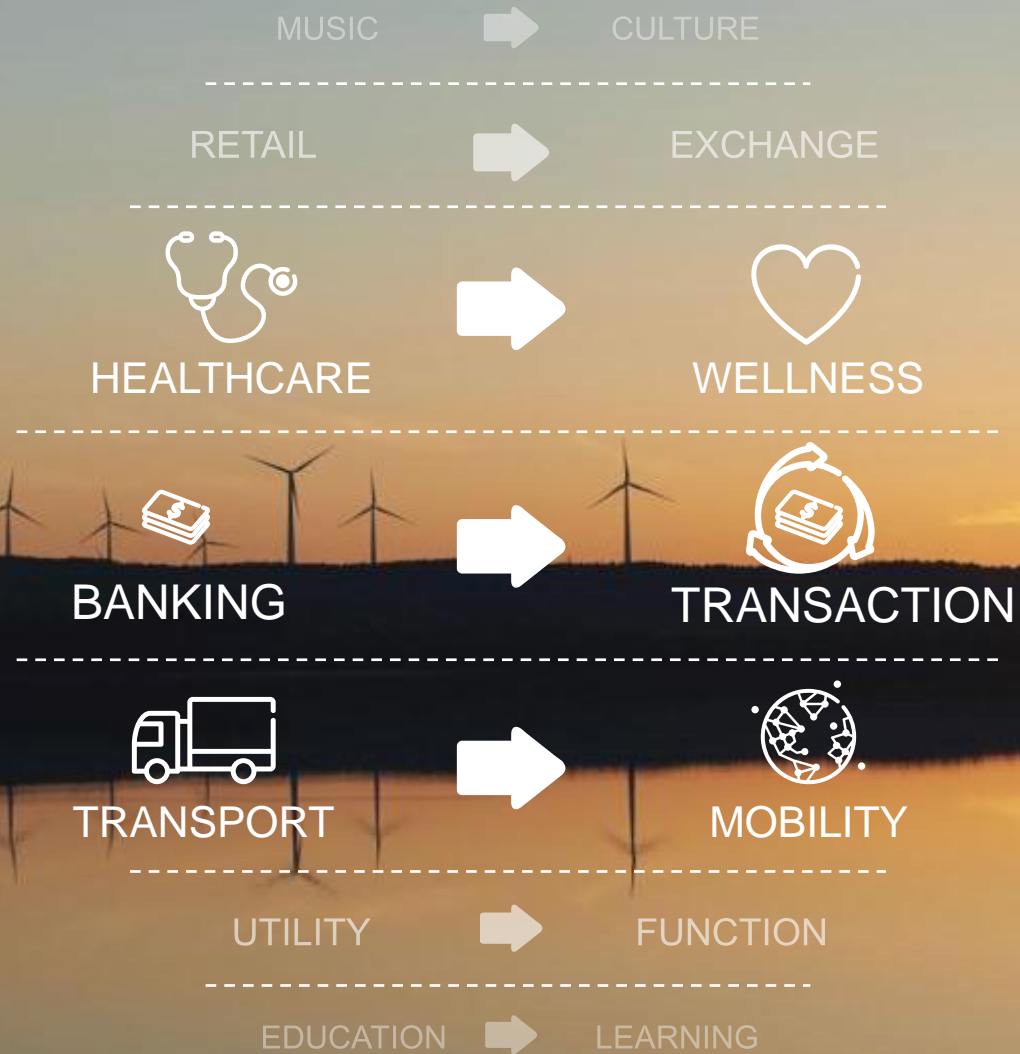
**2.7 billion**  
photos posted



# EXPONENTIAL INNOVATION



# NEW LOGICS



# NEW ASSETS



1. Digitization – exponential and ubiquitous
2. Data – own, shared and open
3. Things – connected and intelligent
4. Users – participating and active
5. Platforms – economics and scale
6. Capabilities – available and on-demand





# TODAY AND BY 2020

	2013	2014	2020
› Subscriptions (M)	6,800	7,100	9,200
› MBB (M)	2,200	2,900	7,700
› Smartphone subs (M)	1,800	2,600	6,100
› Mobile Traffic (EB/Month)	2	3.3	30.5
› Fixed Traffic (EB/Month)	40	50	140
› Video (% of Mobile Traffic)	~40	45	60
› Pop coverage (%)			
– GSM EDGE	>85		~95
– WCDMA/HSPA	~60		~90
– LTE	~20		>70

>2X

9X





# APP COVERAGE CONFERENCING – LYNC 2013



## › Use case 1: Screen Sharing

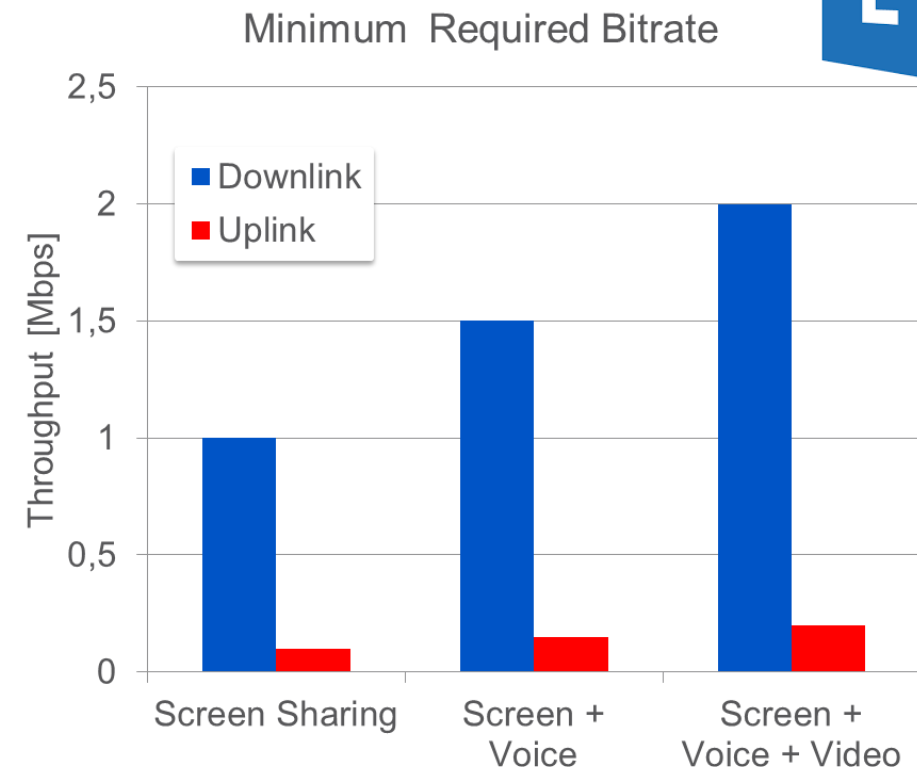
- Requires 1 Mbps in downlink and 100 kbps in uplink to update screen within 1-3 seconds

## › Use case 2: Screen Sharing + Voice

- Requires 1.5 Mbps in downlink and 150 kbps in uplink to update screen within 1-3 seconds

## › Use case 3: Screen Sharing + Voice + Video

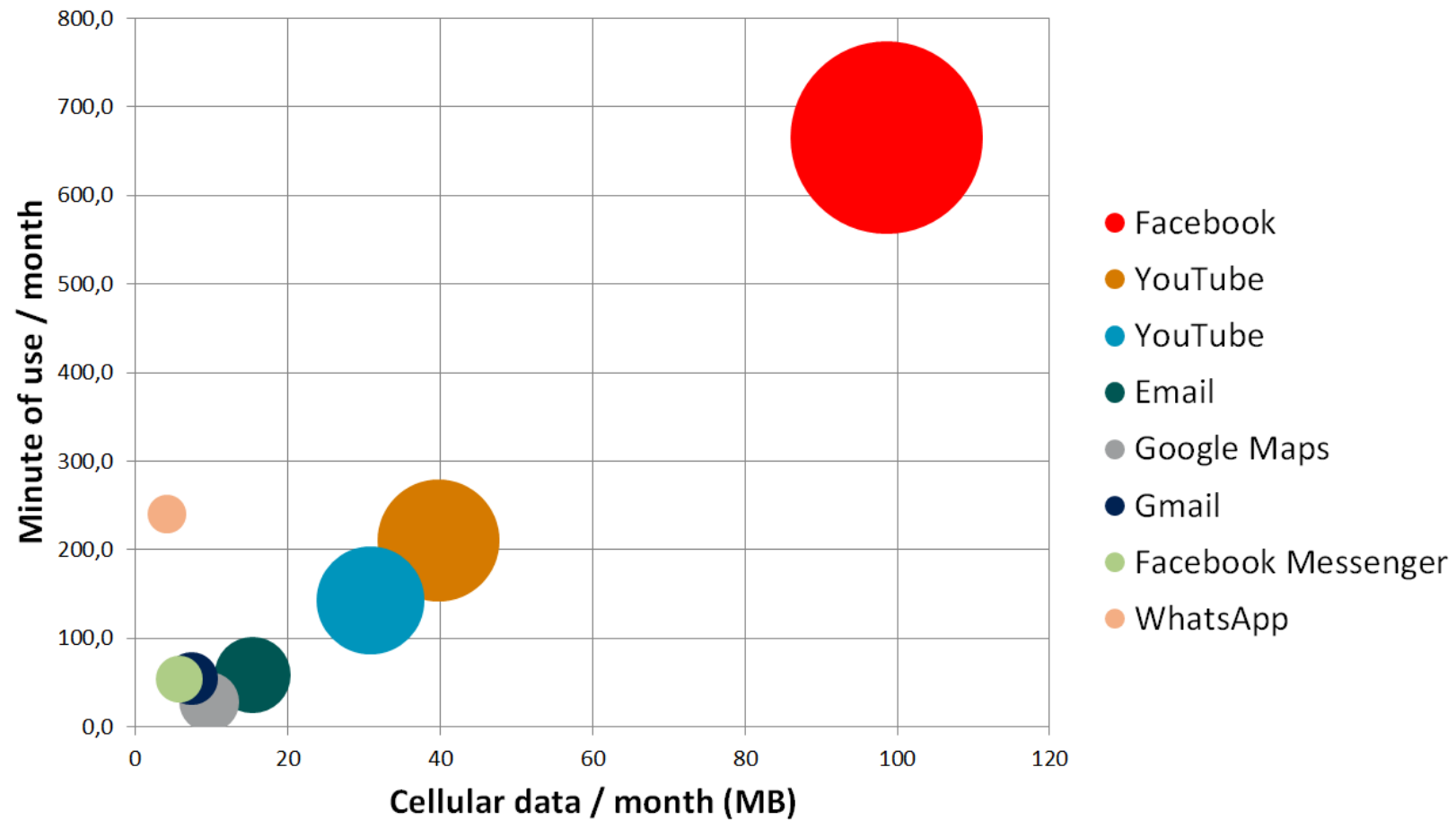
- Requires 2 Mbps in downlink and 200 kbps in uplink to update screen within 1-3 seconds



# SMARTPHONE USAGE, PORTUGAL



Minute of use vs Cellular consumption (MB)  
Android smartphones in Portugal for April 2015





# EVOLUTION TOWARDS 2020



# 5G USE CASE EXAMPLES



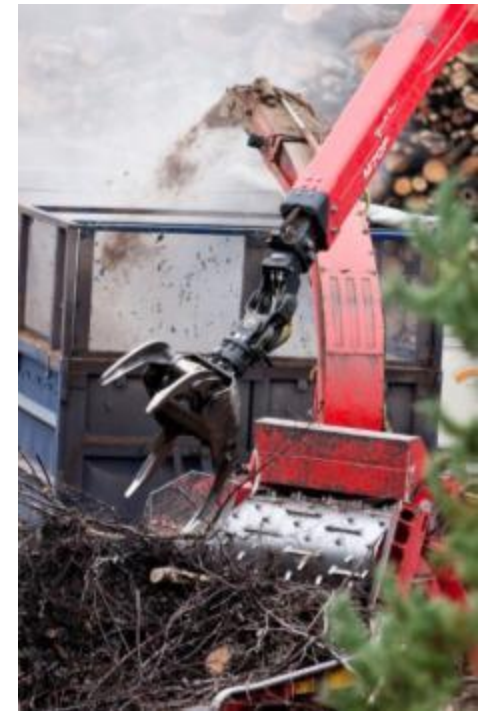
Broadband experience  
everywhere anytime



Massive Machine  
Type Communication

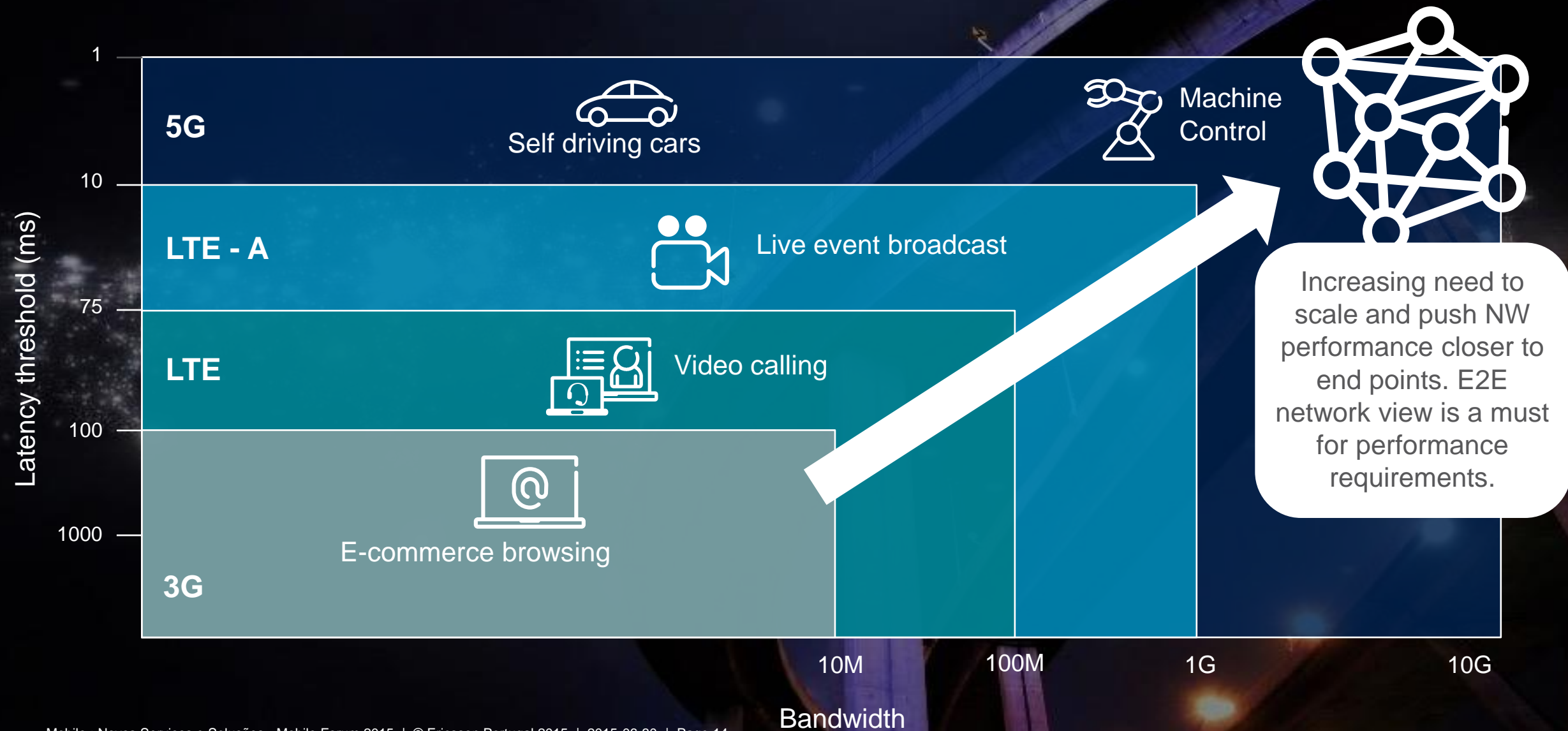


Mass market  
personalized TV



Critical Machine  
Type Communication

# LATENCY & BANDWIDTH









**ERICSSON**