



ERICSSON MOBILITY REPORT & CONSUMER LAB INSIGHTS

CLÁUDIA QUEIRÓS
Customer Solutions Mobile Broadband

DRIVERS FOR GROWTH 2021



12X

smartphone traffic

MORE
USAGE

9.1B

mobile subscriptions

MORE
PEOPLE

1.5B

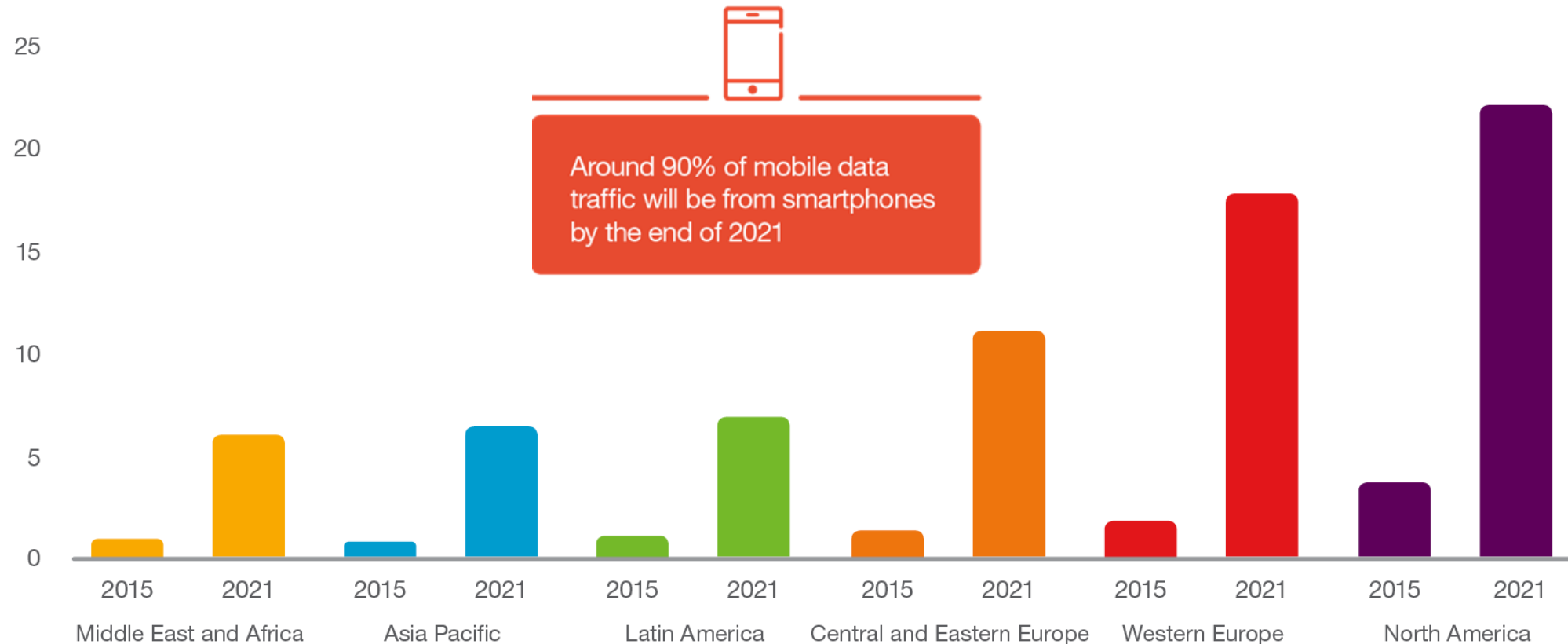
cellular IoT devices

MORE
THINGS

HIGHEST GROWTH OF SMARTPHONE DATA IN WESTERN EUROPE



Monthly data traffic per smartphone (GB)

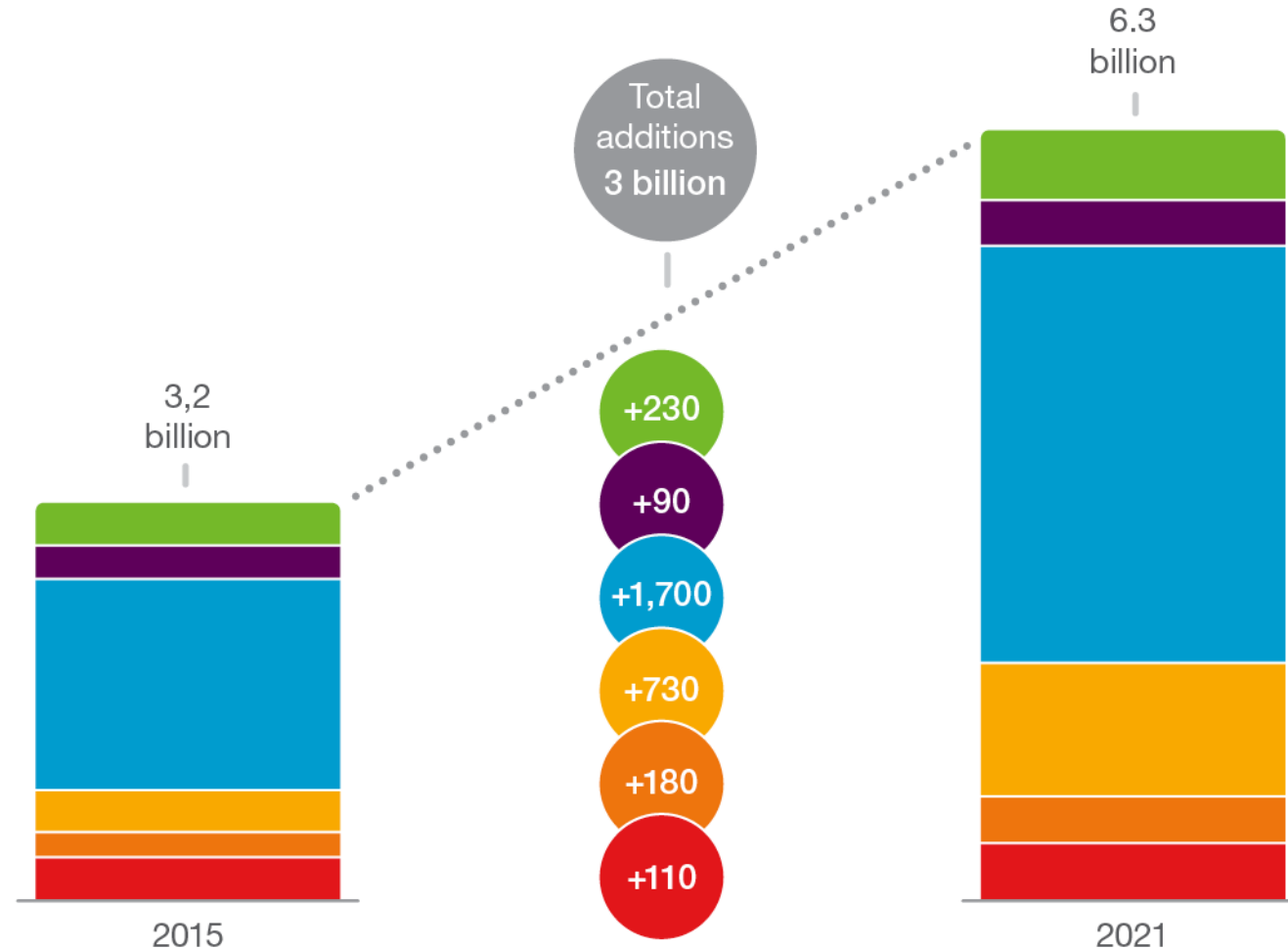


SMARTPHONE SUBSCRIPTIONS TO SURPASS BASIC PHONES IN 2016



Smartphone subscriptions per region 2015–2021

- Latin America
- North America
- Asia Pacific
- Middle East and Africa
- Central and Eastern Europe
- Western Europe

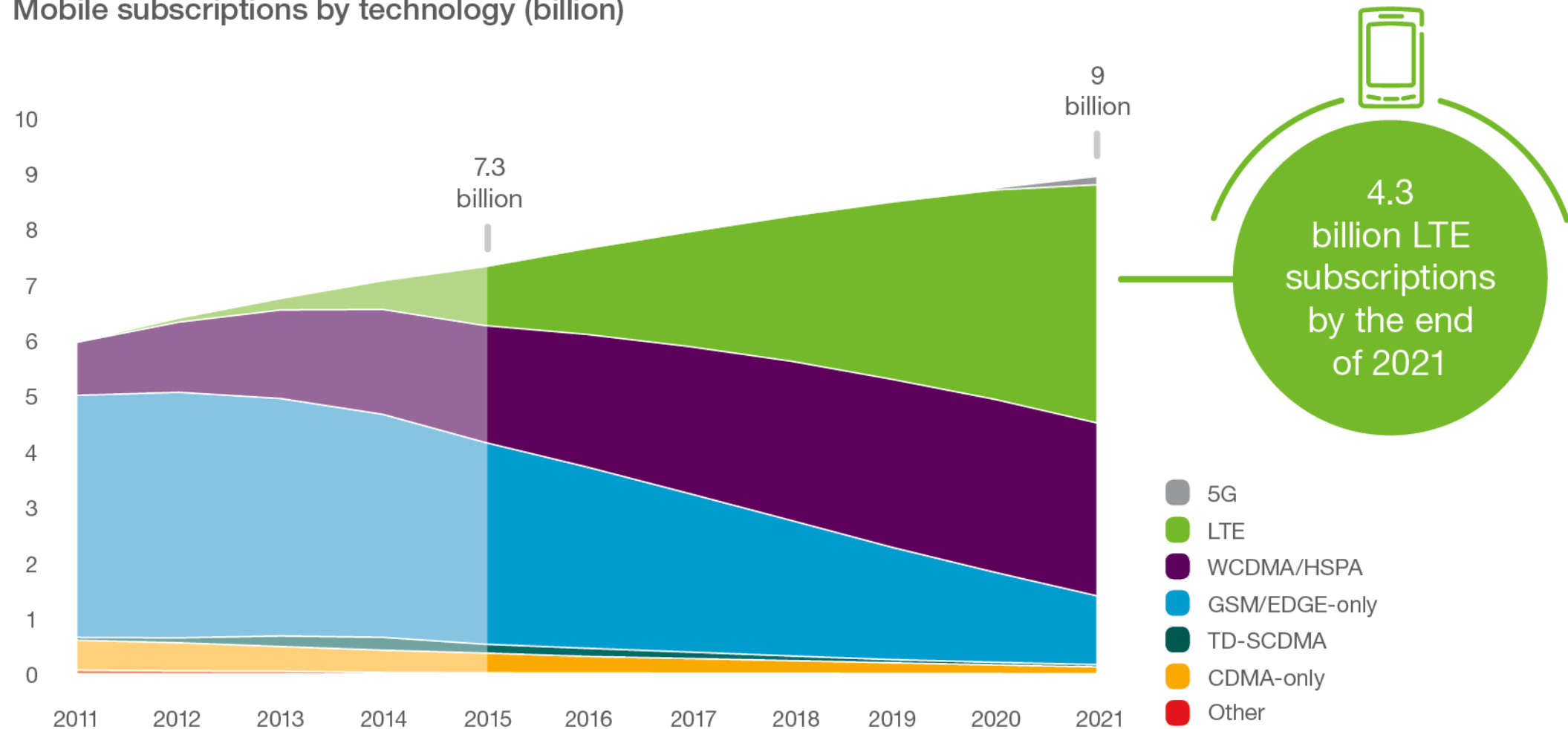


Smartphone subscriptions set to almost double by 2021

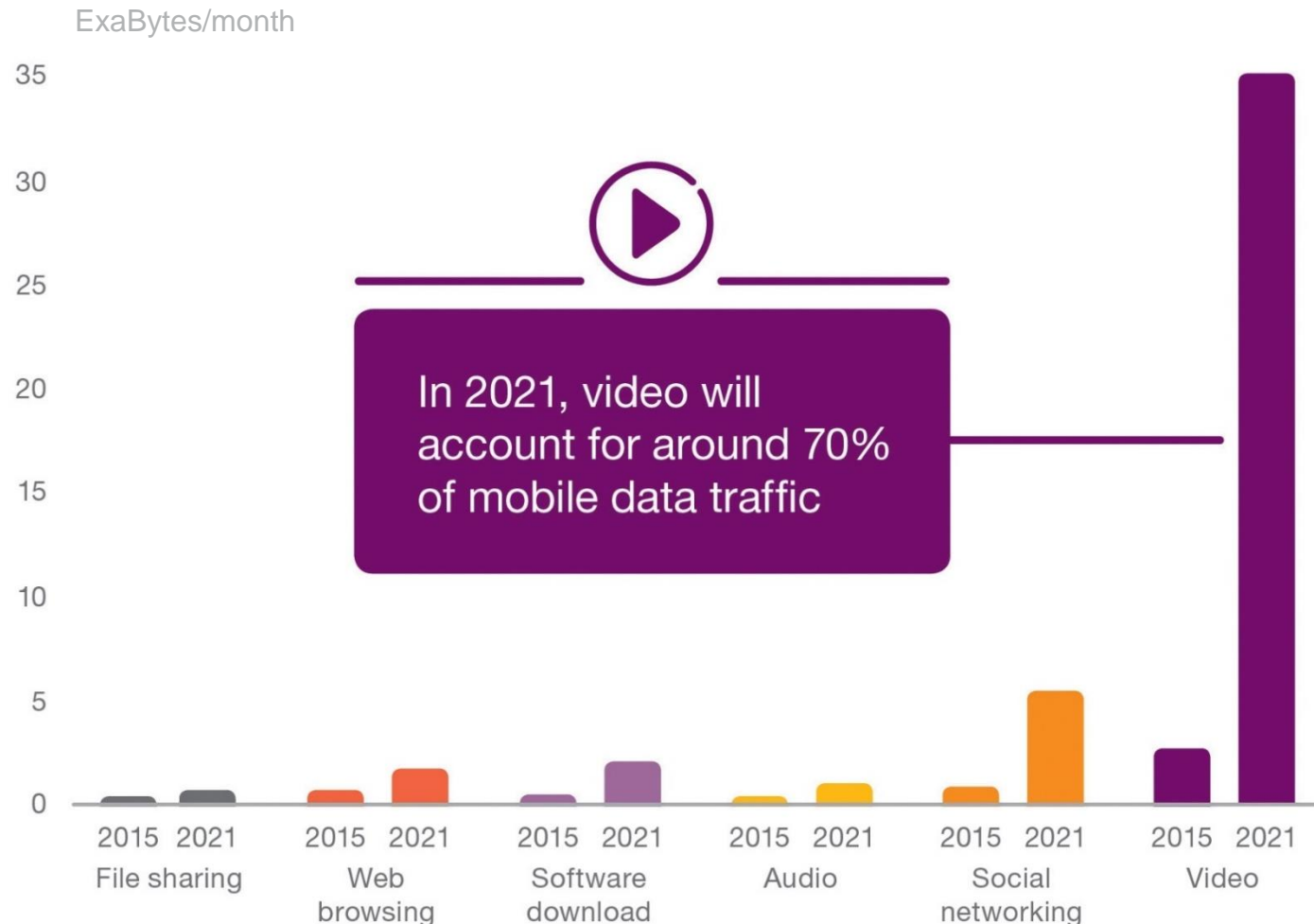
LTE WILL BE THE DOMINANT MOBILE ACCESS TECHNOLOGY IN 2019



Mobile subscriptions by technology (billion)



14X MORE VIDEO TRAFFIC IN 2021



DRIVERS

- › Evolving devices with larger screens and better resolution
- › Video part of online content, incl. news, ads & social media
- › User behavior changes, video being consumed everywhere
- › Faster networks & better App Coverage

SOCIAL AND VIDEO SURGING



1.5B

mobile Facebook users

1B

YouTube users

100M

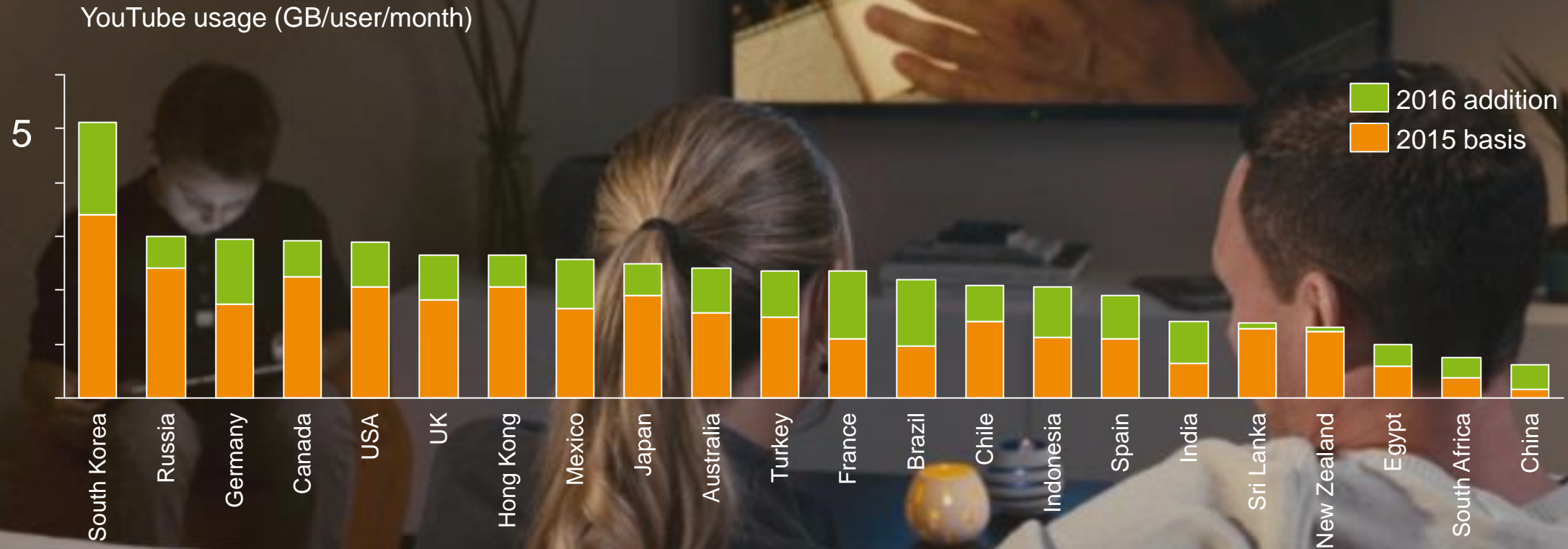
daily Snapchat users

78% of the revenues are
from mobile devices

50% of the video views are
on mobile devices

100 daily video views on
average per user

PEOPLE SPEND MORE DATA AND TIME ON YOUTUBE



20 percent of 16–19 year olds watch more than 3 hours of YouTube daily

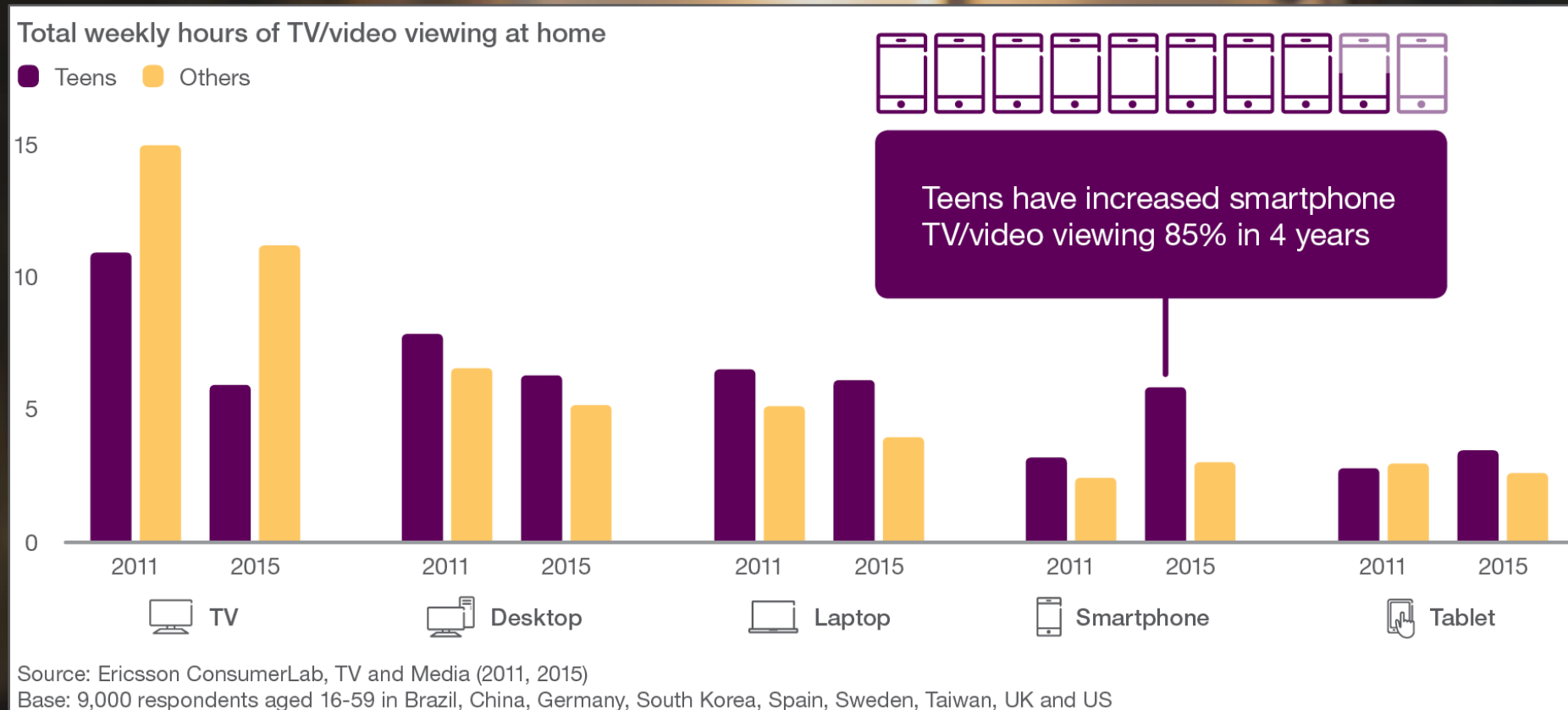
Source: Ericsson Analysis of data from App Annie, 2016
Ericsson ConsumerLab, 10 Hot Consumer Trends, 2016

FACEBOOK USERS DEMAND MORE – USAGE UP >50%



Source: Ericsson analysis of data from App Annie, 2016

GROWING UP STREAMING



Teens are the most important group to monitor

STREAMING DRIVES THE MUSIC INDUSTRY



Physical format
revenue

Revenue from
downloads

Streaming
revenue

-4.9%

-10.5%

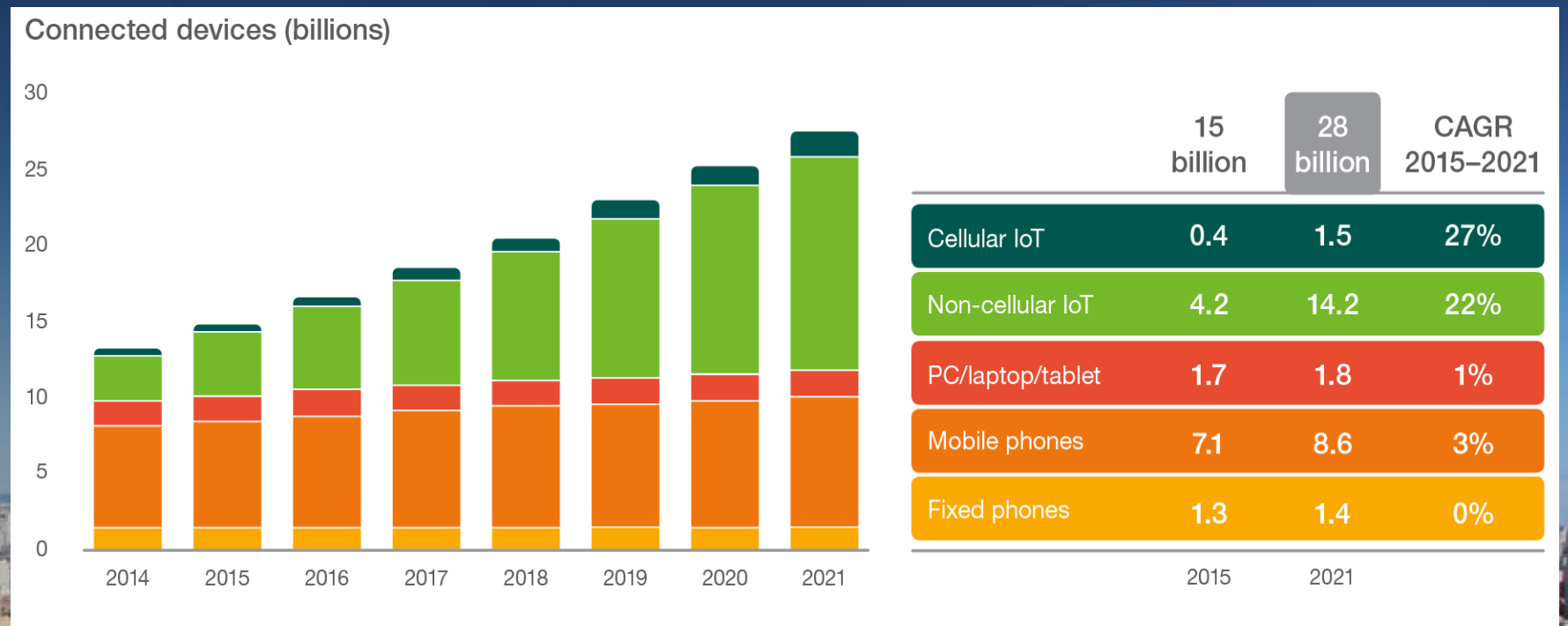
+45.2%

Operator opportunity to deliver and monetize music experience

28 BILLION CONNECTED DEVICES IN 2021

"EVERYTHING THAT WILL BENEFIT FROM BEING CONNECTED
WILL BE CONNECTED"

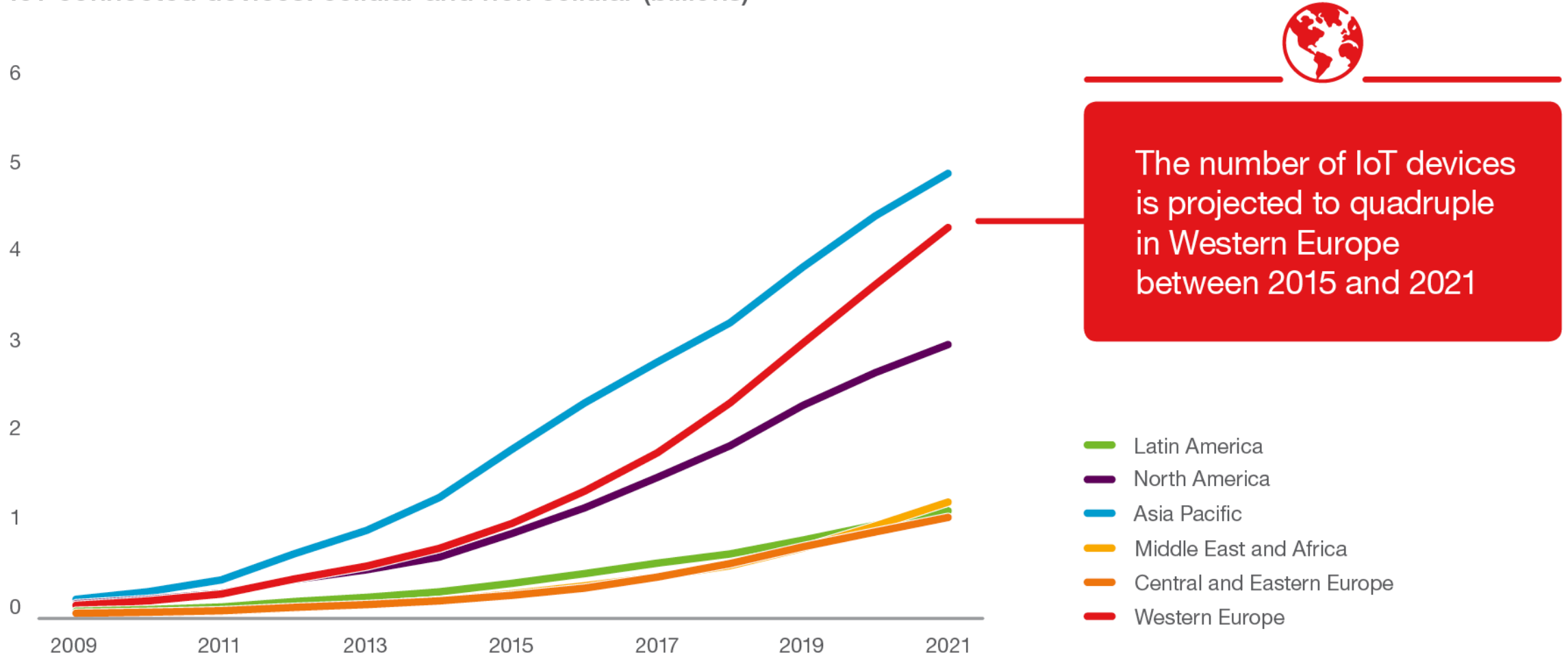
IoT DEVICES
TO SURPASS
MOBILE PHONES
IN 2018



WESTERN EUROPE WILL ADD MOST IOT CONNECTIONS



IoT connected devices: cellular and non cellular (billions)



A BODY OF SENSORS



74%

See that wearables will act as conduit for exchanging data between them and other physical objects and things

These may not necessarily be devices but sensors that are ingestible or implants that help interact with objects and devices

25%

Already today 25 percent of smartwatch owners use their smartwatch to remotely control digital devices at home

6/10

Smartphone users believe that ingestible pills & chips under the skin will be used to interact with objects within 5 years



Implanted chip for unlocking car doors



Implanted chip for retail buying transactions



In 5 years' time walking around with an ingestible sensor, which tracks your body temperature & adjust the thermostat setting automatically once you arrive home, may be a reality, according to consumers

Implanted chip for auto adjusting temperatures





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