



ERICSSON

# TELEBRIEFING: ERICSSON MOBILITY REPORT

ON THE PULSE OF THE NETWORKED SOCIETY

NOVEMBER 11, 2013



# ERICSSON MOBILITY REPORT

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# KEY HIGHLIGHTS



## In 2019...

9.3 billion mobile subscriptions

8 billion MBB subscriptions

X3 smartphone subscriptions

X10 mobile data traffic –  
driven by video

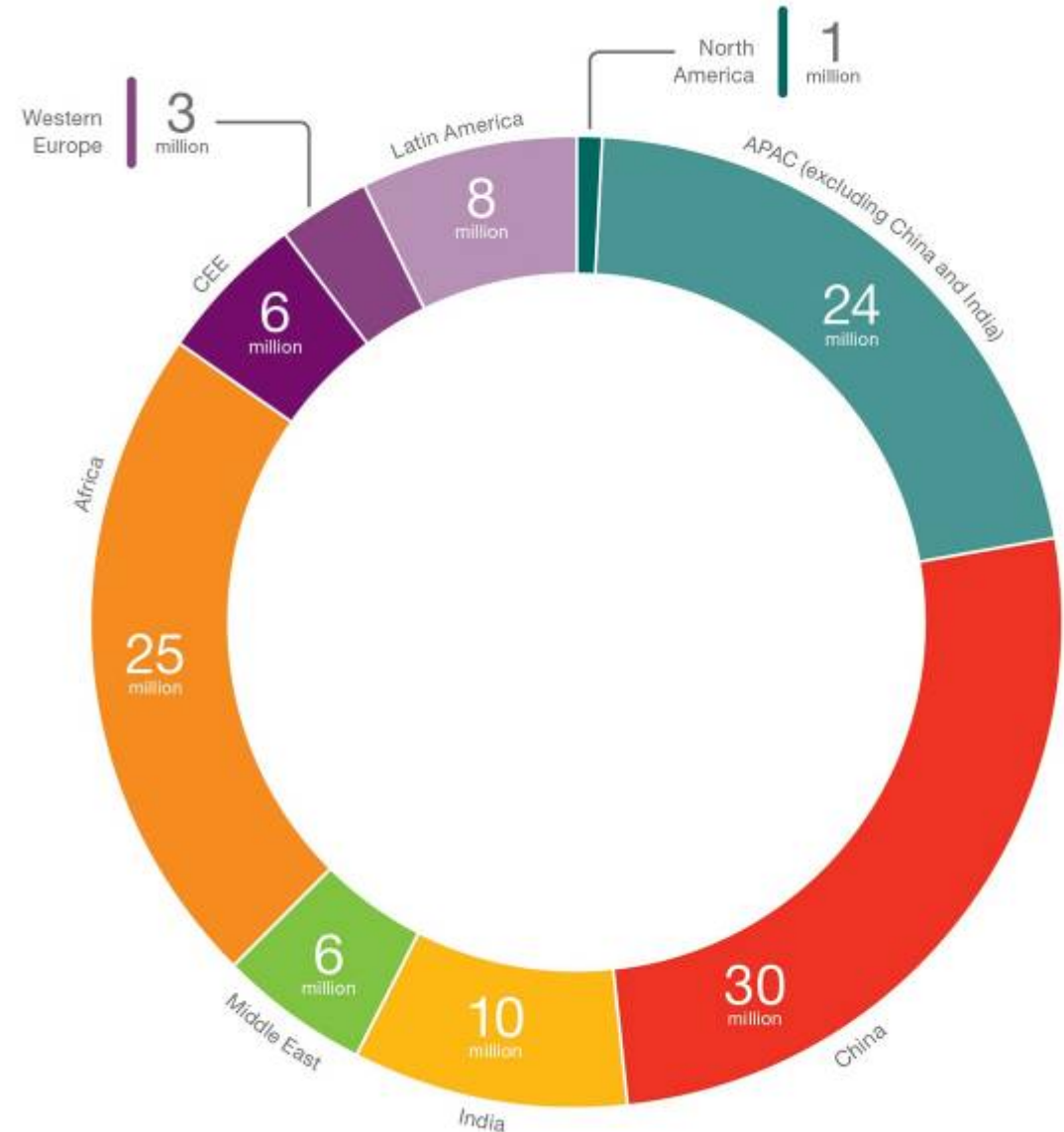
Population coverage  
- 90% WCDMA/HSPA  
- 65% LTE

“Already today, users expect fast and reliable mobile access, wherever they go.  
They want sufficient app coverage”

# SUBSCRIPTION GROWTH Q3



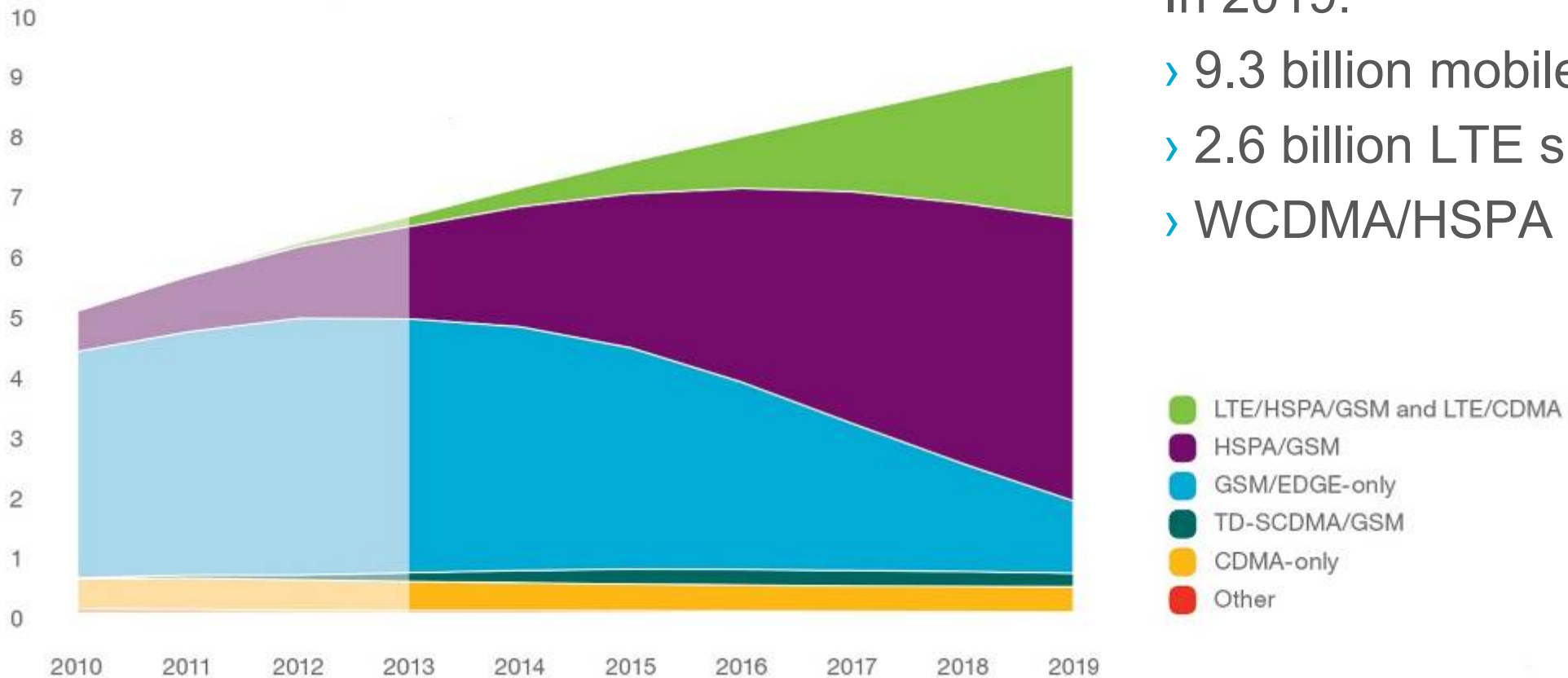
- › 113 million new mobile subscriptions
  - 80 million WCMDA/HSPA
  - 25 million LTE
- › China added 30 million = 25%
- › 6.6 billion mobile subscriptions



# SUBSCRIPTION OUTLOOK – GROWTH IN HSPA AND LTE



Mobile subscriptions (billion)



In 2019:

- › 9.3 billion mobile subscriptions
- › 2.6 billion LTE subscriptions
- › WCDMA/HSPA dominant

# MAJOR SHIFT IN REGIONS

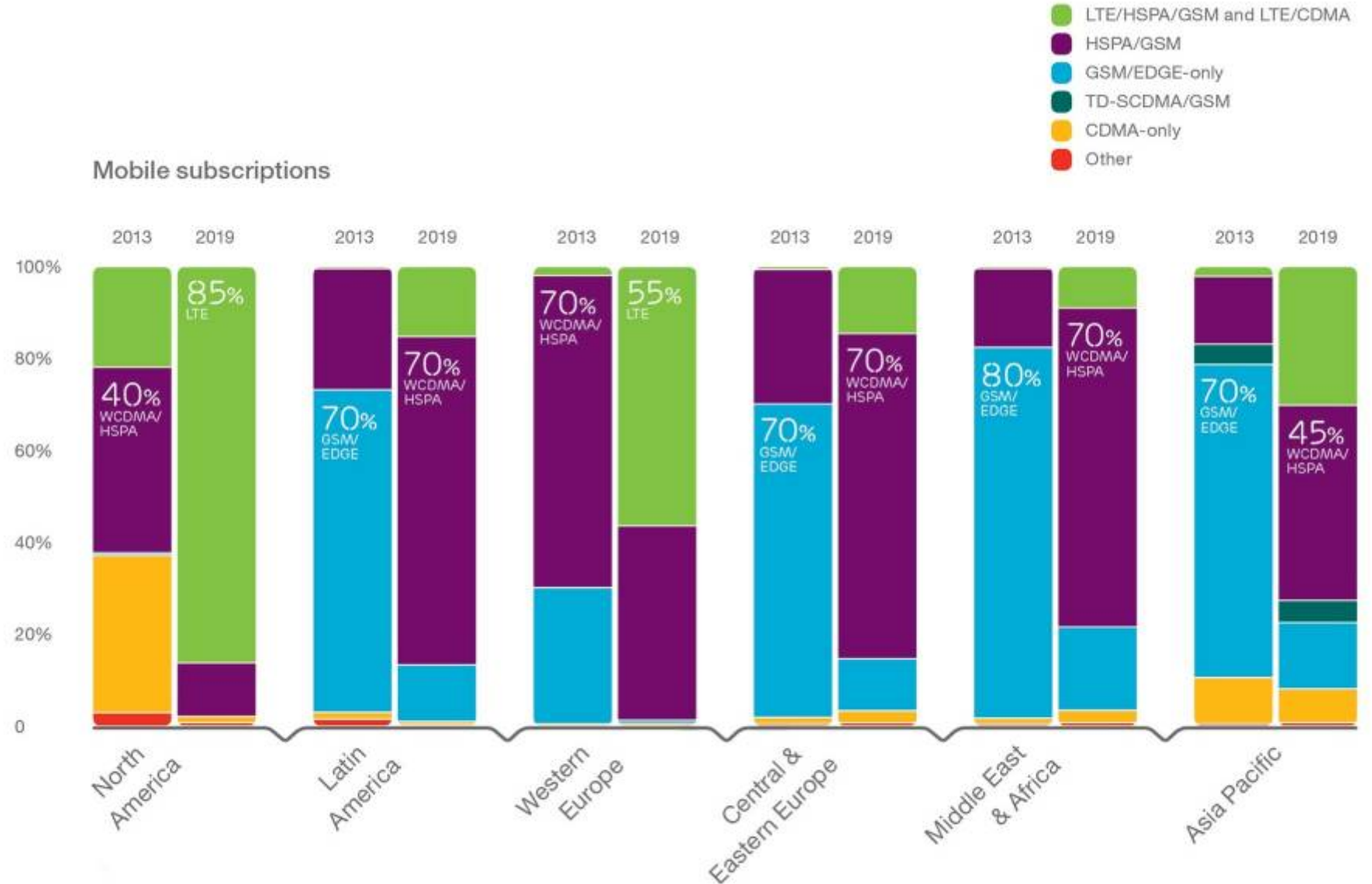


85%

of North American mobile subscriptions will be LTE by 2019

80%

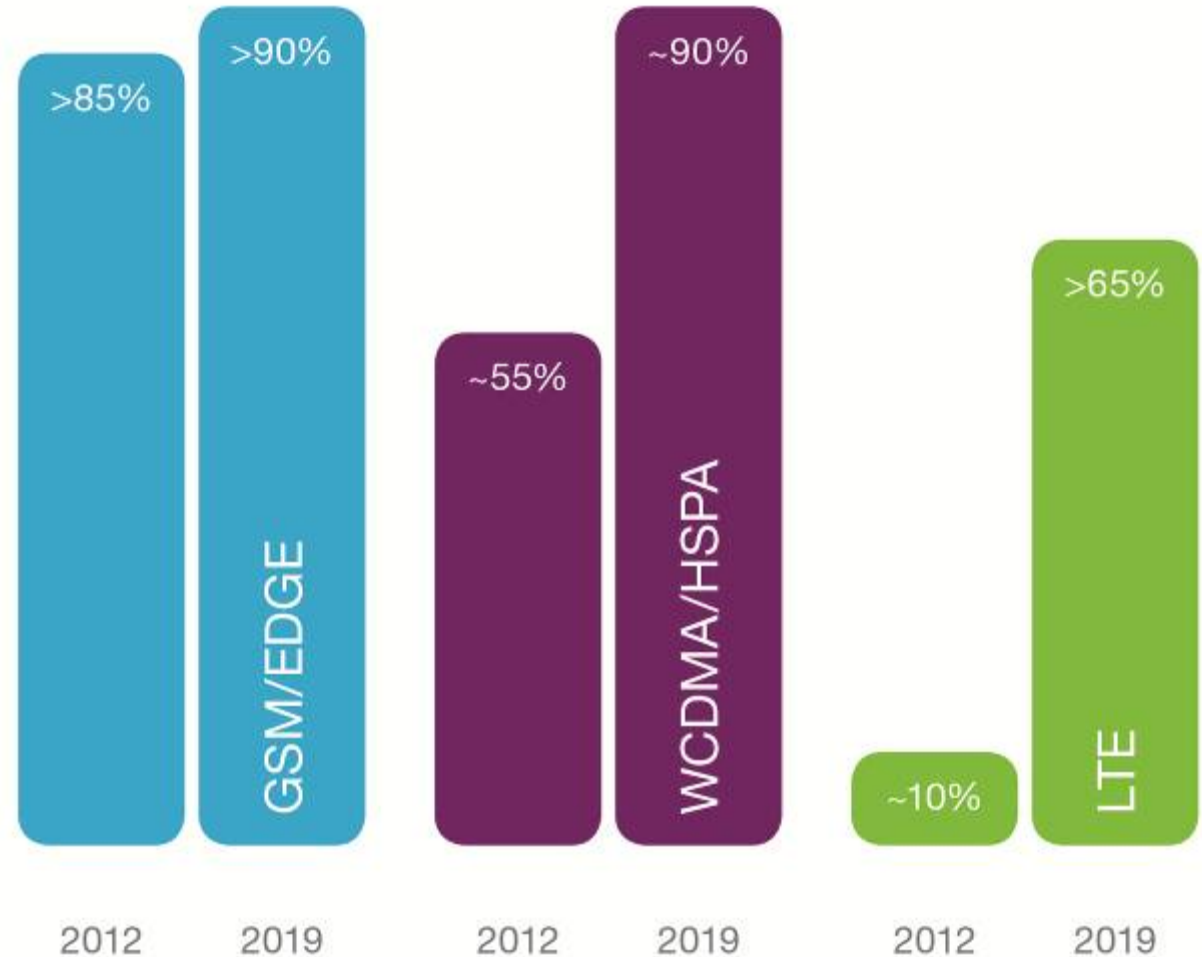
of Middle East & Africa subscriptions are 2G in 2013. The same number will be 3G/4G in 2019



# EVOLVING 3G/4G COVERAGE



- › World population coverage 2019
  - ~90% WCDMA/HSPA
  - >65% LTE
- › Technology evolution continues
  - More than 25% of HSPA networks now on 42 Mbps
  - LTE-Advanced, e.g. carrier aggregation

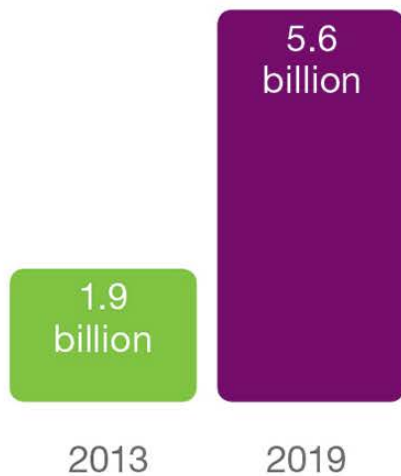




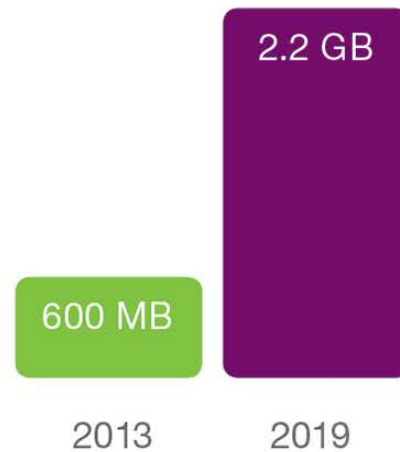
# SMARTPHONES DRIVE TRAFFIC GROWTH



Smartphone subscriptions



Mobile traffic per active subscription per month



Total monthly smartphone traffic



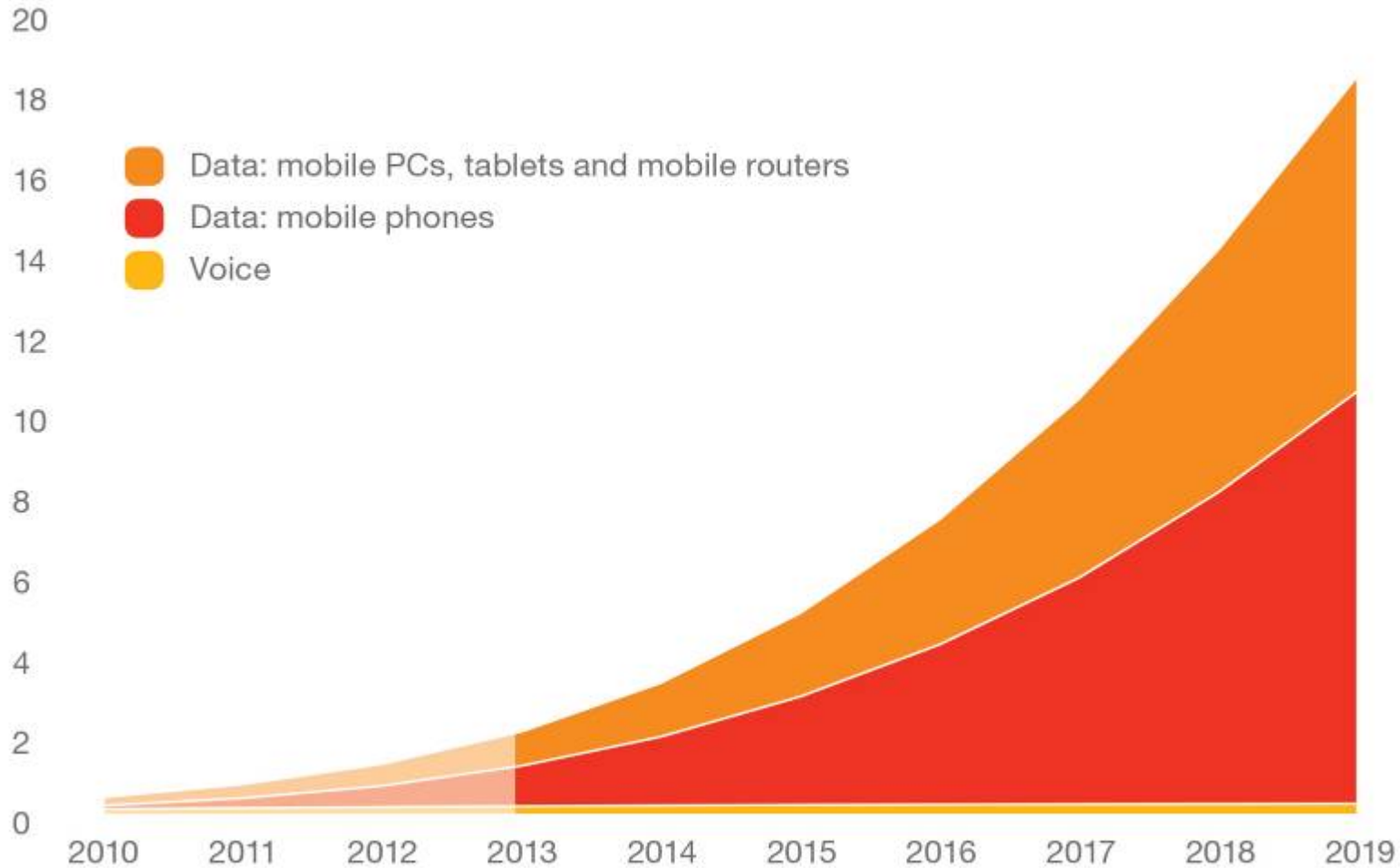
**10X**  
growth in  
smartphone  
traffic between  
2013 and 2019



# MOBILE DATA 10X UNTIL 2019



Global mobile traffic (monthly ExaBytes)



10X

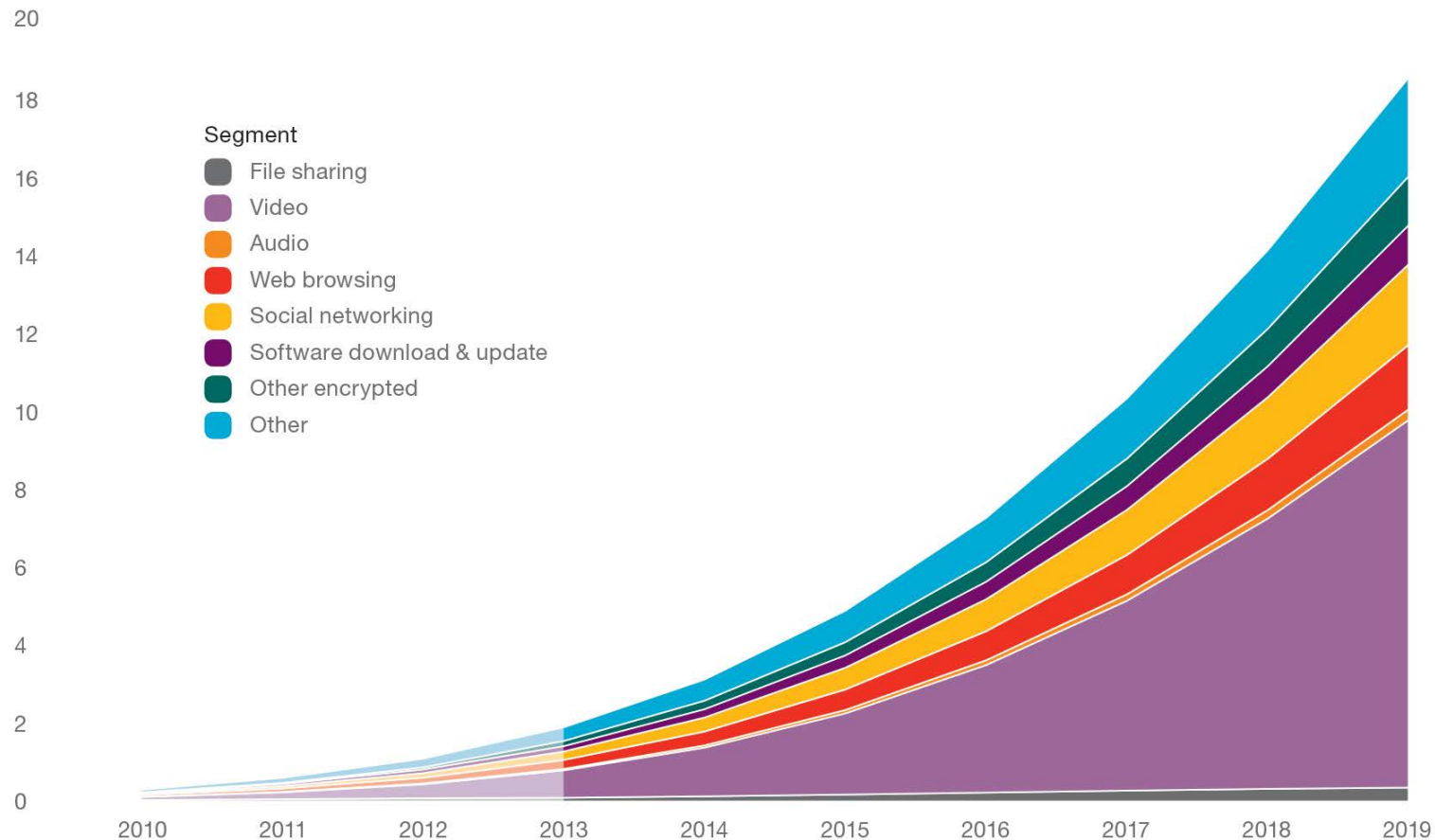
growth in **mobile data traffic** between 2013 and 2019

In 2013, mobile traffic generated by mobile phones will exceed that generated by mobile PCs, tablets and routers

# VIDEO MAIN DRIVER OF MOBILE TRAFFIC



Mobile data traffic by application type  
(monthly ExaBytes)



>50%

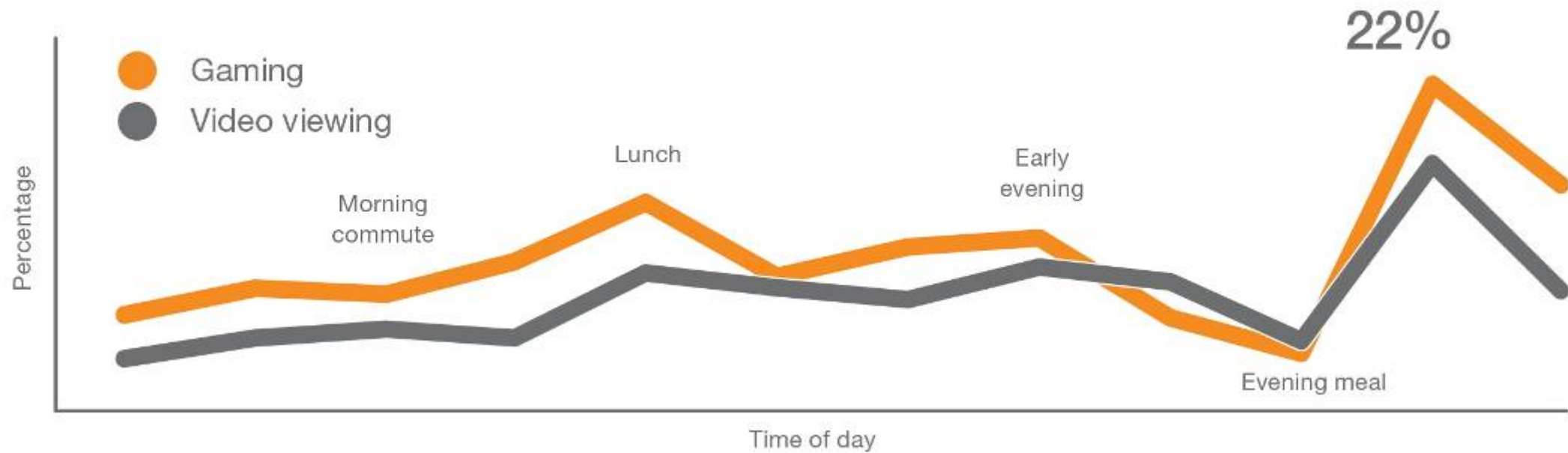
of mobile data traffic will come from video in 2019

Using social networking on smartphones, and watching video on tablets and mobile PCs has increased since 2012

# GAMING DRIVES VIDEO ON SMARTPHONES



Strong correlation between gaming and video viewing on smartphones



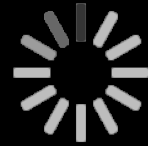
Base: US smartphone users age 15-69  
Source: Ericsson ConsumerLab Analytical Platform 2013, online survey

# TIME TO CONTENT CRITICAL FOR USER EXPERIENCE



10%

OF MOBILE USERS  
ABANDON ONLINE VIDEO  
AFTER 4 SECONDS



40%

OF MOBILE USERS  
ABANDON ONLINE VIDEO  
AFTER 10 SECONDS



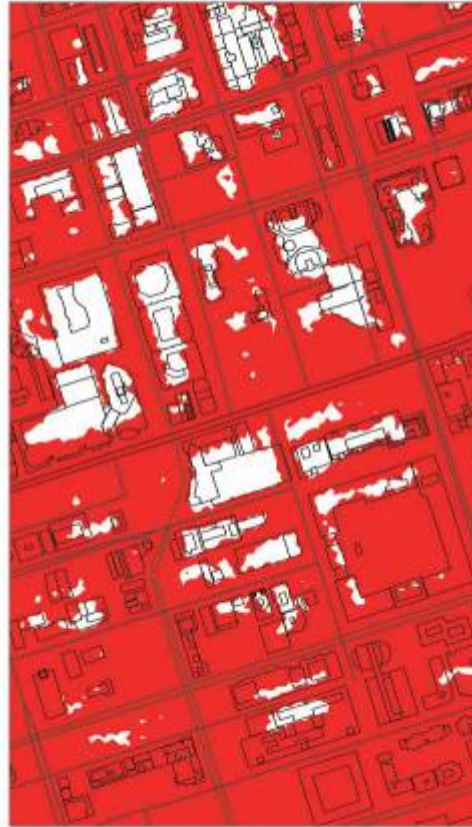
# APP COVERAGE



*City plan view without mapped coverage*



*Voice coverage*



*Music coverage*



*Video streaming coverage*



*“Every app has its own coverage map”*

# APP COVERAGE - INDOOR



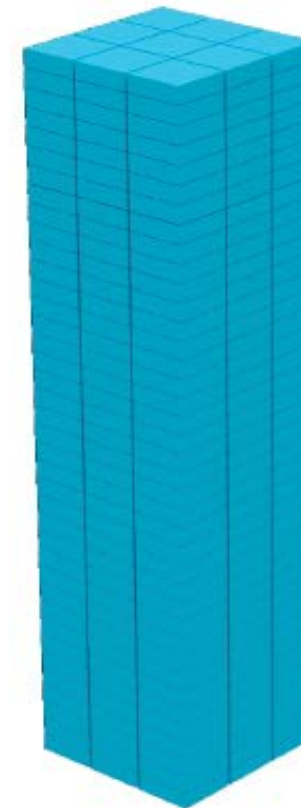
- › App coverage in buildings present a significant challenge
- › In-building app coverage can be improved with suitable radio network deployment



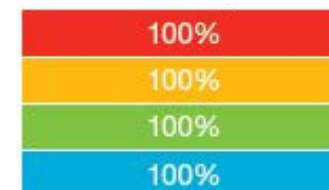
Macro only



Add outdoor micro



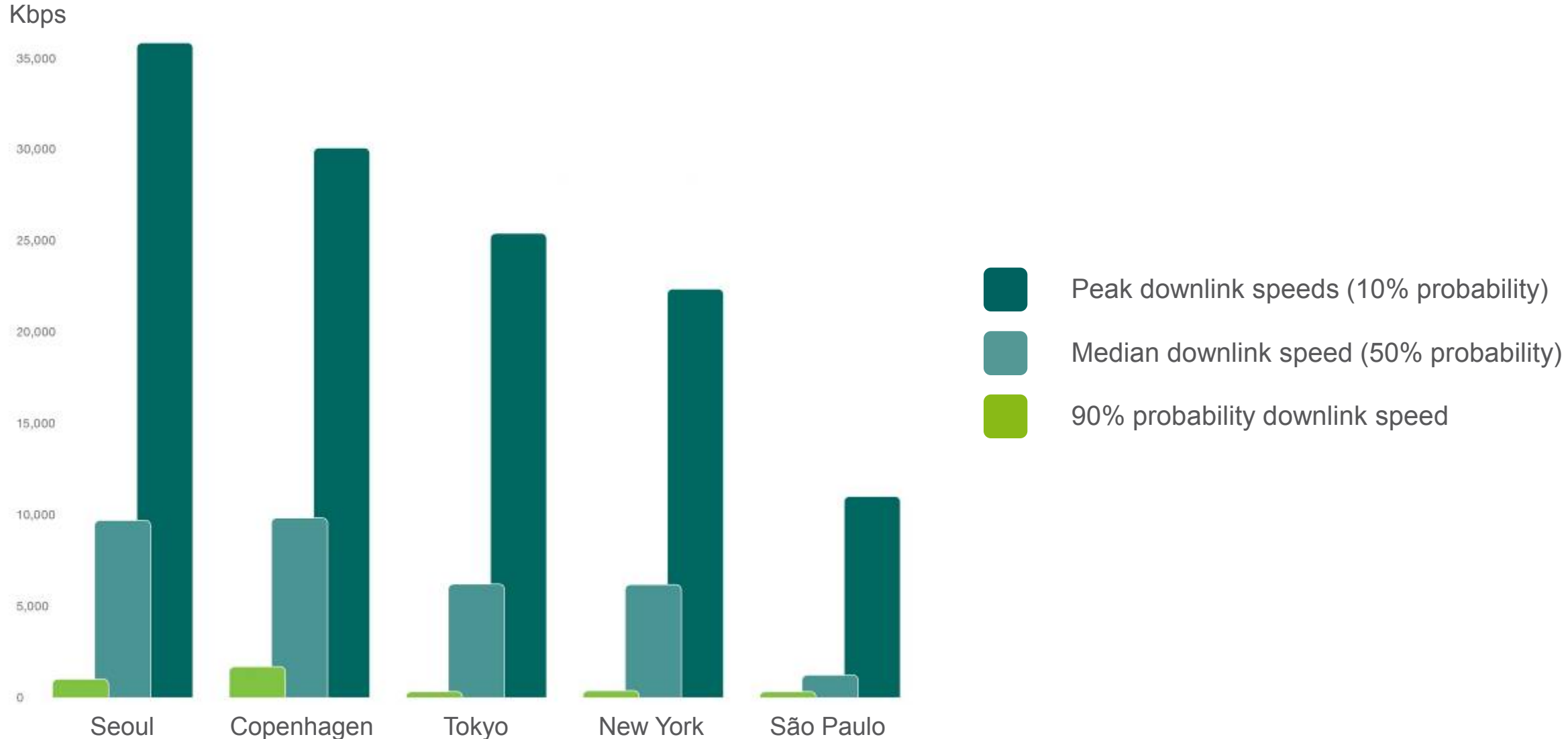
Add indoor solution



Building:  
Metalized glass



# APP COVERAGE IN CITIES





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More information: [www.ericsson.com/ericsson-mobility-report](http://www.ericsson.com/ericsson-mobility-report)

Regional appendices, Traffic Exploration Tool



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