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UNPLUG!

GET READY FOR THE BROADBAND REVOLUTION

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ASTEL CONFERENCE
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NETWORKED SOCIETY

THREE FORCES DRIVING NETWORKED SOCIETY

BROADBAND BENEFITS SOCIETY

IN CHINA EVERY 10% INCREASE IN BB PENETRATION COULD CONTRIBUTE AN EXTRA 2.5% TO GDP GROWTH

RESEARCH BY THE WORLD BANK INDICATES THAT FOR HIGH INCOME COUNTRIES, A 10% RISE IN BB PENETRATION ADDS A 1.21% RISE IN ECONOMIC GROWTH, OR 1.38% FOR LOW- AND MIDDLE INCOME COUNTRIES

THE CONTEXT

9 Gt — The additional savings in GHG emissions that are still required to keep the global temperature rise below the internationally agreed goal of 2°C known as the emissions gap.

171 Billion USD — The estimated annual investment that adaptation to climate change will cost per year by 2030 if global emissions aren't stabilized.

THE POTENTIAL OF ICTs

7.8 Gt — The potential reduction in global emissions provided by ICT solutions by 2020 – 15% of global emissions

87% — The amount that ICTs can close the emissions gap as described in the UNEP Emissions Gap report

2.5% — The % GDP growth that a 10% increase in broadband penetration can contribute in China

25% — The reduction of emissions that smart use of ICTs can make in Germany

2.8 Tonnes — The number of tonnes of CO_2 saved per employee of TeliaSonera (Swedish telco) by Smart Work initiatives by 2007

12.3 Billion USD — The amount that large US companies can save annually in energy consumption by adopting cloud computing

450 Million Tonnes — of CO_2 emissions can be saved per year in India from ICT solutions by 2030

ACHIEVING THE VISION

4 Targets — from the Broadband Commission to promote broadband for all

10 Recommendations — in this report to turn vision into action for a low carbon sustainable future

Source: *Broadband Commission Report , April 2012*
ITU Conference Broadband Commission for Digital Development

MOVING TOWARDS A NETWORKED SOCIETY

Networked society

"ICT everywhere"
- Contextual information
- True mobility
- Internet of things

Information society

ICT-integrated
- Info steering the process
- Scattered mobility
- Internet

Industrial Society

ICT-emergent
- Info as process support
- Fixed connections
- Computers

Inflection point

Installation phase

Deployment phase

INTERNET EVERYWHERE
A PRE-REQUISITE, NOT AN OPTION

Spontaneous usage

Used in various situations

Planned usage

"I always have my Smartphone with me and I use it when ever I have a few minutes to spare."

73% says is important to always be reached and be able to reach others wherever they are

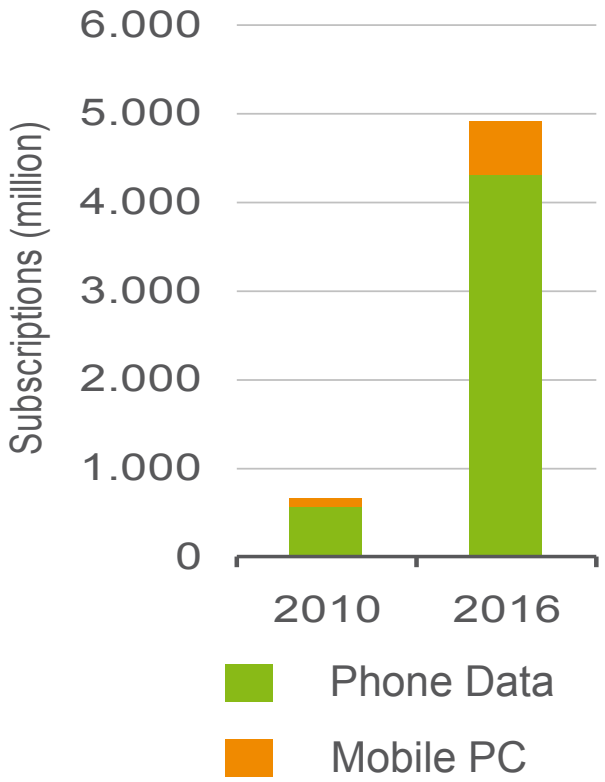
"I bring my laptop along when I know I will use it for more than 20 minutes. It's too heavy to carry around just for the sake of it."

90% wants anywhere access

Source: Ericsson Consumer Lab, Mobile Broadband business user study 2011

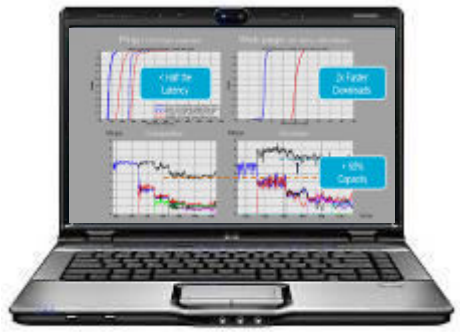
THREE TRENDS

Mobile Broadband growth



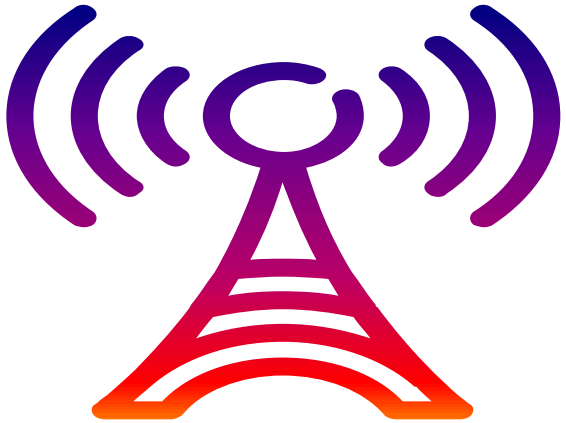
Services over the top

The network as a differentiator



Source: Ericsson
This slide contains forward looking statements

THE NETWORK BECOMES THE DIFFERENTIATOR



64% says that coverage is the most important factor for the mobile broadband experience

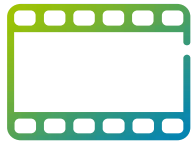
68% believe work will become even more mobile than today

Coverage, speed and unlimited data usage are vital to enhance the mobile broadband experience

Source: Ericsson Consumer Lab, Mobile Broadband business user study 2011

THE 4TH GENERATION OF IP NETWORKING

MONETIZING CLOUDS



VIDEO GROWTH

MOBILE BROADBAND

50 BILLION

4TH GENERATION NETWORKS

SMART | SCALABLE | SIMPLE | SUPERIOR PERFORMANCE

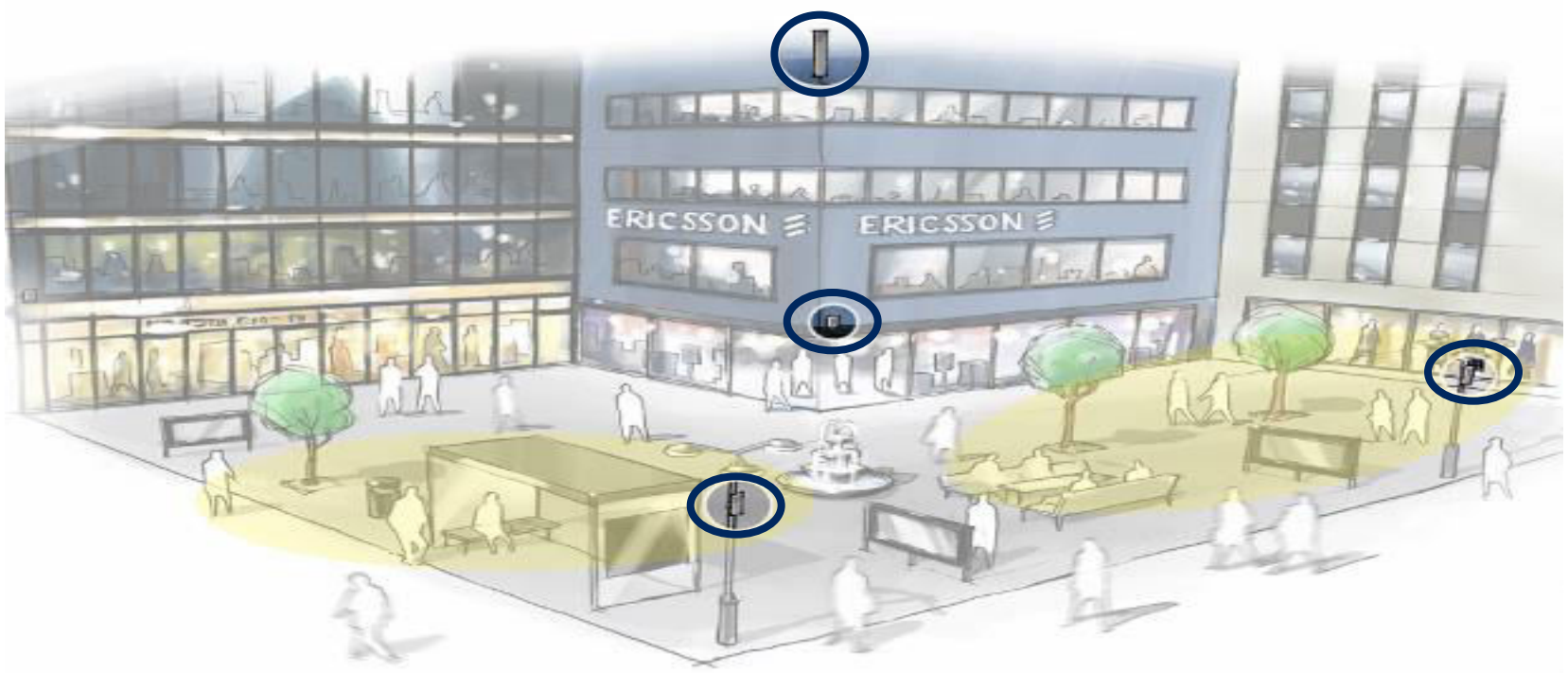
HETNET – WHERE EVERYTHING AND EVERYONE IS CONNECTED

Always on

Coverage

Speed and low latency

Capacity



IT'S STILL ALL ABOUT SMARTPHONE – DRIVES DATA REVENUE

IT'S TIME TO...

....DEFINE NEW WAYS OF DOING BUSINESS

Your Business

Your Mind

Your Potential

Your Assets

Broadband for society

Fixed and Mobile together

Technology makes things easier

Get ready for the broadband revolution…. in Bulgaria

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