

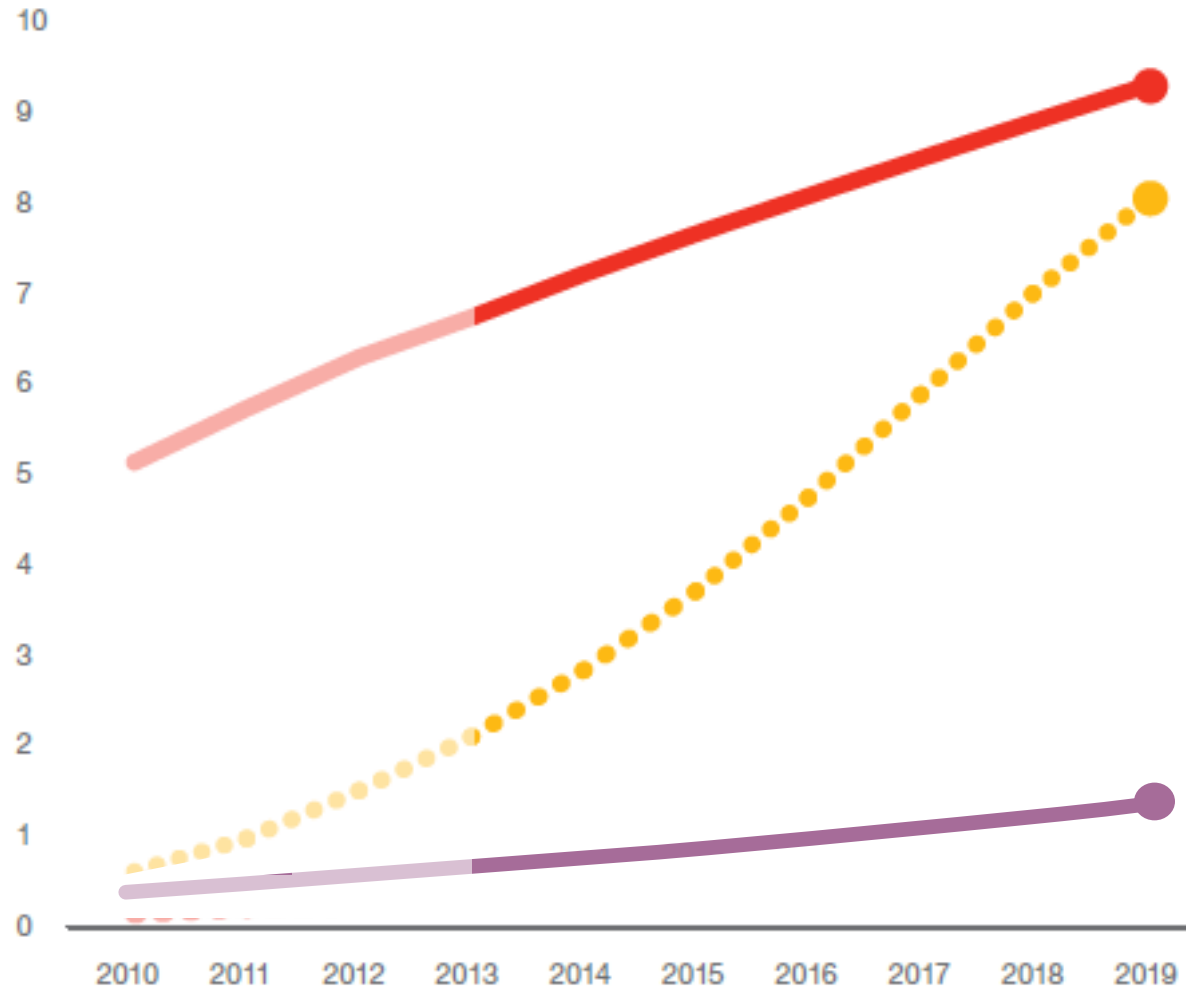
LET'S GET CONNECTED...

Diomedes Kastanis
Head of Product Line Content Delivery

SHIFT TOWARDS MOBILITY



Subscriptions/lines (billion)



9.3 BILLION

mobile subscriptions by
the end of 2019

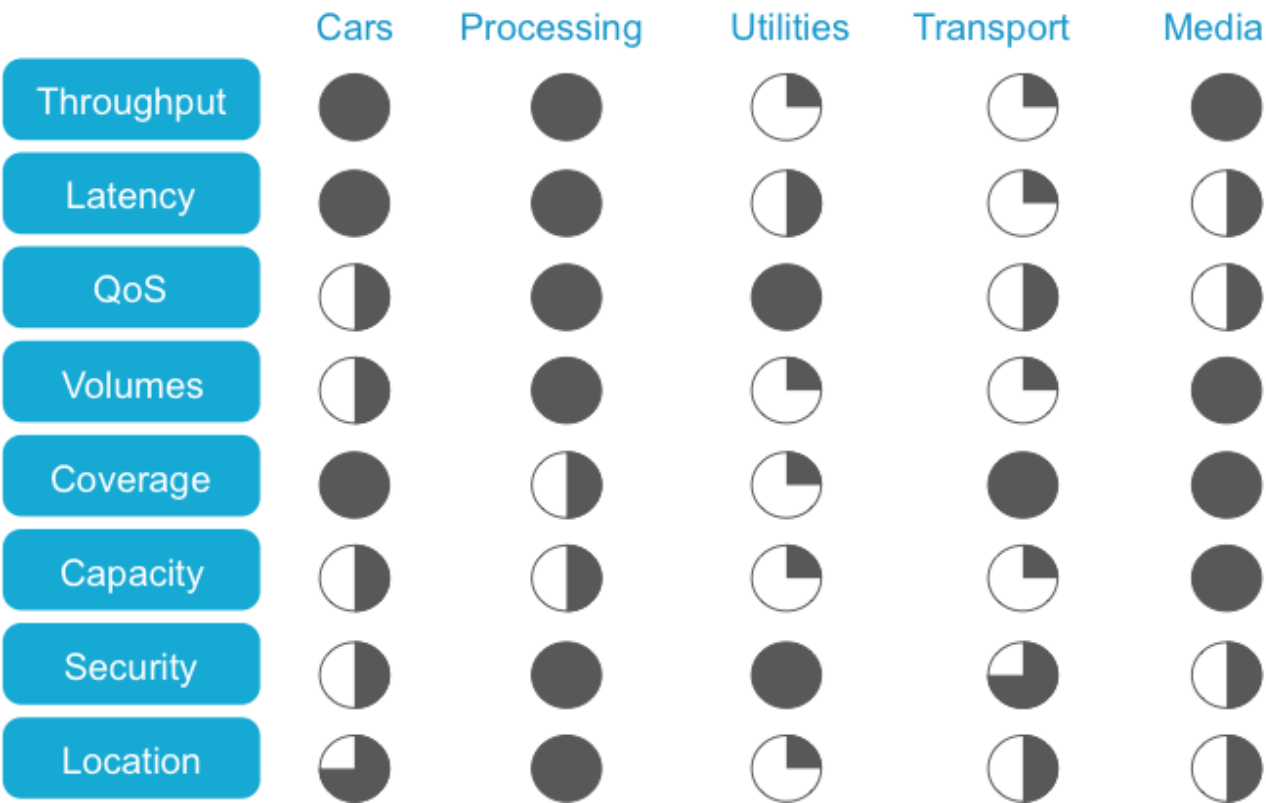
4X

growth in mobile
broadband subscriptions
between 2013 and 2019

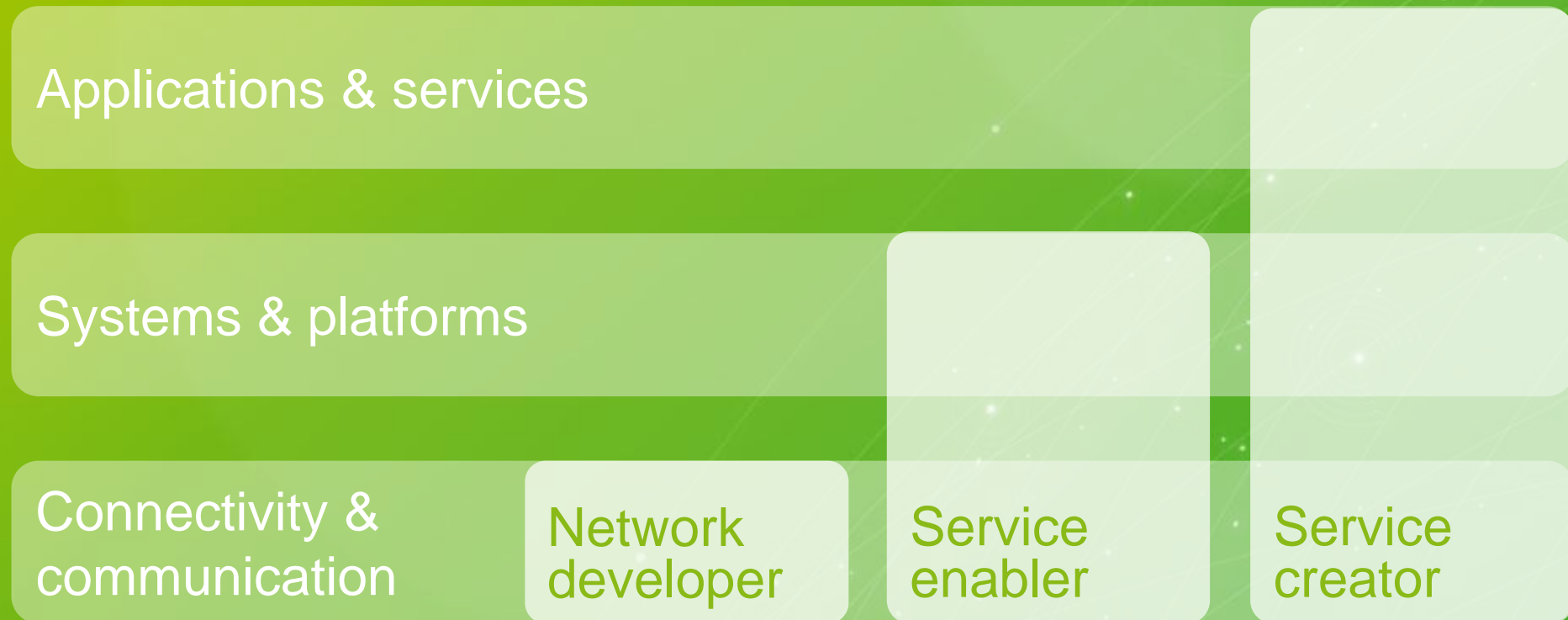
1 BILLION

Fixed broadband
subscriptions by 2019

BEYOND SMARTPHONES



RE-THINKING ROLES

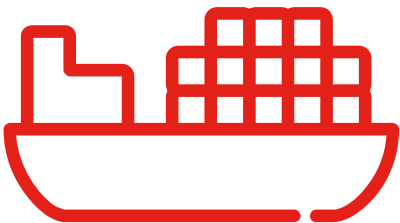
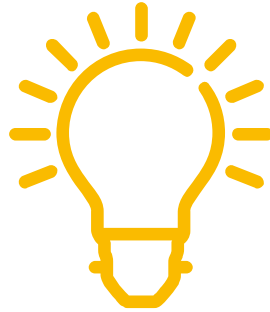




دبي الذكية
SMART DUBAI
HAPPY LIVING حياة أسعد

Seamless Multichannel Accessible Reliable Timely

INDUSTRY TRANSFORMATION



**Why shouldn't the
car be connected?
It's the ultimate
mobile device.**



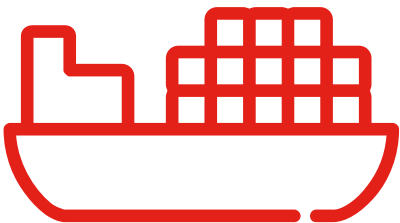
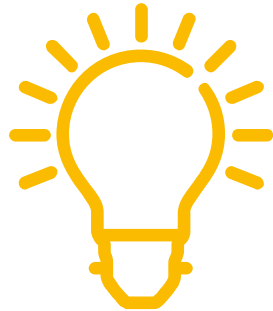
- Paul Mascarenas, CTO,
Ford Motor Company

AT&T Drive

Transform the connected vehicle to mobilize life



INDUSTRY TRANSFORMATION



**Whatever benefits
from being
connected will be
connected**



- Hans Vestberg CEO
Ericsson



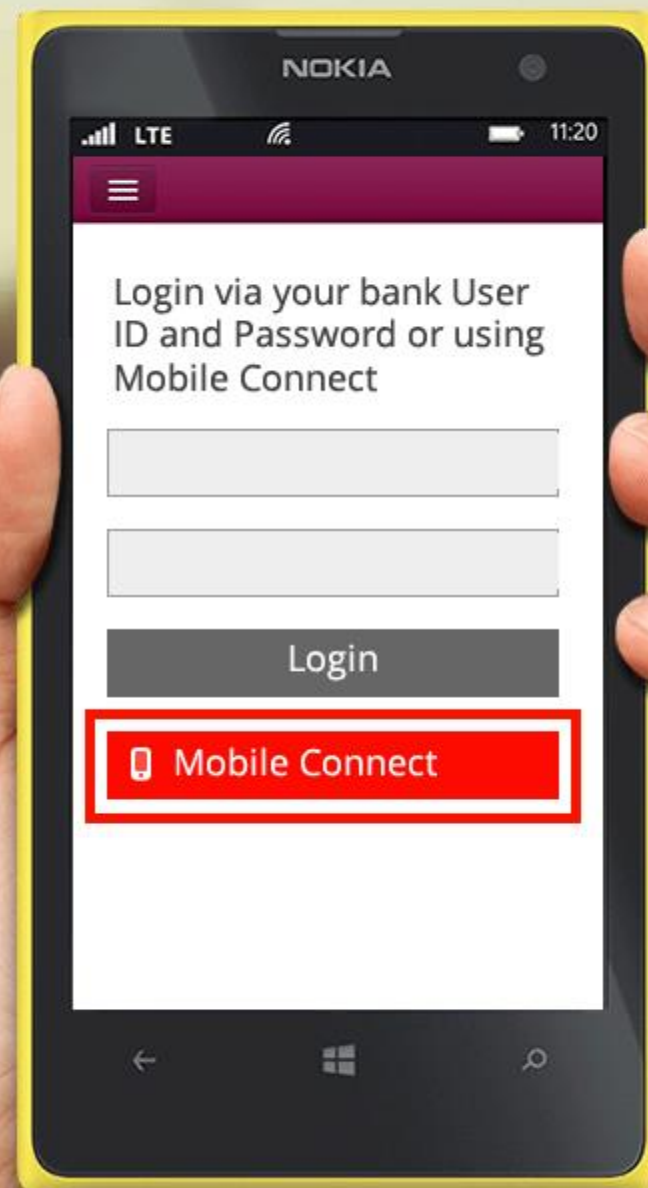


sponsored data

Use cases like banking or healthcare require higher security, which can easily be added on mobile

2

**TOM SELECTS MOBILE CONNECT
AS HIS VERIFICATION METHOD**





ERICSSON

MORE ERICSSON INSIGHT



- › www.ericsson.com/mobility-report
- › www.ericsson.com/thinkingahead/networked_society
- › www.ericsson.com/thinkingahead/consumerlab
- › www.ericsson.com/televisionary/media-vision-2020/
- › www.ericsson.com/televisionary/video-wall/