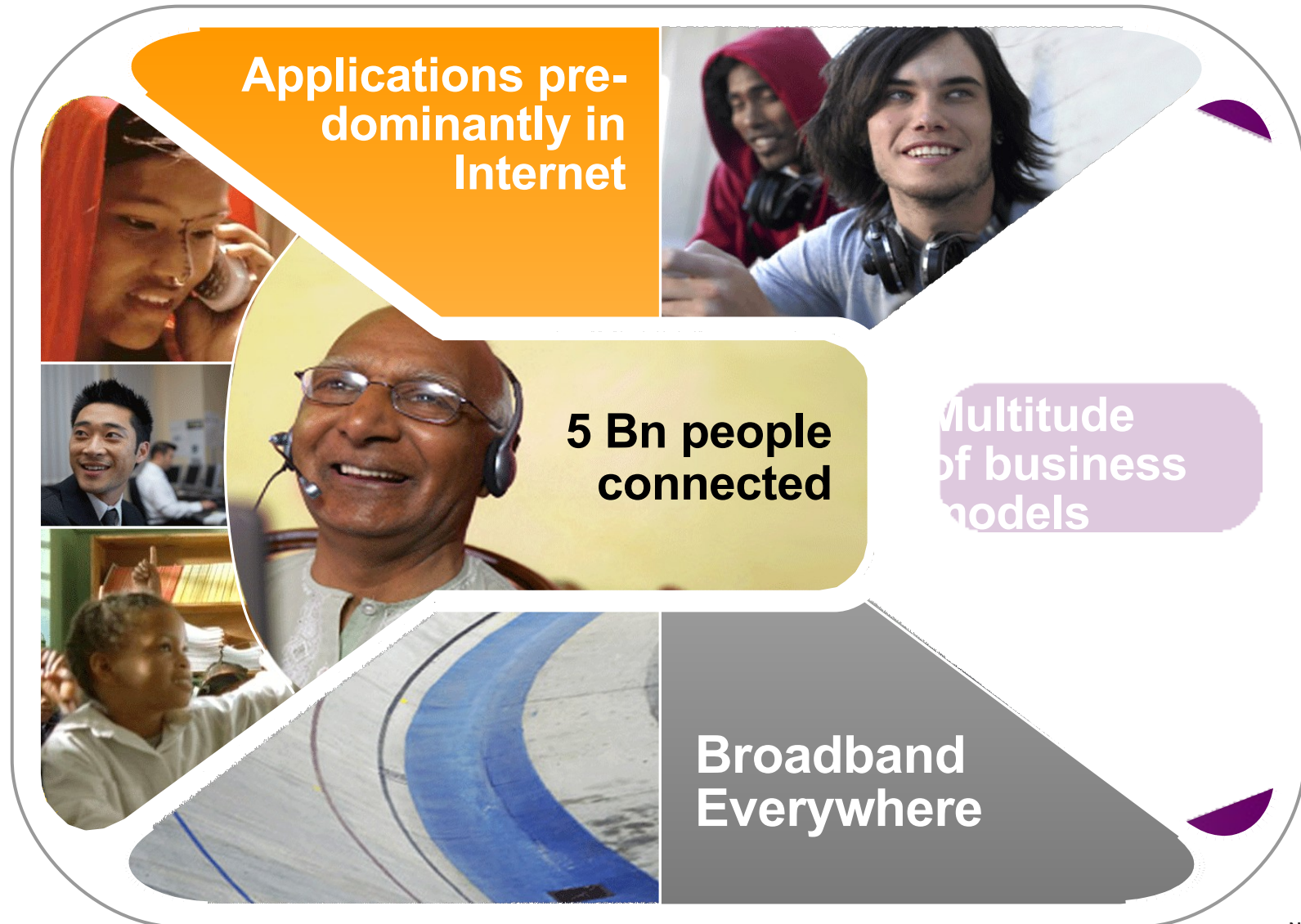


# Mobile Industry in Rapid Change

# Our market vision of 2015 – the World connected







# Two opportunities emerging for operators

## Applications

Digital distribution & services

- Fierce competition
- 3<sup>rd</sup> party revenue models
- Premium content and communities have value

Applications pre-  
dominantly in  
Internet



Multitude  
of business  
models

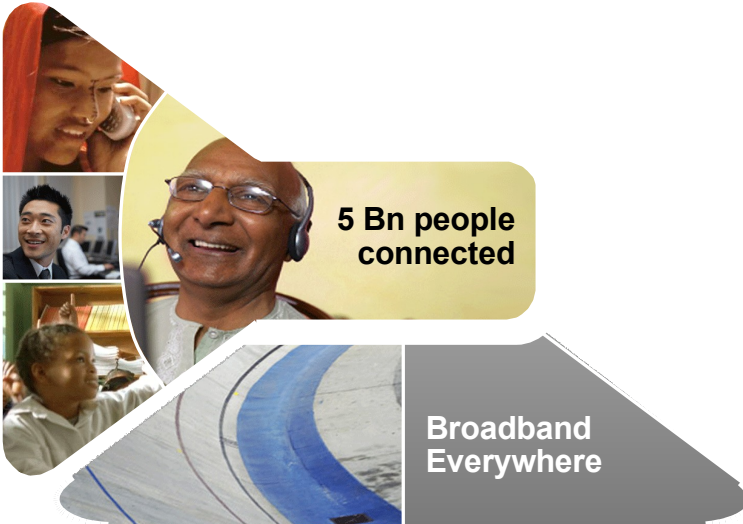
## Connectivity

With a few key applications

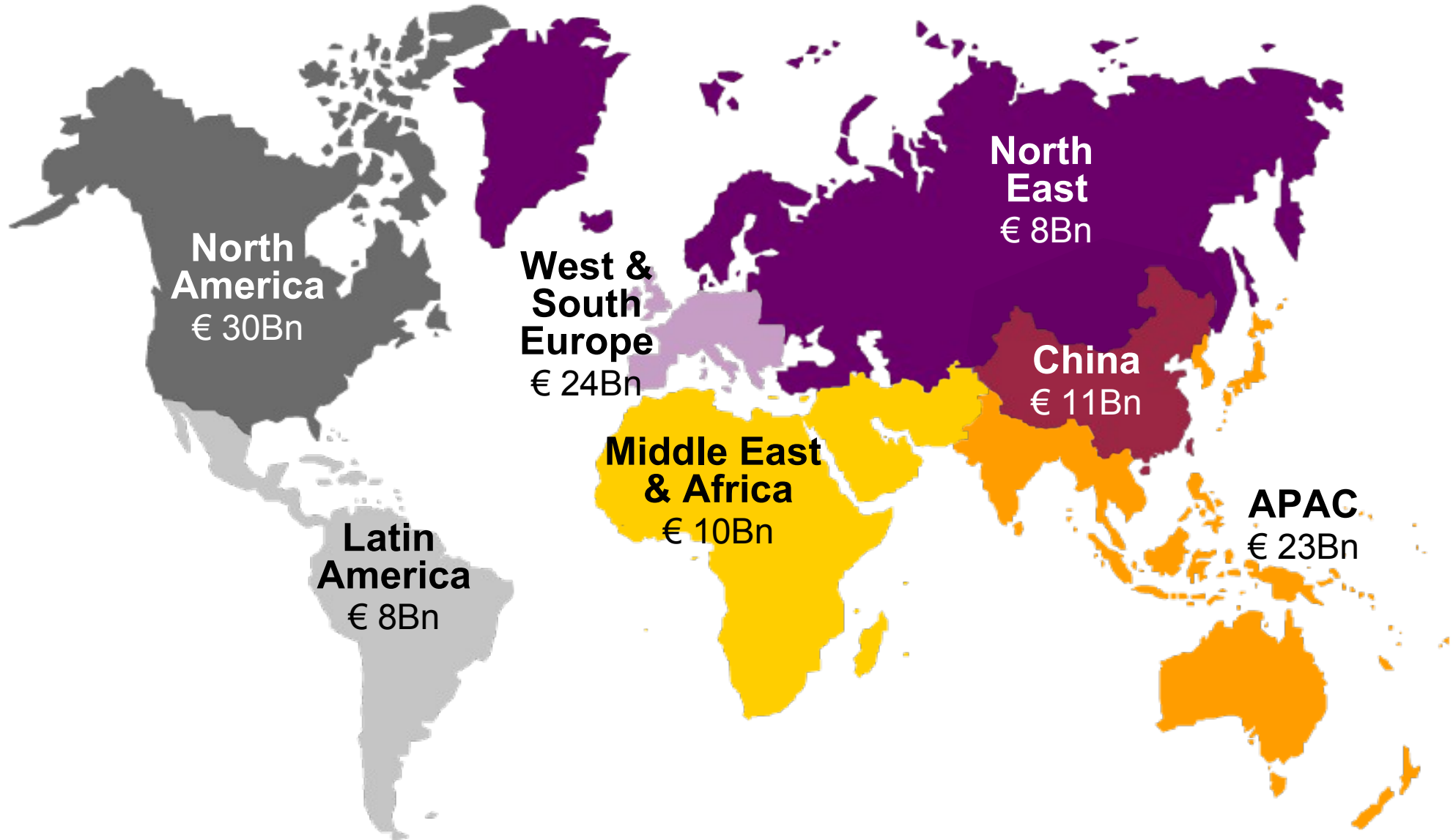
- Anywhere, anytime connectivity
- Capital intensive, high entry barrier
- Connection fee based business model

5 Bn people  
connected

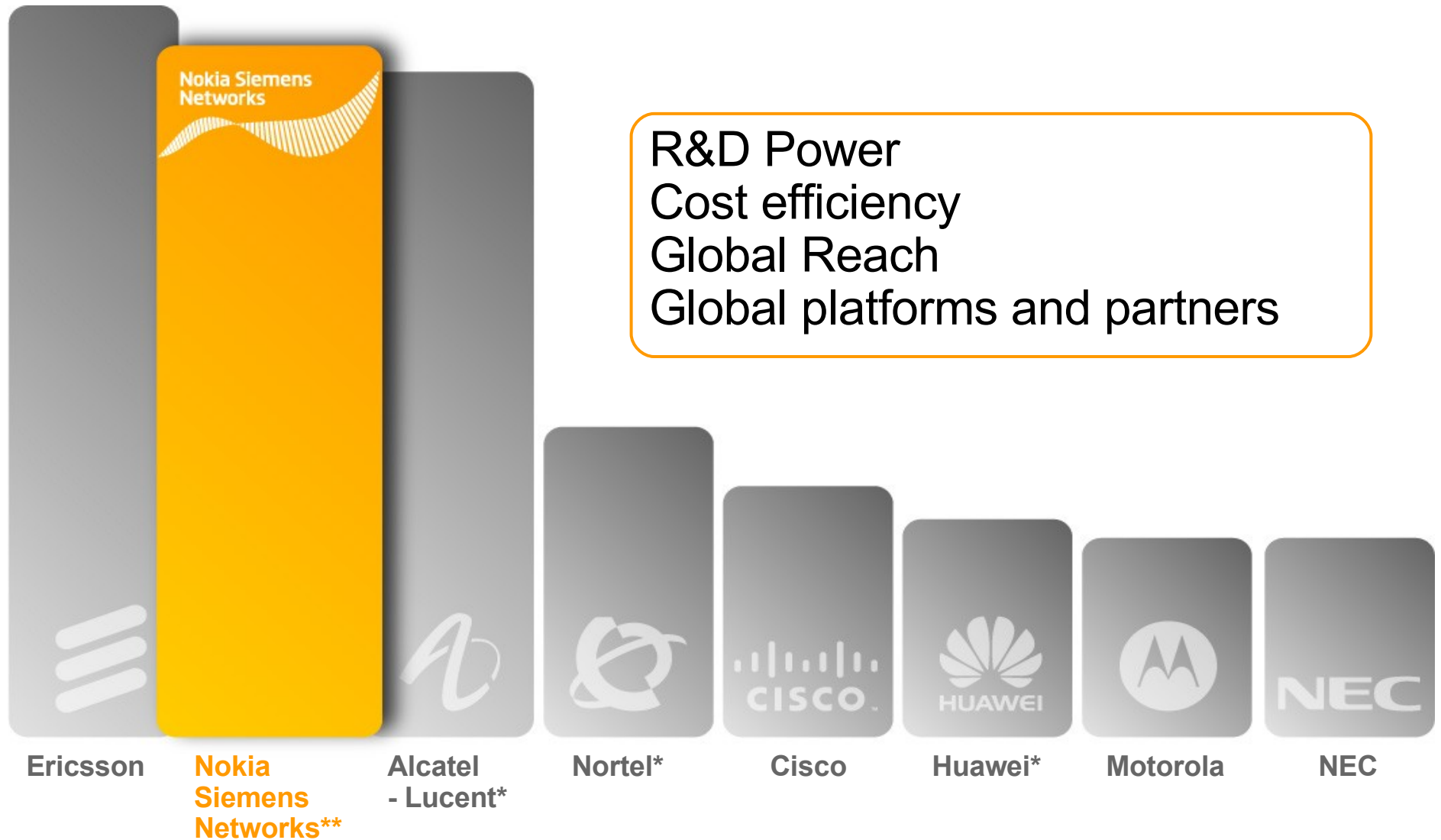
Broadband  
Everywhere



# World telecom infra markets



# Telecom Infrastructure Players



All companies with comparable carrier business revenues.

\* estimated figures \*\* unaudited calendarised numbers

# Radio Access technology roadmap

