

Australian Mobile Telecommunications Association



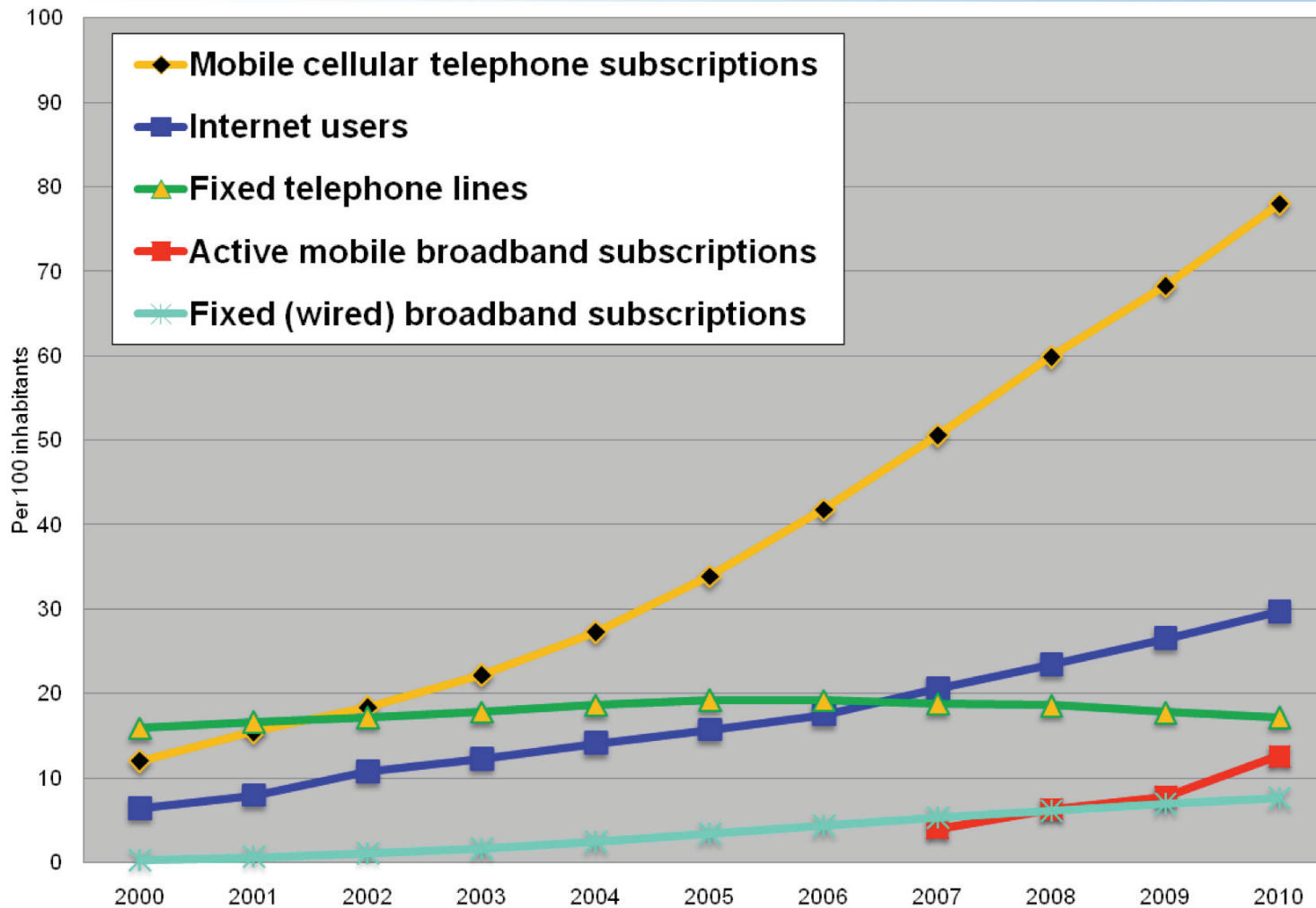
The Mobile Ecosystem: Applications – Services and Infrastructure

**CommsDay Summit
Melbourne
October 2011**



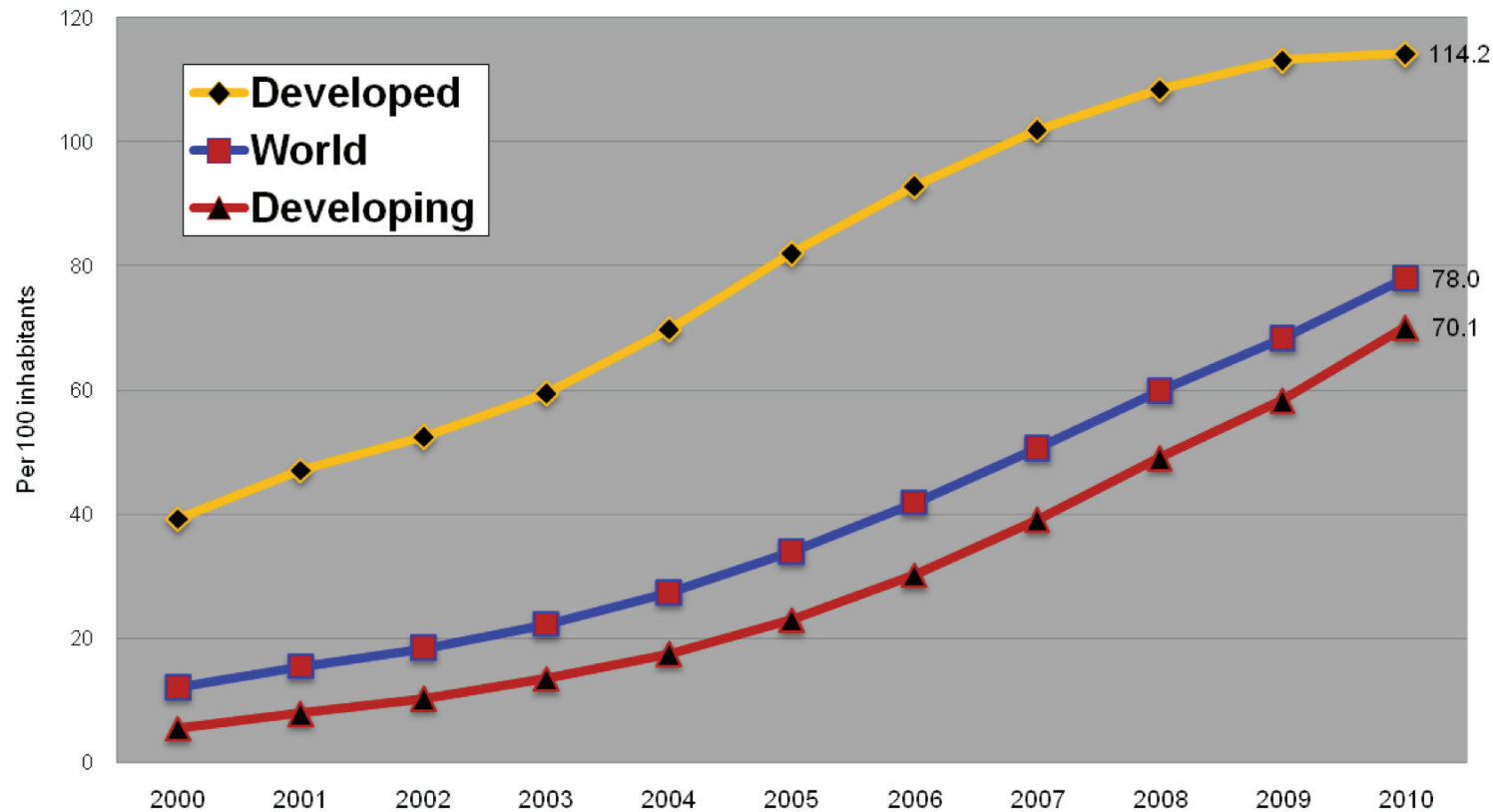
**Chris Althaus
Chief Executive Officer**

Global ICT developments 2000-2010



Source: ITU World Telecommunication /ICT Indicators database

Mobile cellular subscriptions per 100 inhabitants - 2000-2010



The developed/developing country classifications are based on the UN M49, see:
<http://www.itu.int/ITU-D/ict/definitions/regions/index.html>
Source: ITU World Telecommunication /ICT Indicators database

Latest data and forecasts

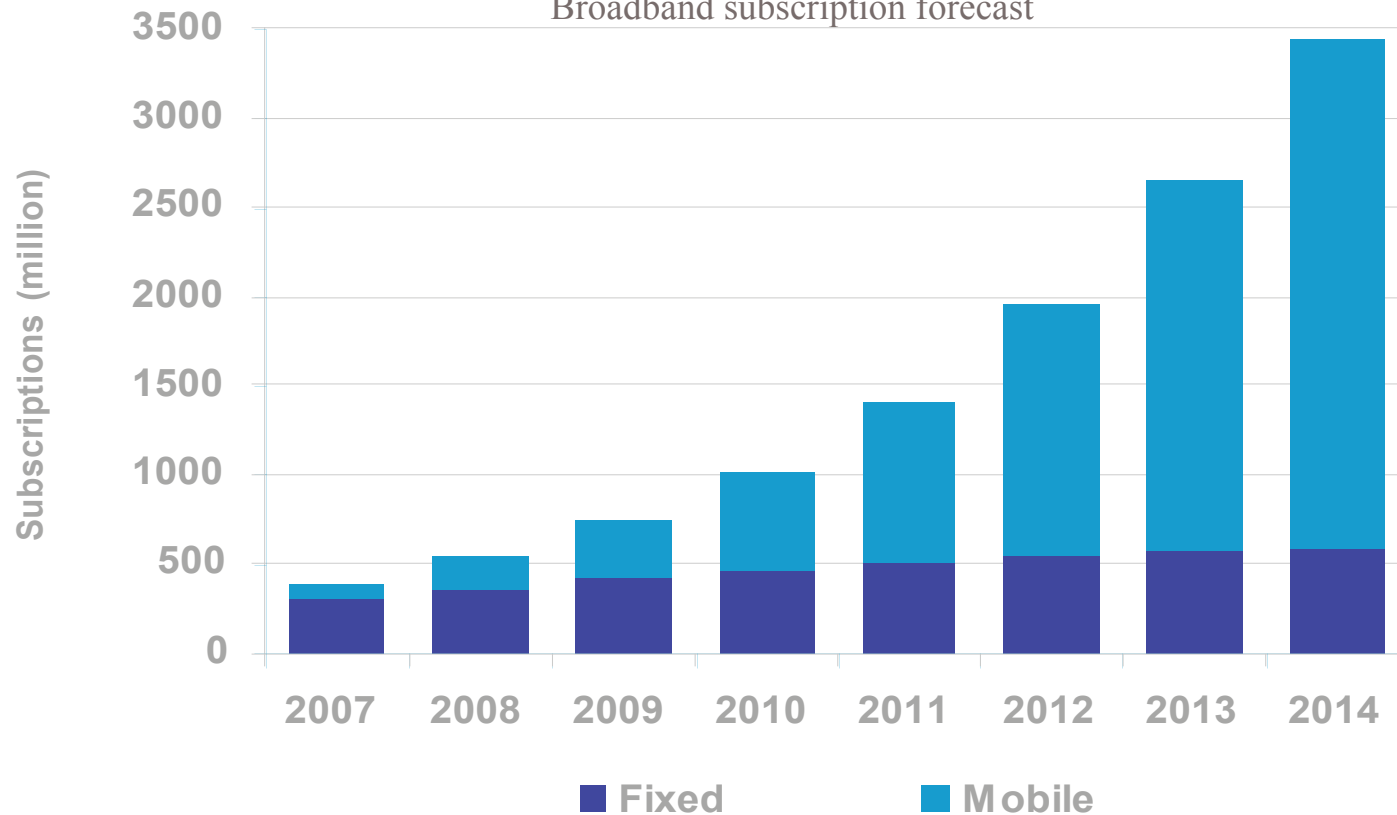


- 5.3 billion mobile subscriptions in 2010 – 3.8 billion developing nations
- 1.8 Billion million mobile broadband subscriptions in 2011
- Forecast 5 Billion by 2016
- LTE (4G) expected to grow from 4.2 million connections in 24 countries in 2011 to around 300 million in 55 countries by 2015
- 26+ million mobile subscriptions services in Australia – to June 30 2010 – Mobile broadband subscriptions increased 71% to reach around 3.46 million as at 30 June 2010
- At the end of June 2011, there were 9.7 million mobile handset internet subscribers in Australia, an increase of 18.1% from December 2010 - ABS.

Global Mobile Broadband Subscription Growth



Broadband subscription forecast



Mobile BB
from
10% to 80% of
the market

Mobile Broadband includes: CDMA2000 EV-DO, HSPA, LTE, Mobile WiMAX & TDSCDMA. It includes handsets, USB dongles, embedded modules etc. The vast majority is handsets.

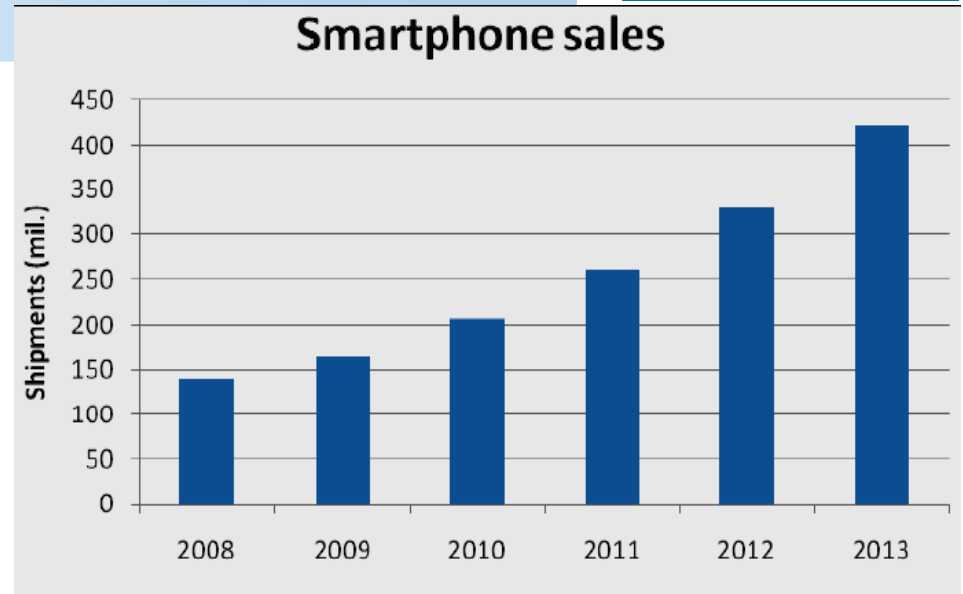
Fixed broadband includes: DSL, FTTx, Cable modem

Source: Ericsson

4 Screen World

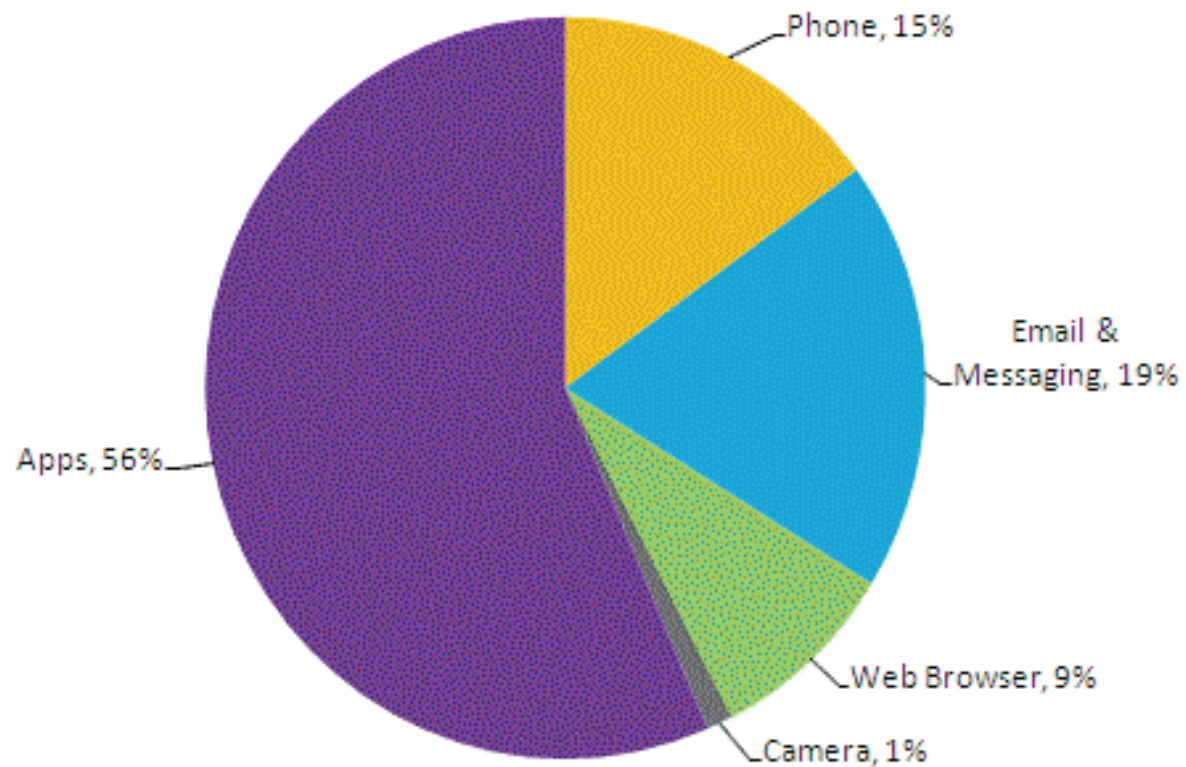


Converged Devices SmartPhones



Source: Wireless Expertise

Average Daily Breakdown of Mobile Activity on Android Smartphones



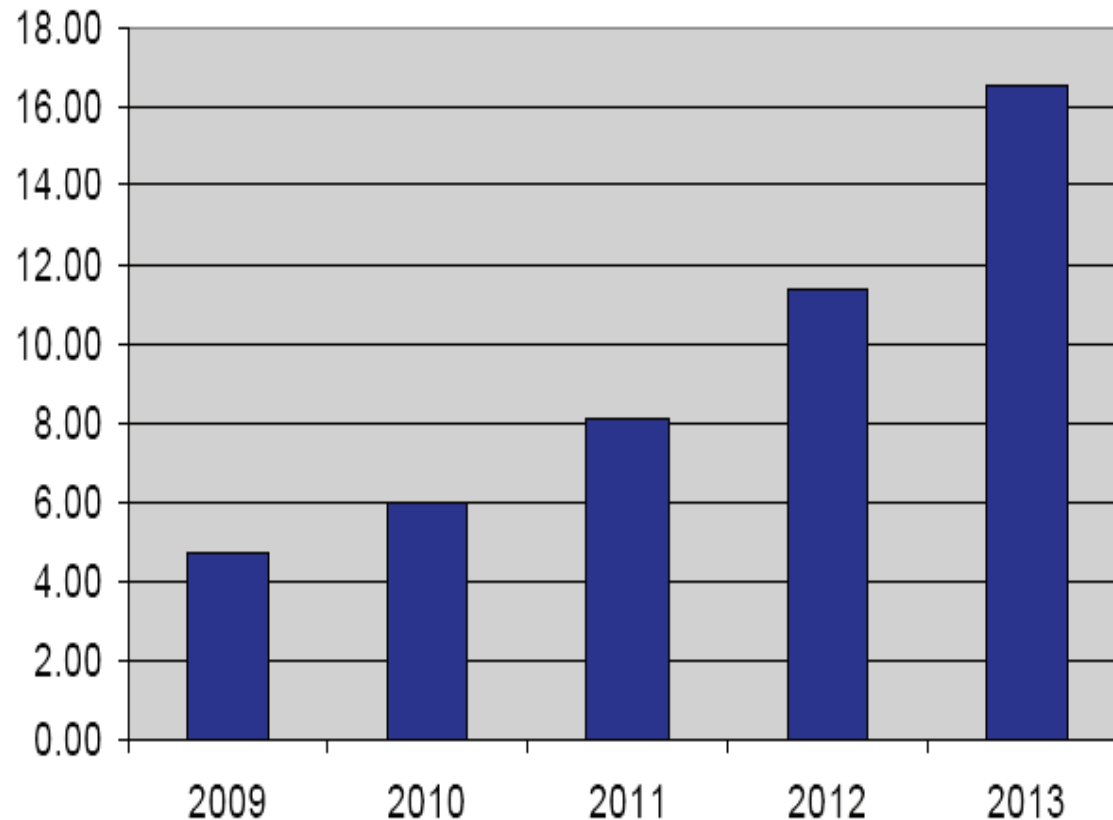
U.S., Android, April 1 - April 30, 2011

Source: Unweighted Metered Data from Smartphone Analytics

Mobile Application Sales



■ Mobile Application Sales Revenues (USD \$ billions)



• **18.4 billion app downloads in 2011**

• **Forecast to 89 billion downloads in 2015**

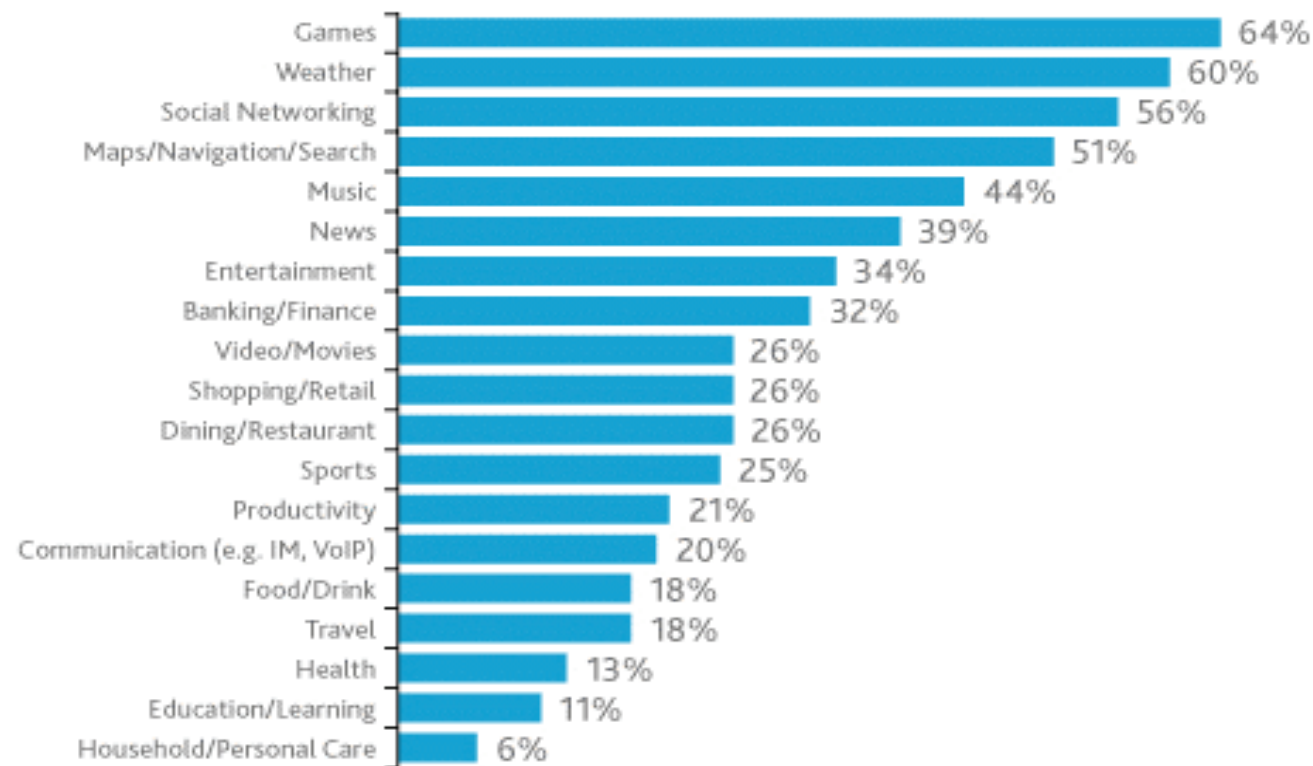
• **Annual revenues set to grow to USD\$60 billion by 2015**

Categories of Applications Used in the past 30 days – 2011



Games are the most popular mobile app category

Category of Apps Used in the Past 30 Days
Past 30-Day App Downloaders (Q2 2011)



Source: Nielsen

Social Networking and User Generated Content



FaceBook: 400 - 500 million subscribers (approx 25% mobile)
mobile users 2 - 2.5 times more active

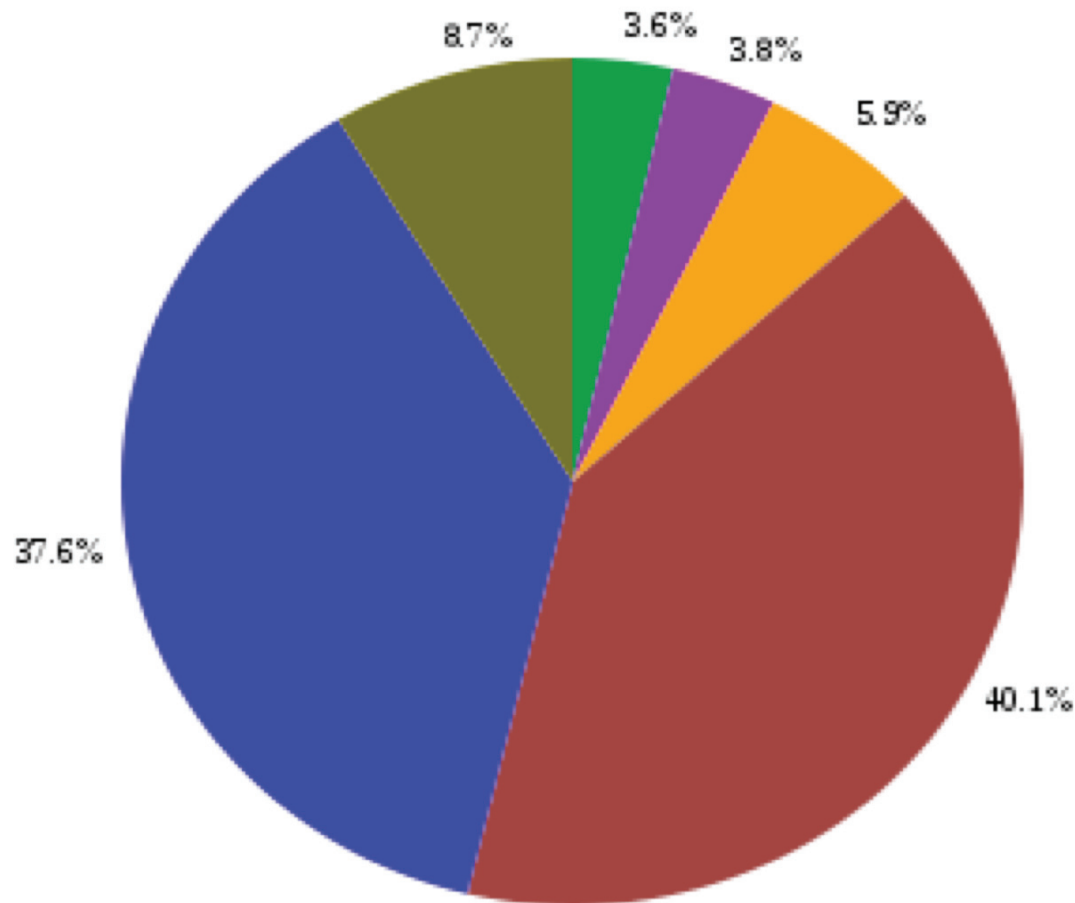
Twitter : 100 + million users

YouTube: 36hrs of video upload per minute
200 million plays per day on mobiles

Mobile social network users 140 million in 2009 –
600 million by 2013

SMS Growth: 5 trillion in 2000 11 trillion in 2014

Twitter and Tweets

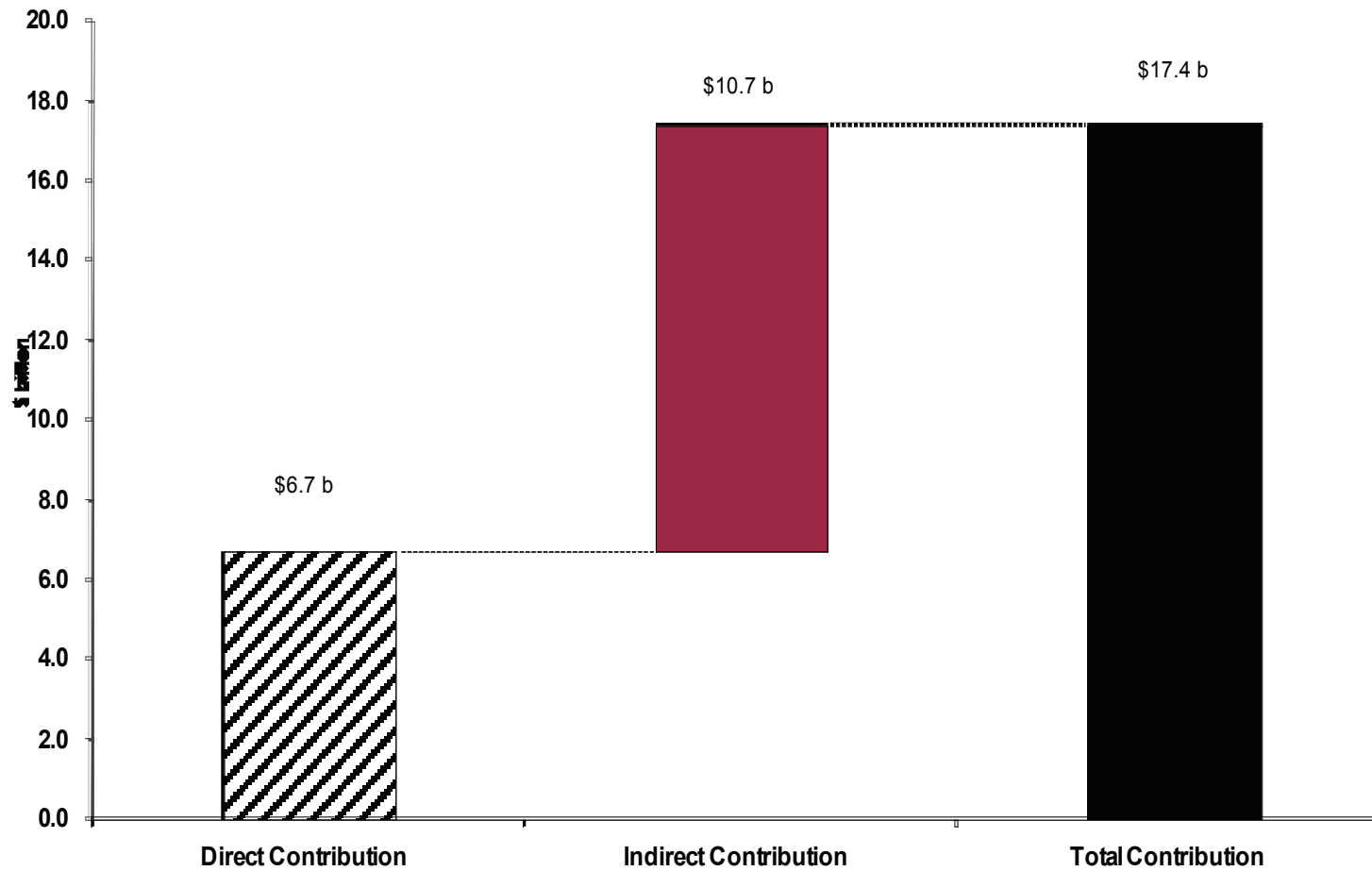


Content of Tweets according to Pear Analytics.
(USA August 2009)

- News
- Spam
- Self-promotion
- Pointless babble
- Conversational
- Pass-along value

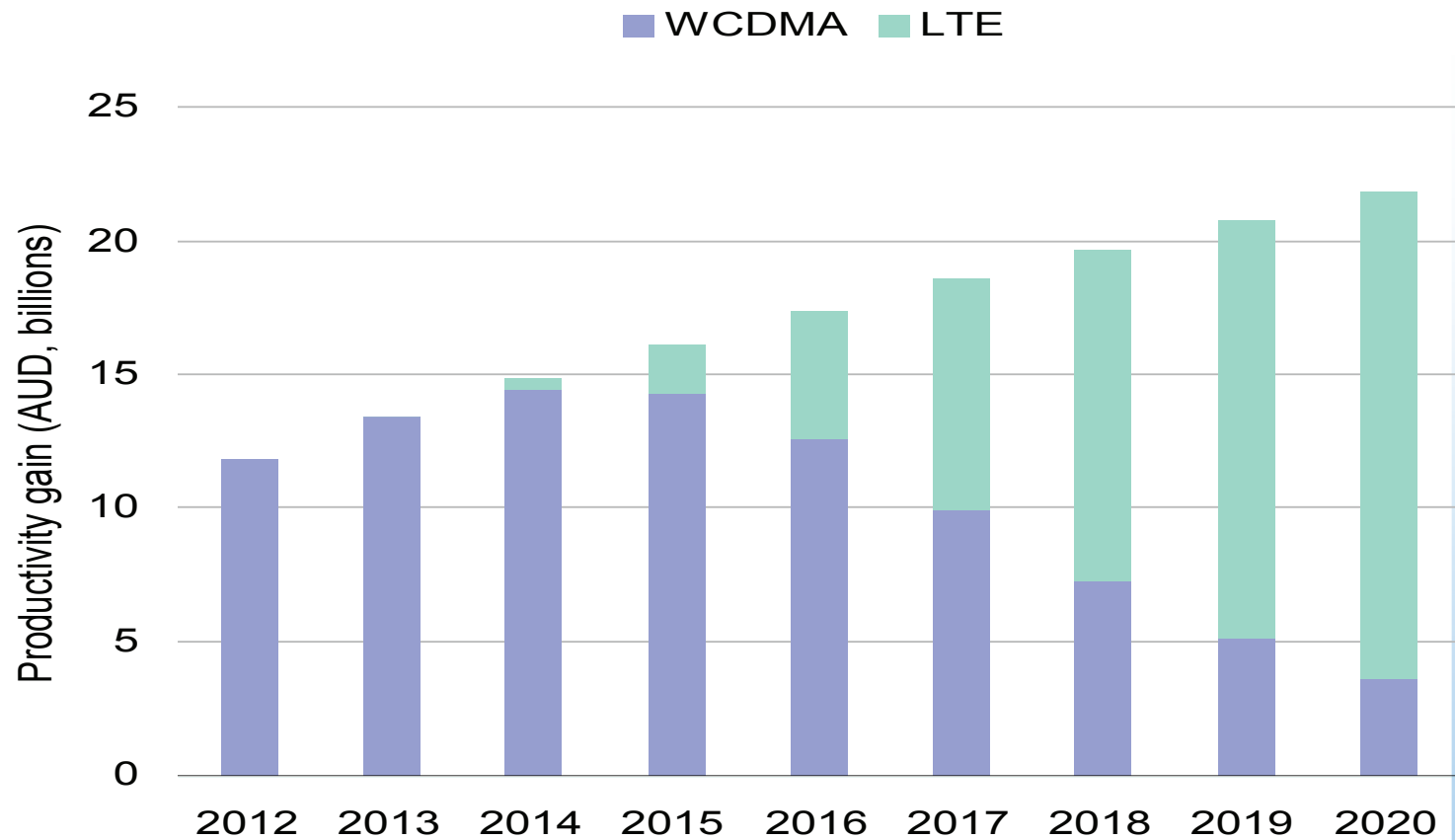
Economic Contribution of Mobile Telecommunications

2010



Source: Access Economics 2010

Estimated productivity benefit from mobile broadband Australia

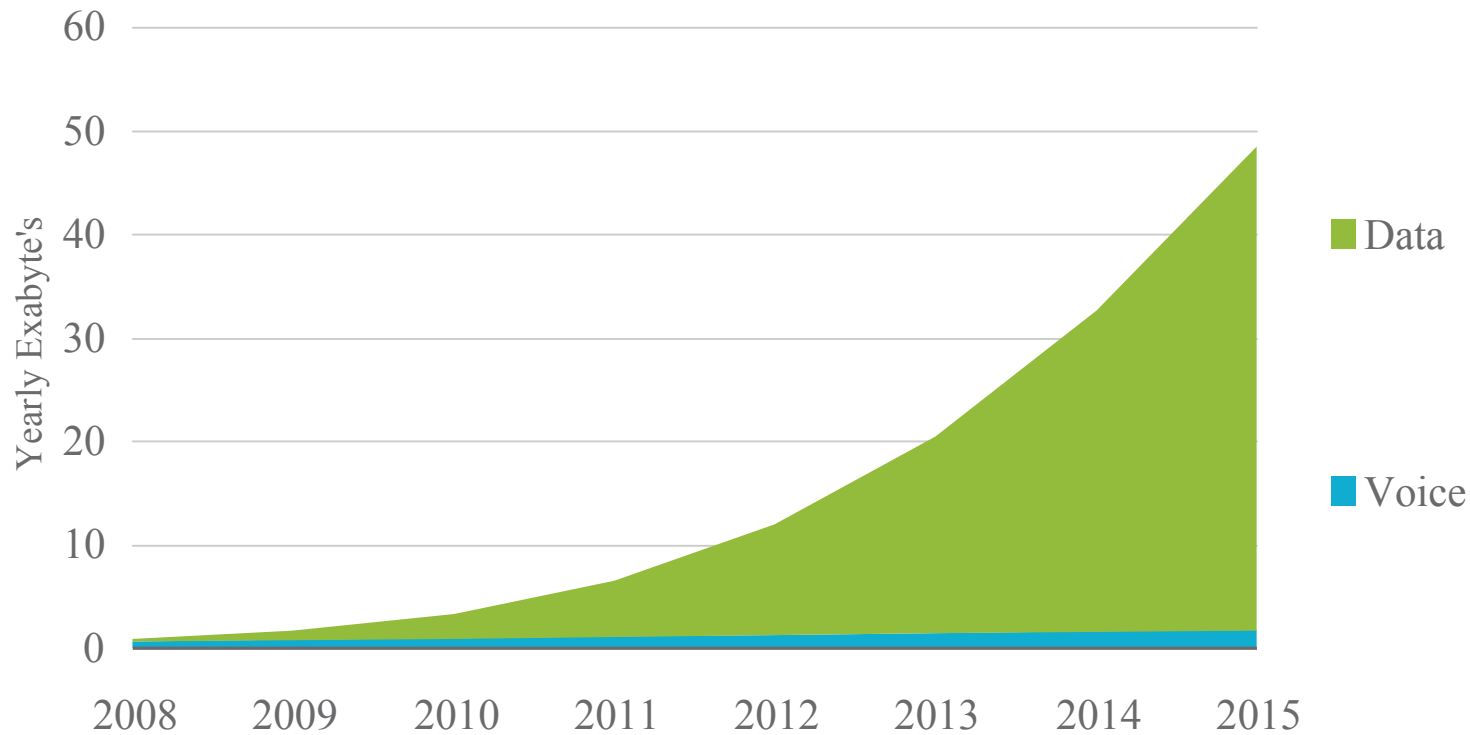


Source: Network Strategies – June 2010

Mobile Traffic Projection



This slide contains forward looking statements



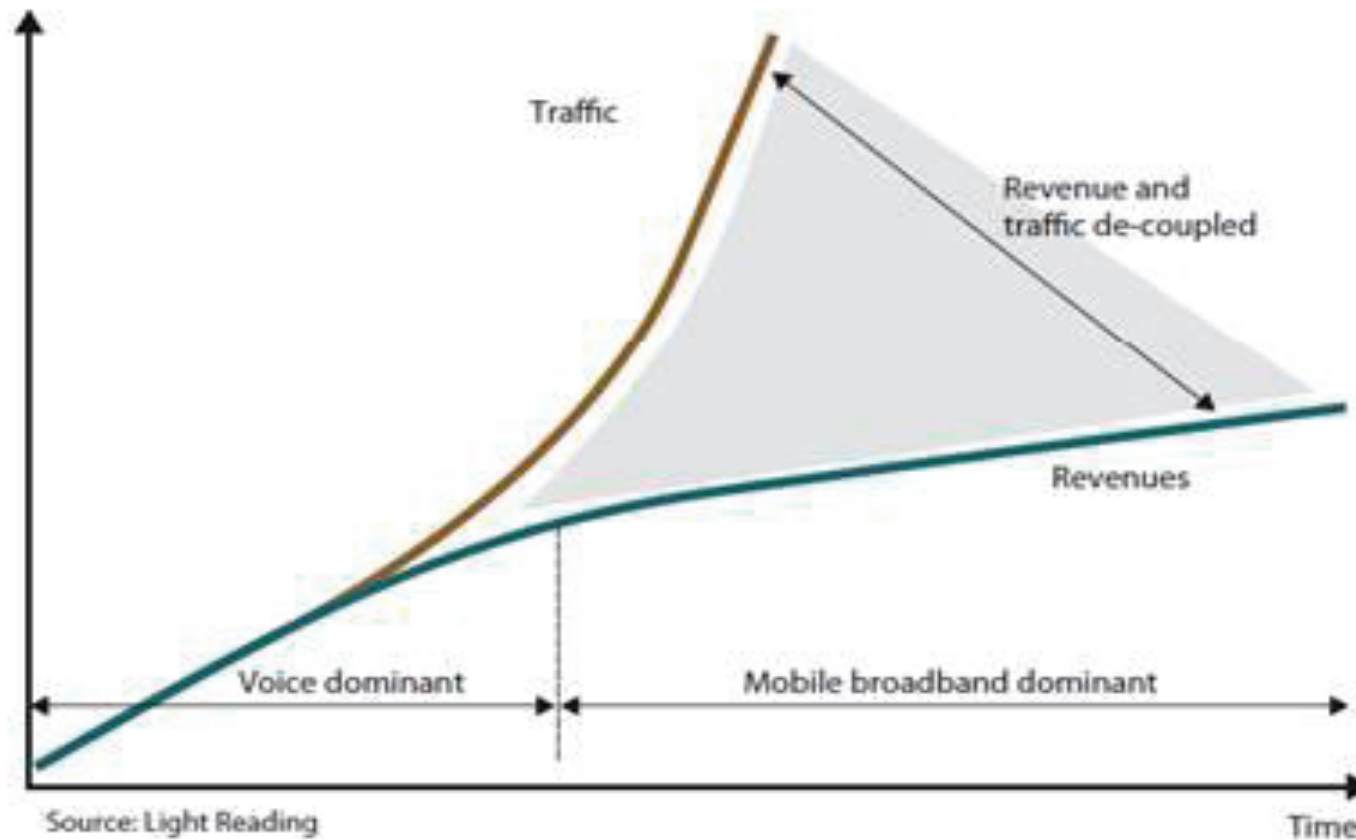
70% of Mobile data traffic to be video related

Source: Internal Ericsson, DVB-H, Mobile WiMax, M2M and WiFi traffic not included

Traffic vs Revenues



Figure 2
The scissor effect – a picture that is rarely challenged



Source: Light Reading

Source: Ericsson 2010

Ubiquitous adequate bandwidth will significantly underpin our future

AMTA

E-Health



- Tele-diagnosis
- Monitoring of health indicators
- Secure health records
- Training of health professionals

E-Business



- E-commerce for extended network of customers and suppliers
- E-transactions (efficiency) for supply chain and payment

E-Education



- Wider and better access to knowledge
- ICT literacy development
- Distance E-learning



E-Government



- Enhanced public services delivery
- Public administration efficiency
- Transparency

E-Employment



- Development of ICT work force
- Tele-working to connect remote areas to main office and reduce traffic congestion

E-Environment

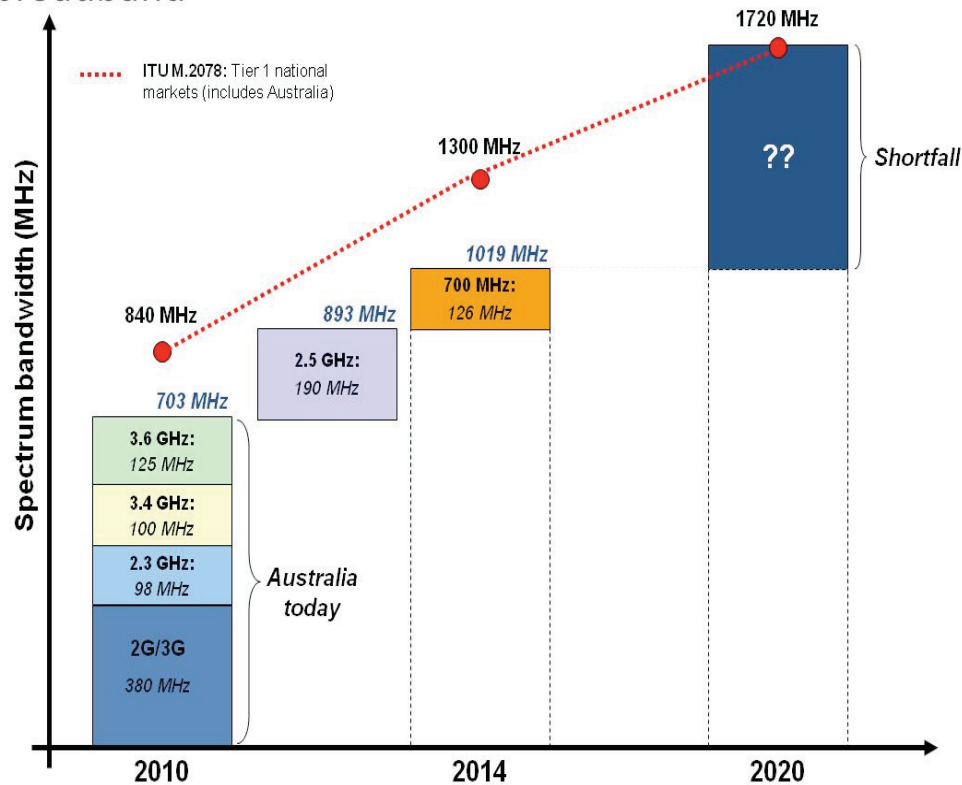


- Public alert system
- Climate monitoring
- Flood management

Global Spectrum Demand - ITU



Spectrum demand forecast 2010 - 2020 – mobile broadband



Source: ITU-R Report M.2078 (2007) Demand Forecast 2010-2020

“Every day we are not freeing up spectrum for mobile broadband is another day we are not fulfilling our potential .”

“ The clock is ticking on our mobile future, and we cannot solve our mobile challenges by snapping our fingers ; we must act without delay to free up spectrum for mobile broadband.”

FCC Chairman Julius Genachowski – 16 March 2011

Spectrum Agenda in 2011



Existing mobile spectrum resources

Spectrum licences in 800MHz, 1800MHz and 2100MHz **expire** from 2013 -17. Re-issue process and timing critical

Digital Dividend – 700MHz

AMTA strongly supports the Government's target digital dividend of 126 MHz of contiguous Ultra High Frequency (UHF) spectrum in the range 694-820 MHz.

2500 – 2690 MHz

Globally identified for mobile use in 2000. Internationally harmonised band and key partner with 700MHz in digital economy.

“ Research has shown that consumer benefits are 10 times higher than the value the actual spectrum generates at auction. So US\$30 billion of spectrum equates to US\$300 billion of consumer benefits.”

FCC Chairman Julius Genachowski – 16 March 2011

Network Investments



- Demand growth
- Customer expectations - Quality of Service
- Data traffic levels
- Current network deployment activity
- Technology – Coverage – Capacity upgrades

Politics vs Policy



- Current regulatory settings
- Deployment Code process
- ACMA complaints
- EME
- Visual Impacts – Design and Innovation
- **Private Members Bills – B. Brown & A. Wilkie**

Towards 50 Billion Connections



Today

Mobile

Fixed



5 Billion Subscribers

400 Million Households

Tomorrow

Full Service Broadband



50 Billion Devices

Source: Ericsson

Australian Mobile Telecommunications Association



Thank you
