

Interim update

# Ericsson Mobility Report

This document is a scheduled update to the mobile subscriptions and mobile data traffic sections in the Ericsson Mobility Report, released in November 2017.

To view or download a copy of the original report, please visit: [www.ericsson.com/mobility-report](http://www.ericsson.com/mobility-report)

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## SUBSCRIPTIONS

Mobile broadband subscriptions grew by 200 million during Q4 2017

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## TRAFFIC

Mobile data traffic grew 55% between Q4 2016 and Q4 2017

FEBRUARY 2018



# Mobile subscriptions

## Q4 2017

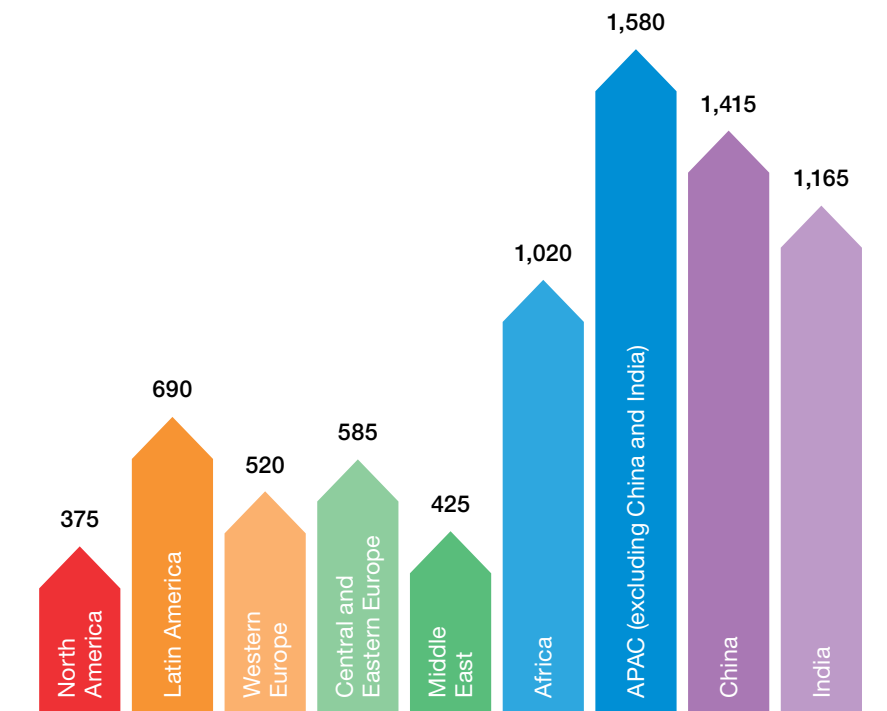
In Q4 2017, the total number of mobile subscriptions was around 7.8 billion, with 53 million new subscriptions added during the quarter

Global mobile penetration was 103 percent. Other interesting developments include:

- Mobile subscriptions are growing around 4 percent year-on-year.
- In terms of net additions, China grew the most in the quarter (+23 million), followed by Indonesia (+10 million), Bangladesh (+4 million), Pakistan (+4 million) and Ethiopia (+3 million).
- In India, the number of subscriptions declined by 17 million in conjunction with the merger of 2 operators, indicating a clean out of inactive subscriptions.
- The number of mobile broadband subscriptions grew by approximately 200 million in Q4 2017 to reach around 5.2 billion. This reflects a year-on-year increase of around 15 percent.
- LTE subscriptions increased by approximately 180 million to reach a total of 2.7 billion, while WCDMA/HSPA subscriptions grew by around 30 million. The majority of 3G/4G subscriptions can use GSM/EDGE as a fallback. GSM/EDGE-only subscriptions declined by 150 million, and other technologies<sup>1</sup> declined by around 10 million.
- Around 400 million smartphones were sold in Q4, which equates to 84 percent of all mobile phones sold in the quarter. Subscriptions associated with smartphones now account for 59 percent of all mobile phone subscriptions.
- The number of unique mobile subscribers is around 5.4 billion. The difference between the number of subscriptions and the number of subscribers is due to inactive subscriptions, multiple device ownership and/or optimization of subscriptions for different types of calls.

# 5.2bn

There are now 5.2 billion mobile broadband subscriptions



Mobile subscriptions Q4 2017 (million)

<sup>1</sup> Mainly CDMA2000 EV-DO, TD-SCDMA and Mobile WiMAX

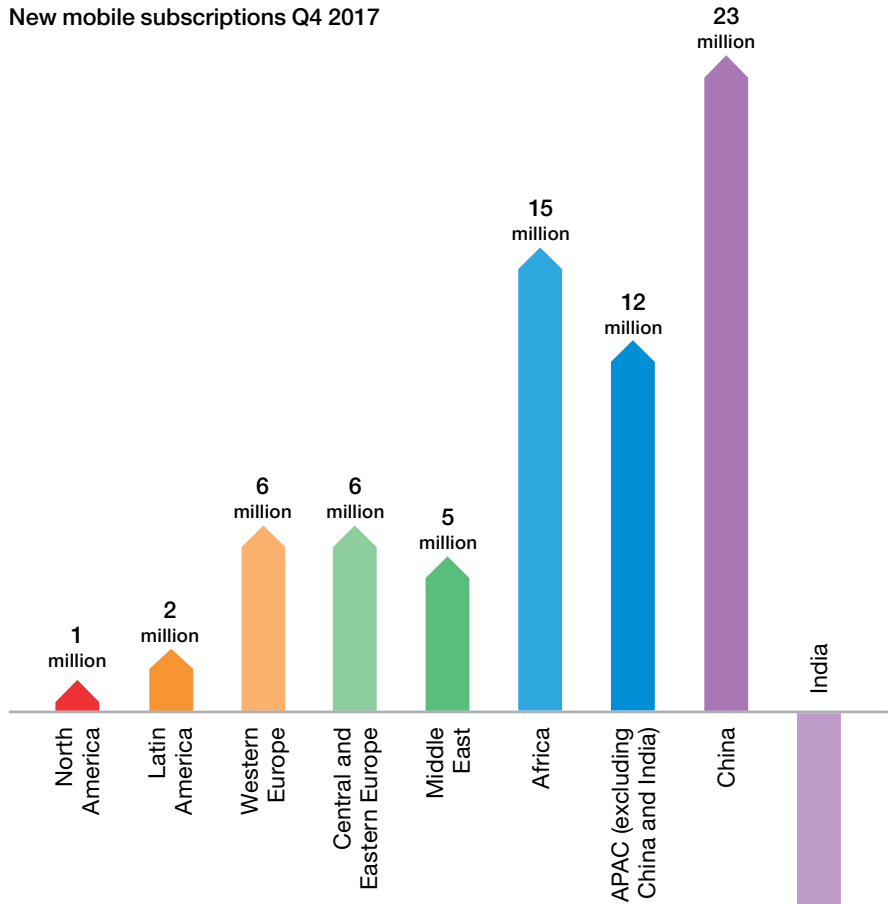
# 53m

53 million new subscriptions globally in Q4 2017

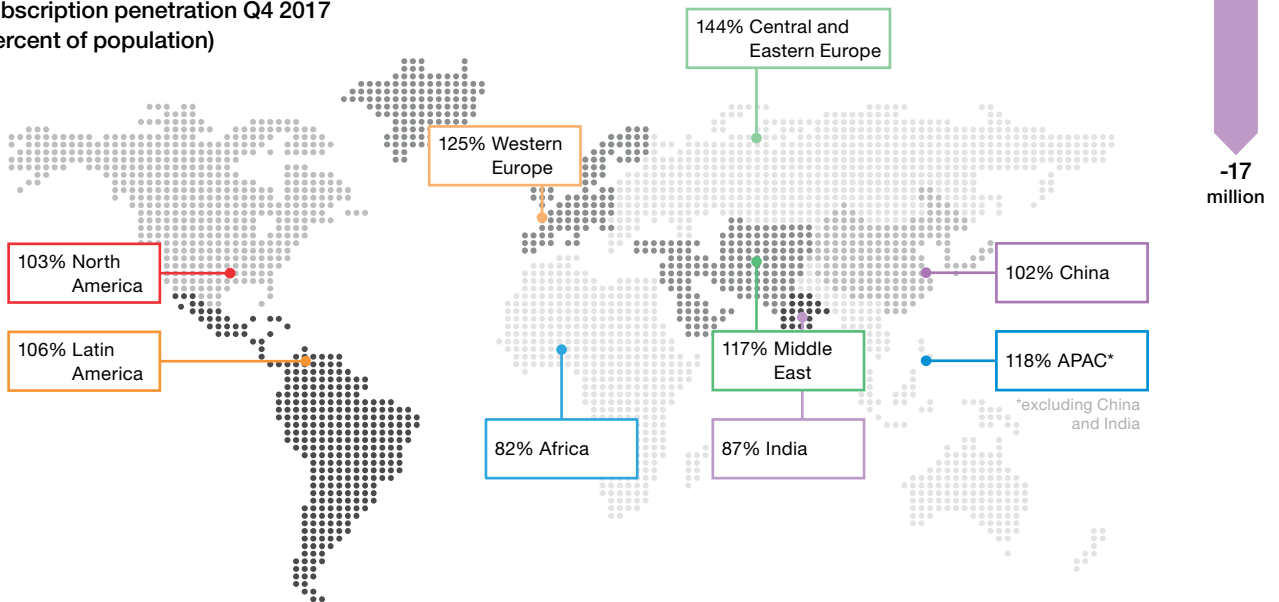
## New mobile subscriptions Q4 2017

### Top 5 countries by net additions Q4 2017

- 1 China + 23 million
- 2 Indonesia + 10 million
- 3 Bangladesh + 4 million
- 4 Pakistan + 4 million
- 5 Ethiopia + 3 million



### Subscription penetration Q4 2017 (percent of population)



# 103%

103 percent global subscription penetration in Q4 2017

# Mobile traffic

## Q4 2017

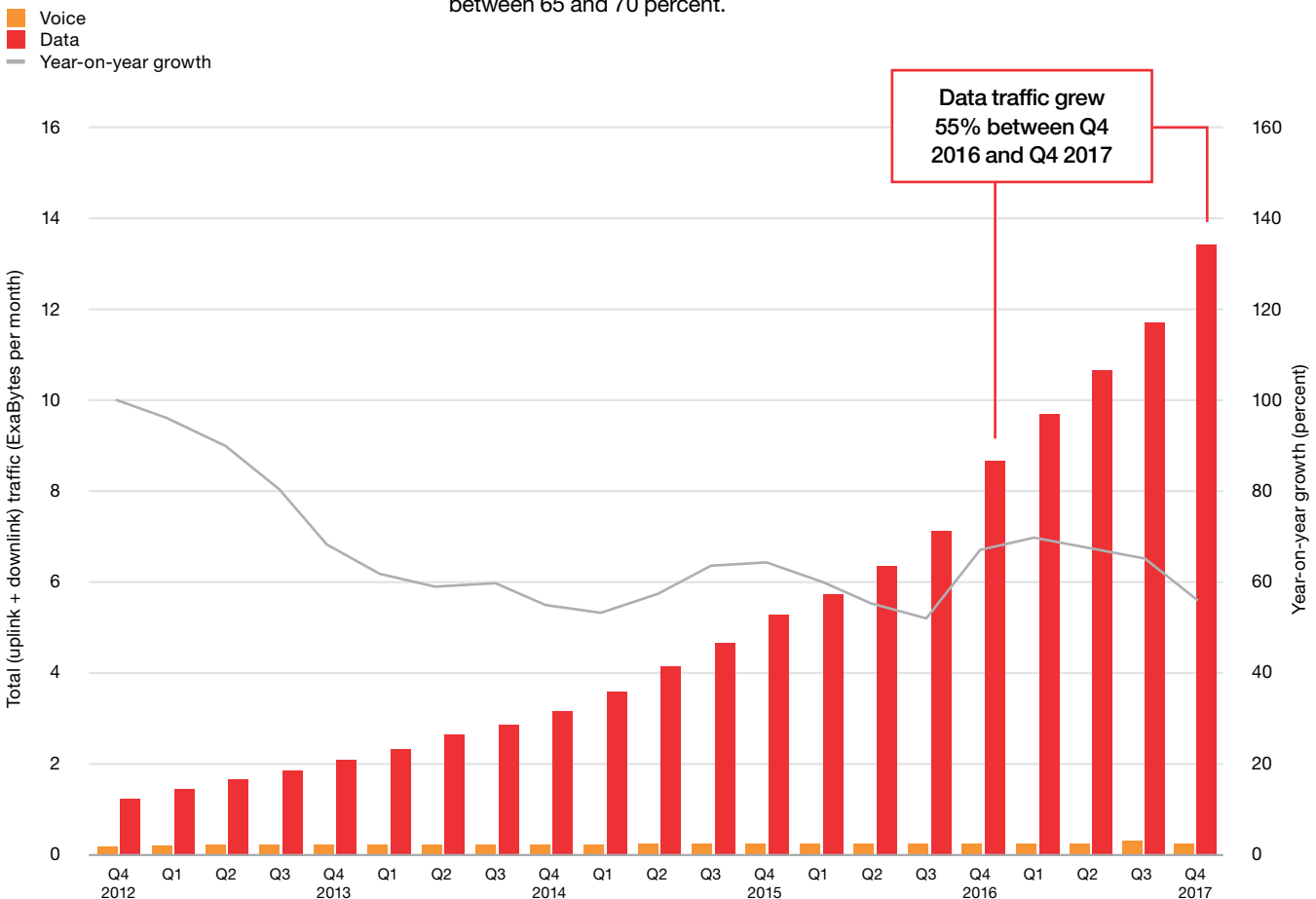
Mobile data traffic continues to grow. This is driven both by the rising number of smartphone subscriptions and increasing average data volume per subscription, fueled primarily by more viewing of video content at higher resolutions.

The graph below shows total global monthly data and voice traffic from Q4 2012 to Q4 2017, along with the year-on-year percentage change for mobile data.

In Q4 2017, mobile data traffic grew around 55 percent year-on-year, which was significantly lower than for the previous 4 quarters, when it varied between 65 and 70 percent.

Starting in Q4 2016, the global traffic growth was noticeably boosted above its long-term trend line by free data traffic offers in India, resulting in a high base for comparison with the Q4 2017 traffic.

The quarter-on-quarter growth was around 15 percent. There are large differences in traffic levels between markets, regions and operators.



Source: Ericsson traffic measurements (Q4 2017)