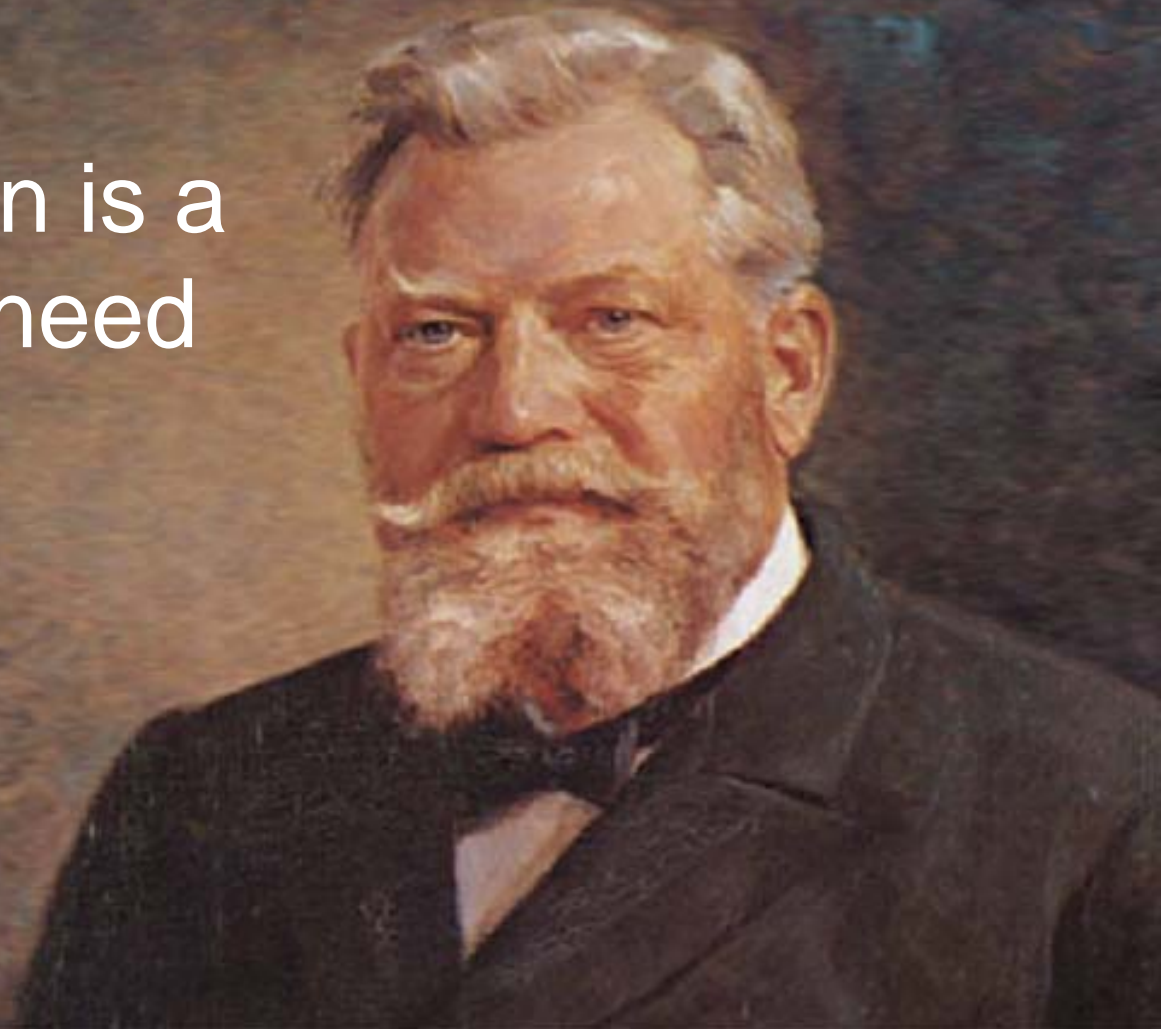


Learning Solutions for ARPU Growth

Paul Landers

The Lars Magnus Ericsson story

Communication is a
basic human need





Bringing communication to people around the globe
Quality of life - productivity - sustainable globalization



An all-communicating world

Mobile communications today

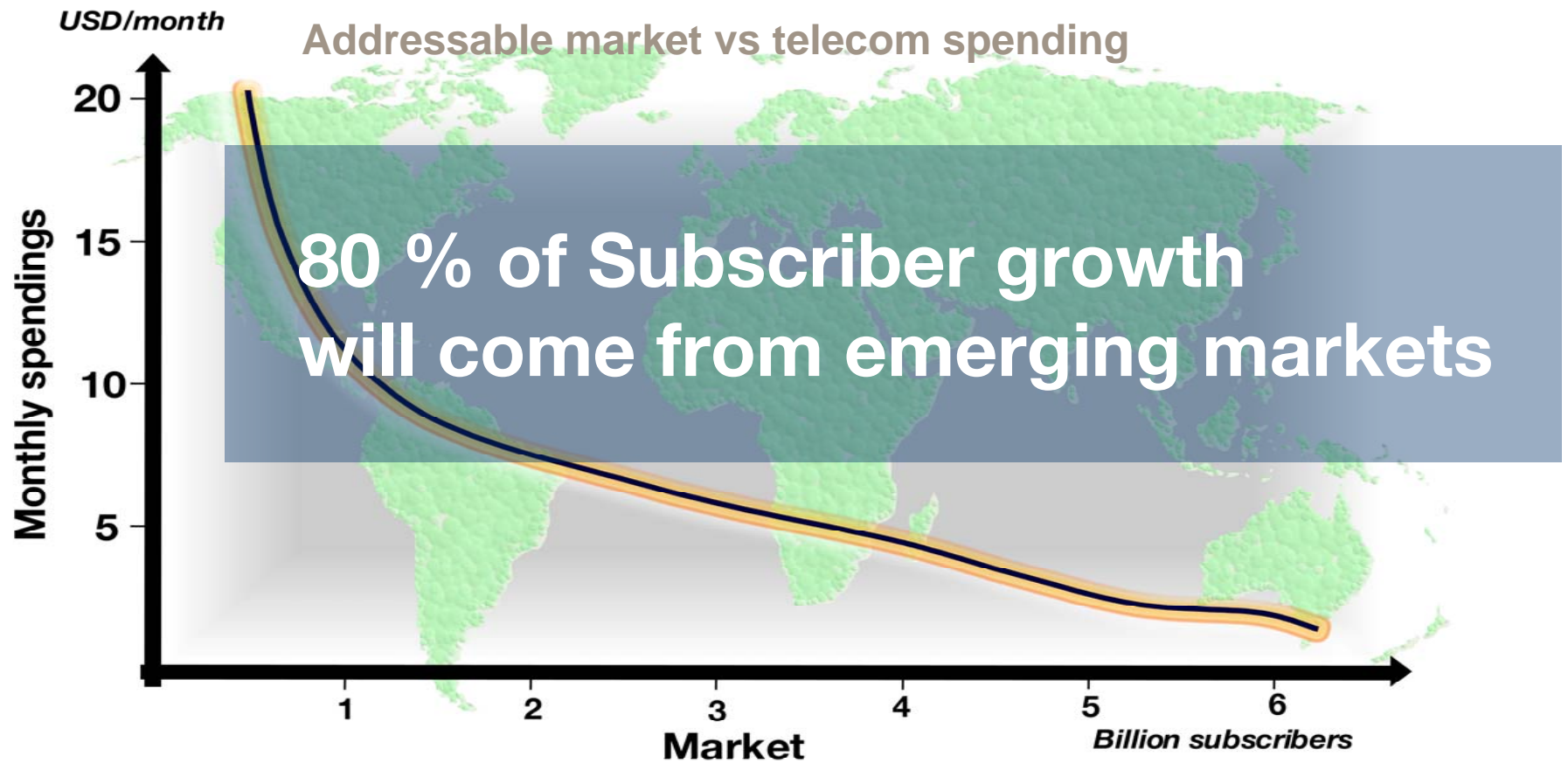
2.9 bn subscriptions worldwide

1 bn handsets sold per year

1 bn Internet users – 280 m bb connections

A remarkable development that is changing the world!

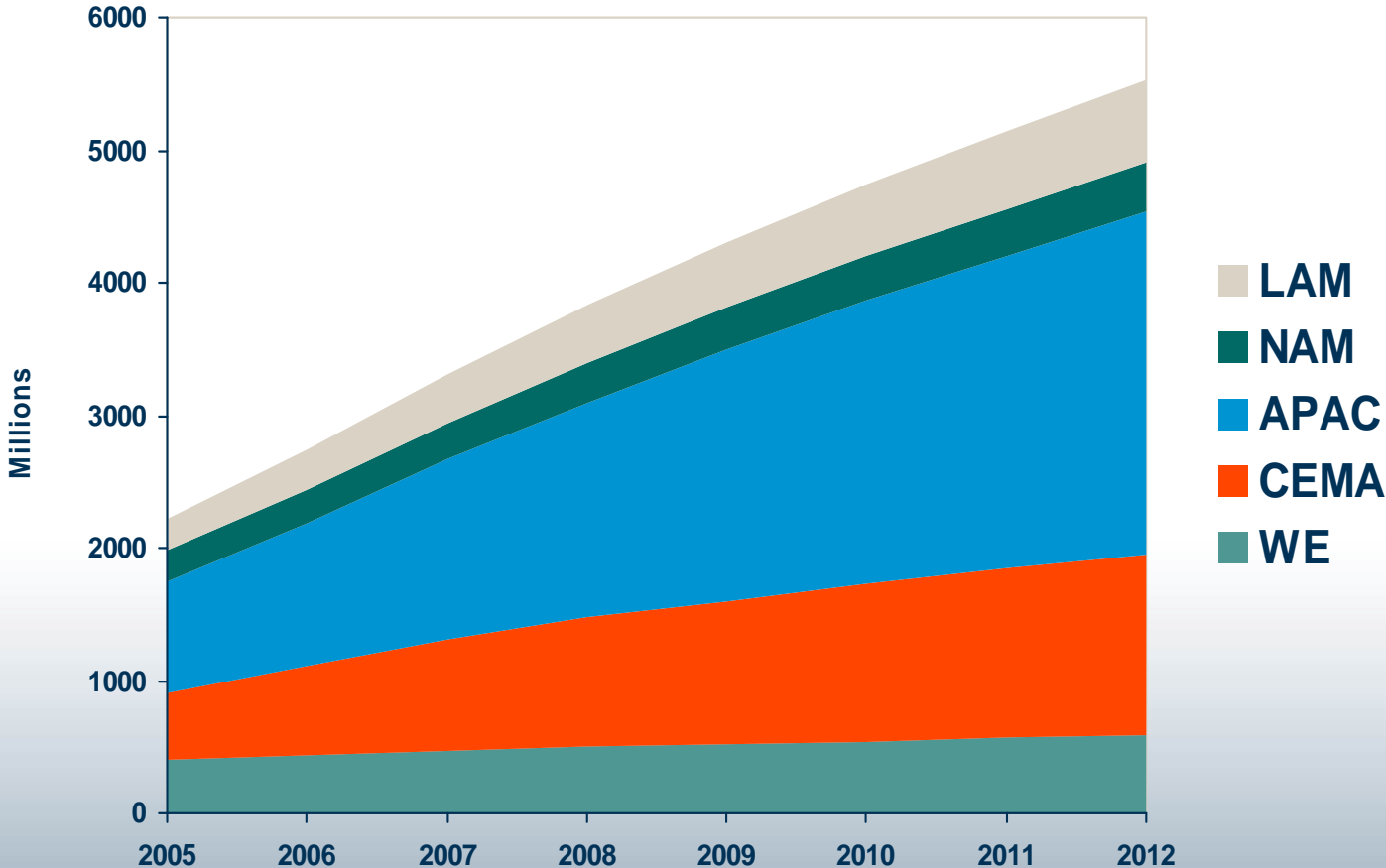
Global market development



Sources: Ericsson estimates

Mobile Operators are now targeting spending levels at 5 USD/month

Mobile subscriptions 2005-2012



4.5 b. subscriptions in 2010

Our way of communicating changes rapidly

Mobile users to*:
Spend USD 13.5 b on digital music, up 23%
Send 1.9 b. video messages, up 90%
Receive 2.6 b. on-demand videos, up 73%



1994



2002



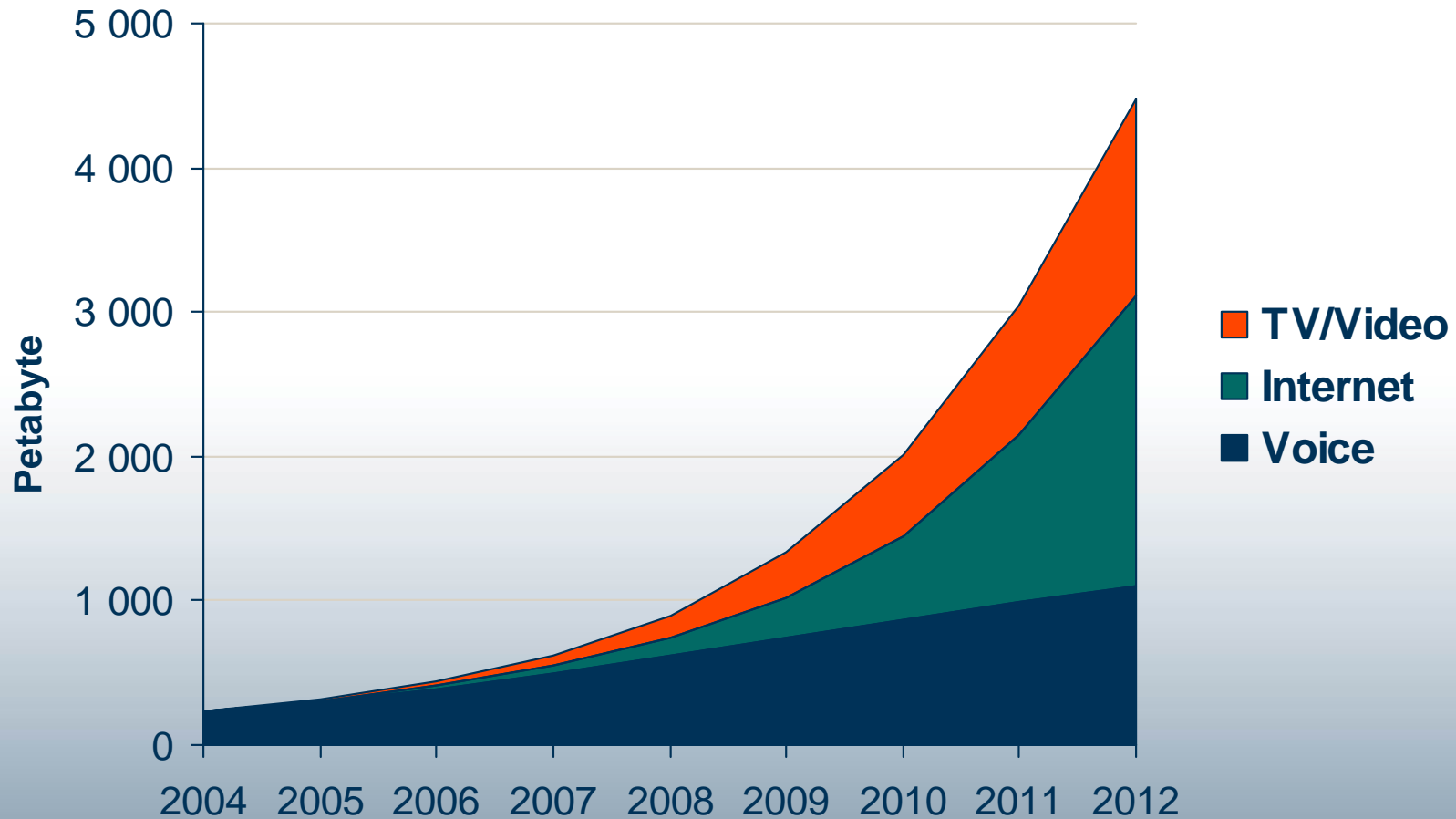
2007

*Source: Strategy Analytics, Gartner, eMarketer

Mobile traffic to grow tenfold by 2012

(upgraded)

Data traffic tripled in 2006

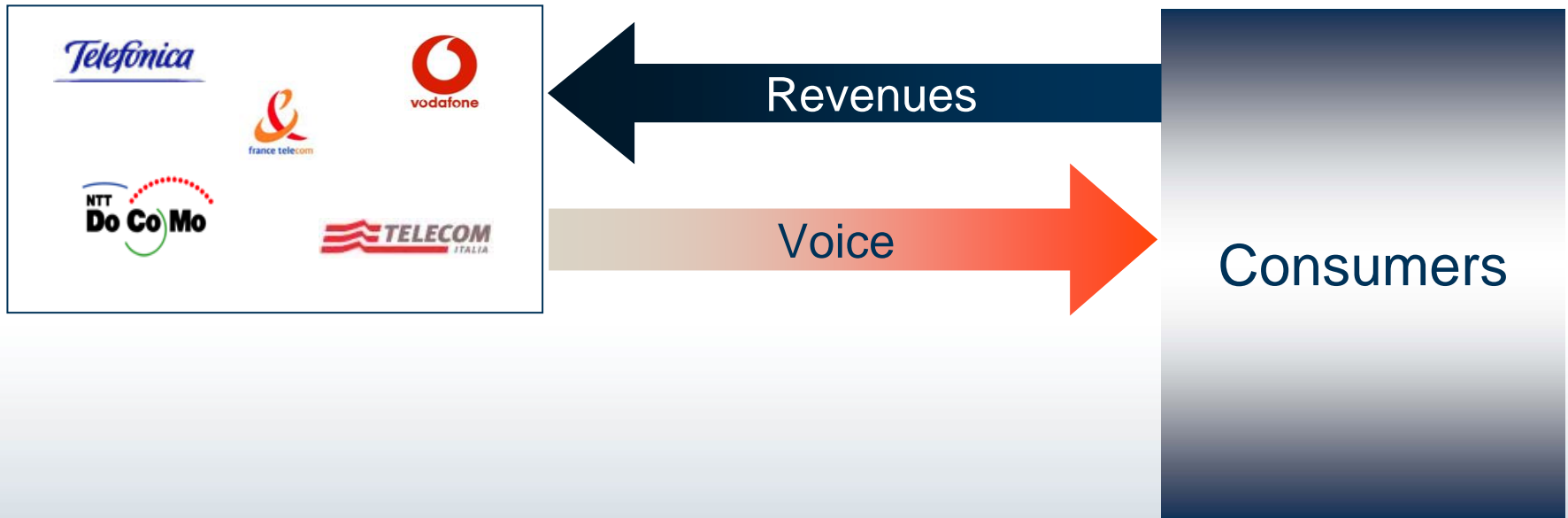


Traffic growth driven by TV, video and internet

Source: Ericsson and market estimate

The traditional operator business model

From simple...

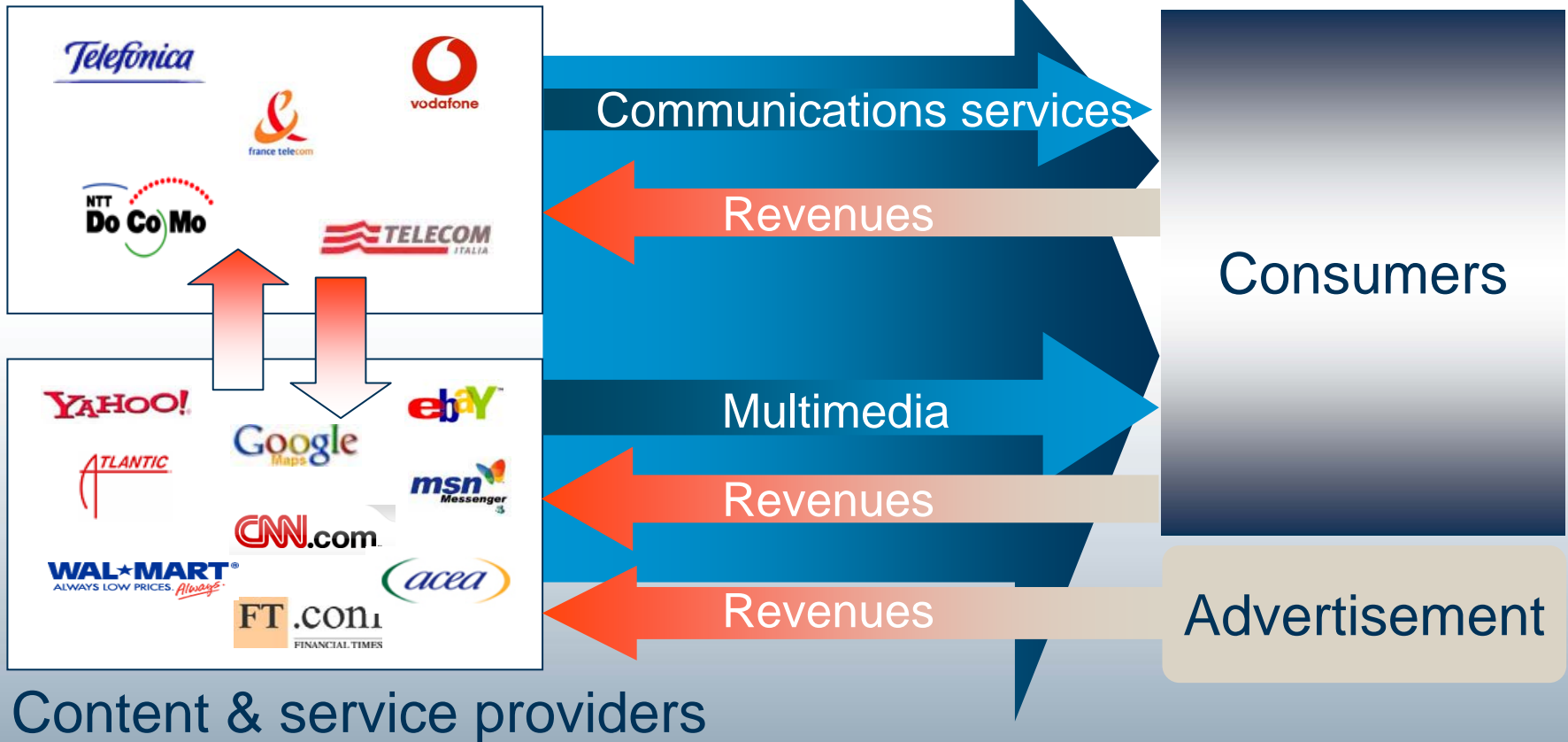


One service, one category of customers,
regulated environment

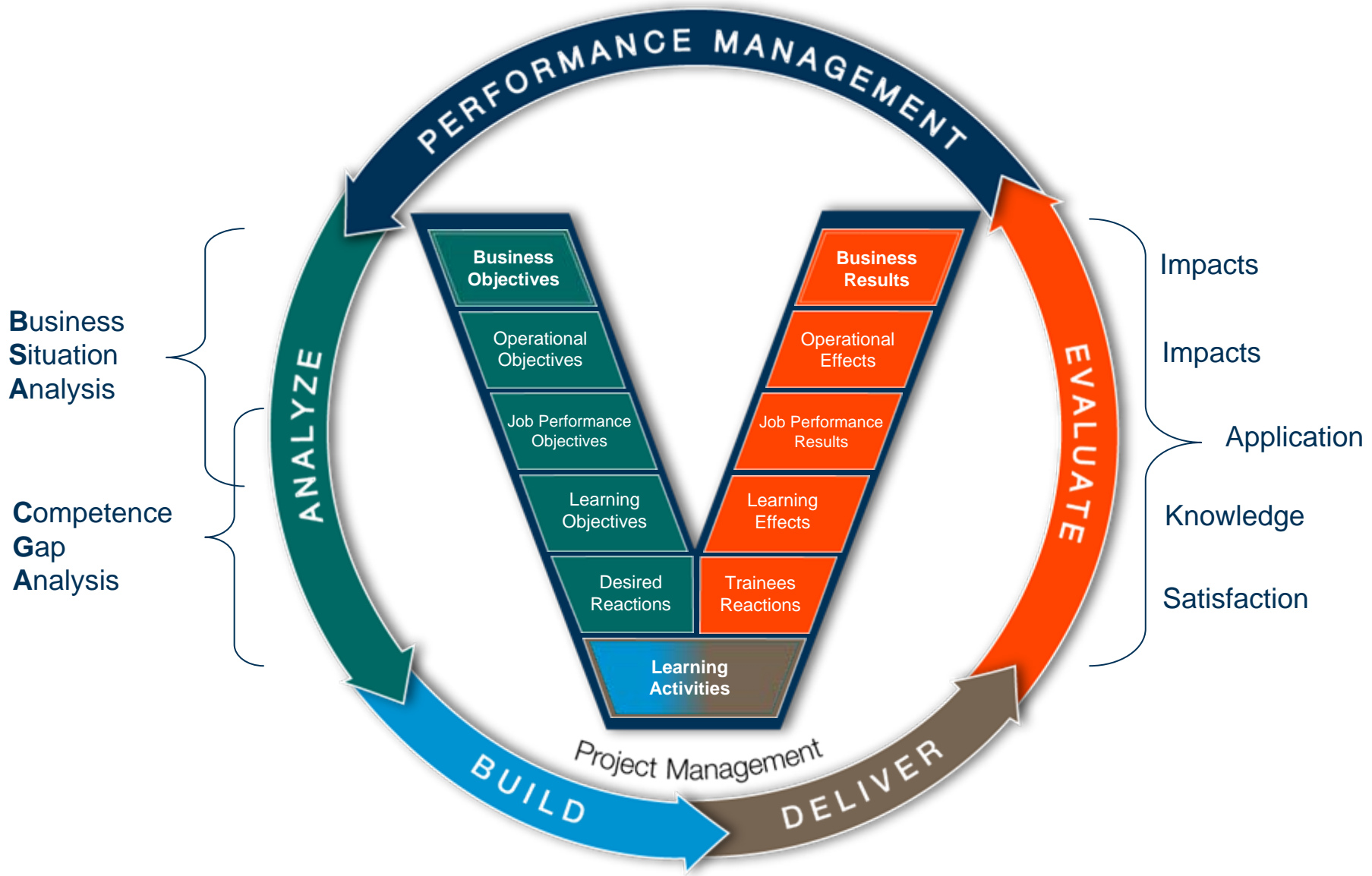
New operator business models emerging

To more complex

Operators



Learning Solutions: an end-to-end competence and performance plan that is linked to telecom business and operational needs.



Benefits of mLearning within telecoms industry

- Increases ARPU
- Familiarises customers with new services faster such as IPTV, MMS
- Creates customers in areas with low fixed line and computer infrastructure penetration
- Stimulates use of additional services e.g. bulk SMS for educational institutions



A case study

Ericsson's Learning Solutions for ARPU growth



ERICSSON



TAKING YOU FORWARD