In the Networked Society, connectivity will be the starting point for new ways of innovating, collaborating and communicating.

A 1 percentage point increase in broadband penetration increases new business registration by 3.8%.

Source: Stockholm School of Economics, 2012

For every 1,000 connections, 80 new jobs are created.

Source: Ericsson and Arthur D Little, 2010-2011

Each minute:
- 100,000 tweets
- 48 hours of YouTube video
- 680,000 items shared on Facebook

Source: thesocialskinny.com

Freedom, empowerment, and opportunity

It's about bringing us closer to our nearest and dearest...

25% of smartphone traffic and 40% of tablet traffic is video.

Source: Ericsson Mobility Report, 2012

... banking the unbanked...

Up to one-third of Kenya's GDP passes through the mobile banking platform M-PESA.

Source: Tech Crunch

... and helping solve some huge global challenges.

In 2020, ICT could reduce oil consumption by 21.6 billion barrels.

Source: GeSI SMARTer 2020 report

The Networked Society will bring significant economic, social and environmental benefits to hundreds of millions of people.

It's about kick-starting economies...

Doubling connection speeds yields a 0.3 percentage point increase in GDP.

Source: Ericsson and Arthur D Little, 2010-2011

... and by creating new job opportunities.

Broadband = business

The Millennium Villages Project has brought connectivity to over 500,000 people in 11 countries in Sub-Saharan Africa.

When one person connects, their world changes.

With everything connected, our world changes.

The world is getting smaller.

It took 100 years to connect 1 billion places and 25 years to connect 5 billion people.

Source: Ericsson Mobility Report, 2012

26 billion connected devices – well on the way to our vision of 50 billion.

08:00
12:00
18:00
2:00

www.ericsson.com/networkedsociety

A CONNECTED WORLD IS JUST THE BEGINNING

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