

BROADBAND DEVELOPMENT: BENEFITS FOR ECONOMY AND SOCIETY

ULF PEHRSSON, VICE PRESIDENT
11 SEPTEMBER, 2012

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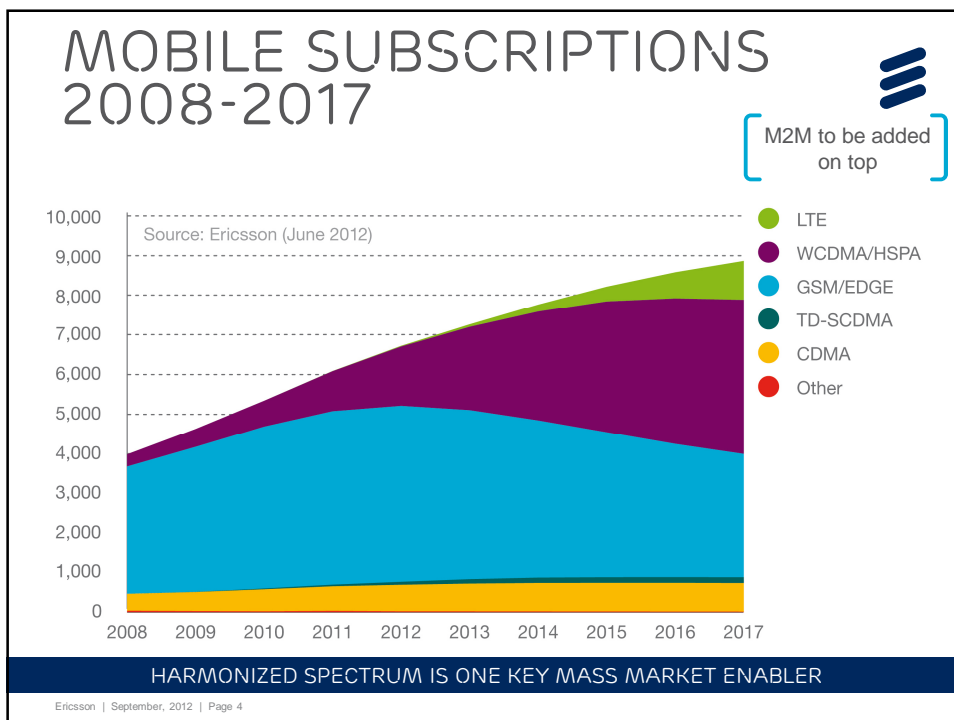
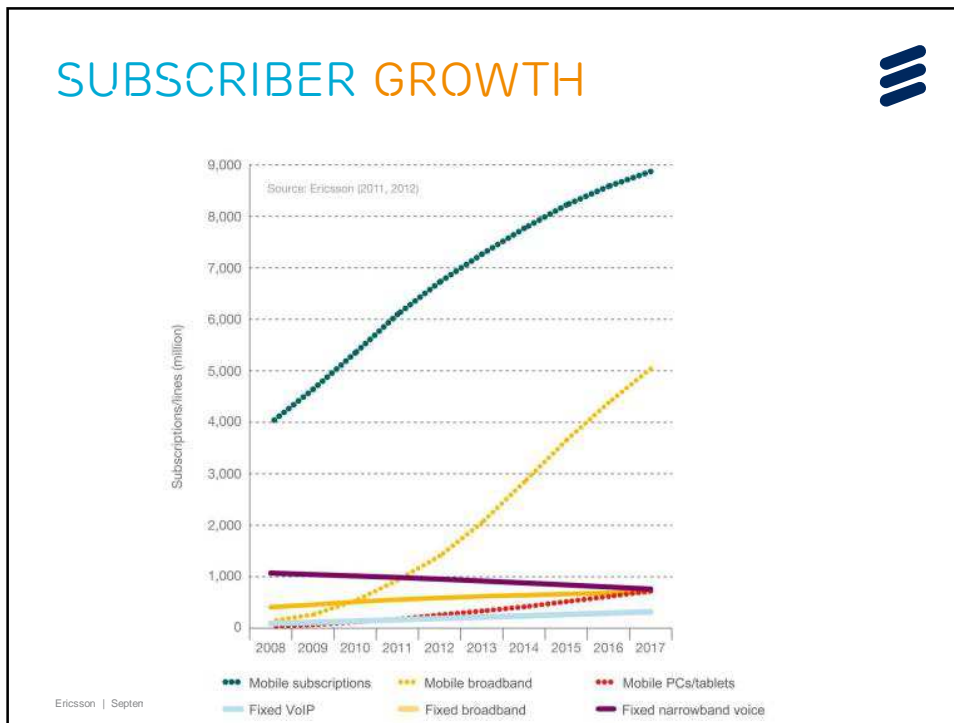


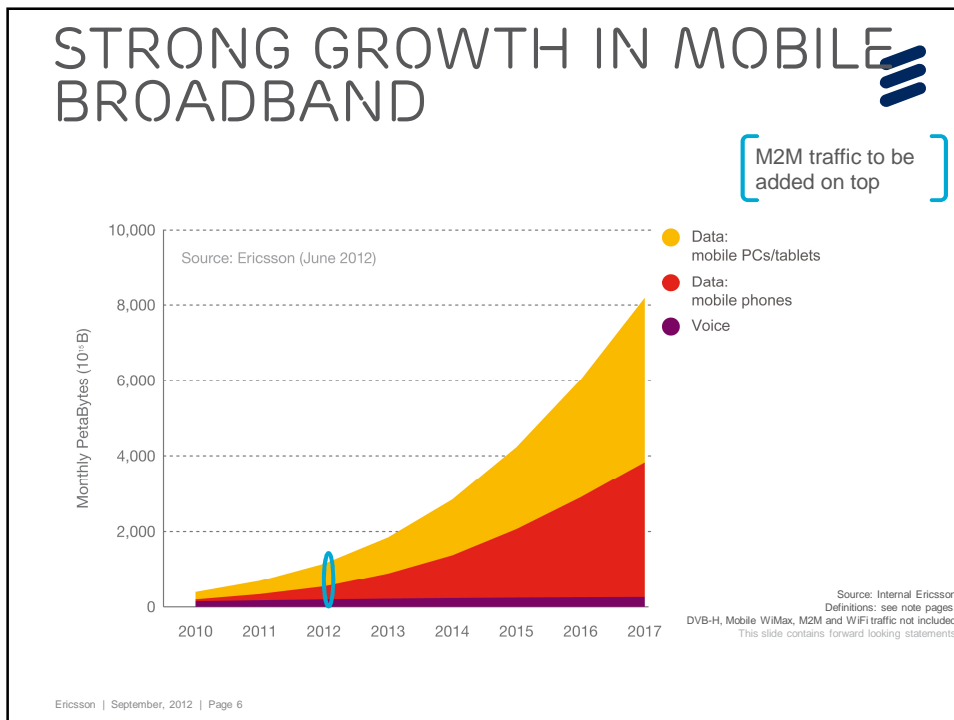
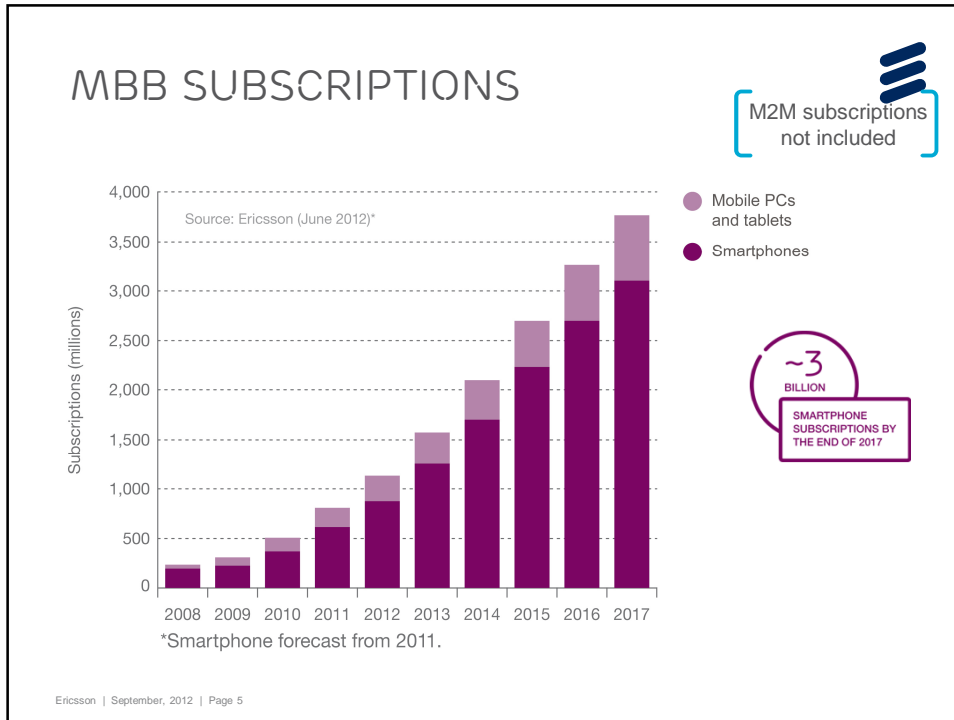
ERICSSON IN UKRAINE

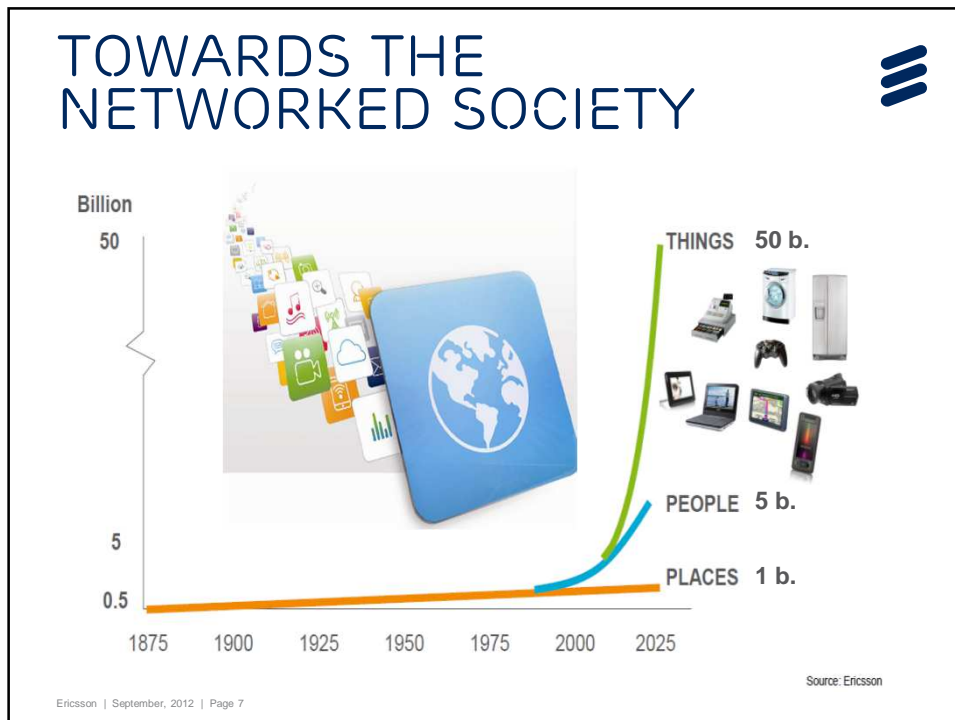
- 1876 – Ericsson founded
- 1893 – First telephone switch to Kyiv
- 1995 – Representative Office in Kyiv
- 1996 – Supply of GSM network to Kyivstar
- 2002 – First to demonstrate live 3G in Ukraine
- 2004 – First to demonstrate live EDGE in Ukraine
- 2012 – More than 200 employees

Approx. 50% of mobile calls in Ukraine are connected via Ericsson equipment




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TECHNOLOGIES FOR THE NETWORKED SOCIETY


+

+



MOBILITY
BROADBAND

SERVICE AWARE
NETWORK

CLOUD



HARMONIZED SPECTRUM AND TECHNOLOGY STANDARDS



Harmonized spectrum is key for development of public mobile broadband access as well as for industry to be able to successfully respond to national policy goals by providing **standardized products**

- › **Economy of scale** (based on a mass market)
- › Easy **cross-border coordination**
- › **Cross-border operation** (between countries)
- › **Global roaming** capabilities
- › **Interoperability** choice and convenience
- › **Efficient use** of spectrum (also in border areas)



economy of scale

spectrum efficiency

harmonized spectrum

standards

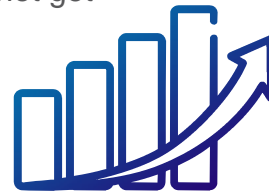
PROVIDING AFFORDABLE SERVICES TO ALL

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IMPACT ON PERFORMANCE



- › 78% work more efficiently since they got Mobile Broadband
- › 45% managed to get more business opportunities or have been able to get jobs they could not get previously
- › 66% become more productive since they got mobile broadband



[Mobile Broadband boosts personal efficiency and has major impact on productivity]

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SUMMARY OF BROADBAND BENEFITS



+1000 BB USERS

=>

+80 JOBS



+10 % POINTS BB

=>

+1% GDP



+ 2 x BB SPEED => + 0.3 % GDP

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