



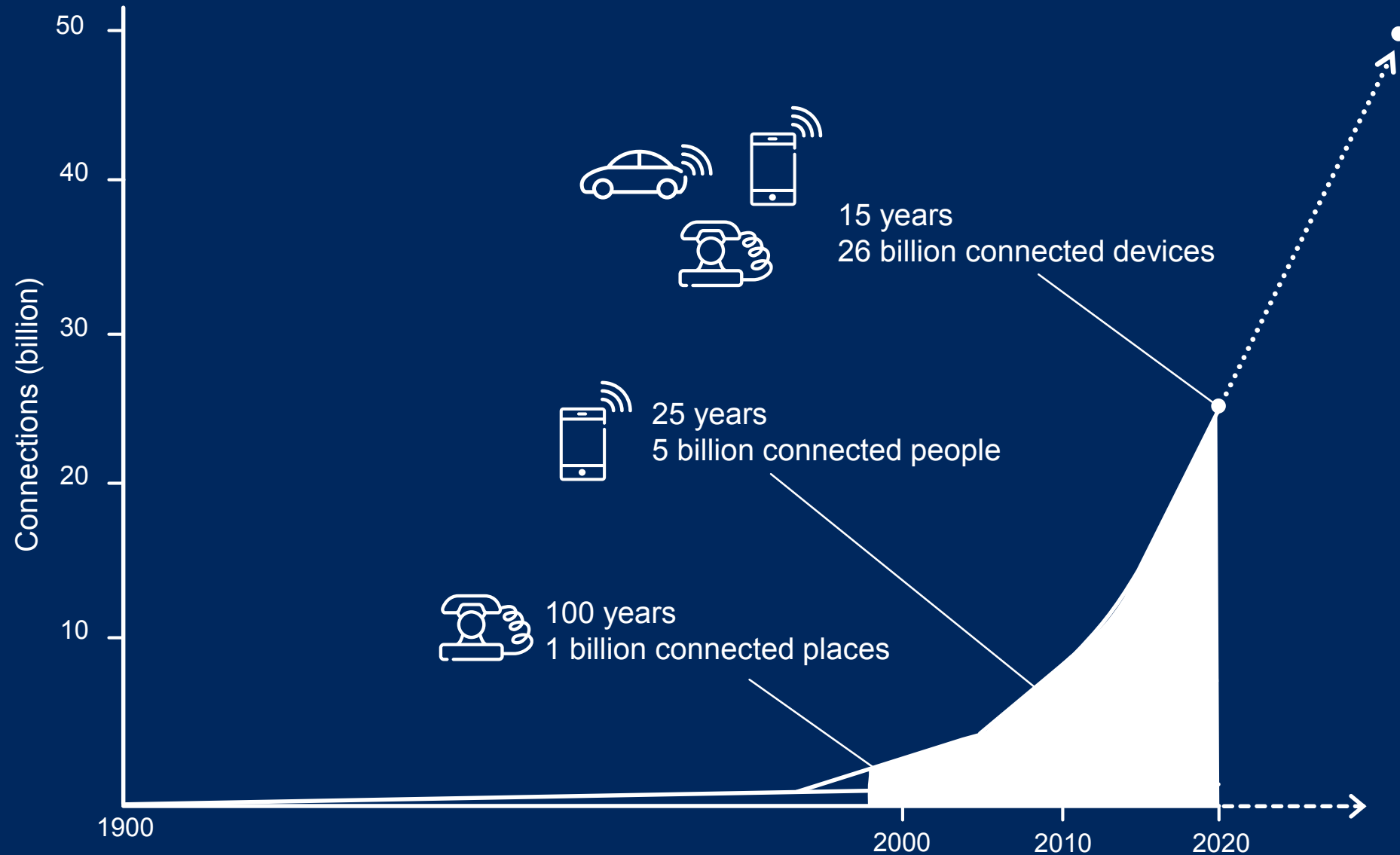
ERICSSON

INFORMATION CONSUMPTION IN NETWORKED SOCIETY

CATHAYA XU

HEAD OF CONSUMERLAB, RNEA

MORE CONNECTIONS

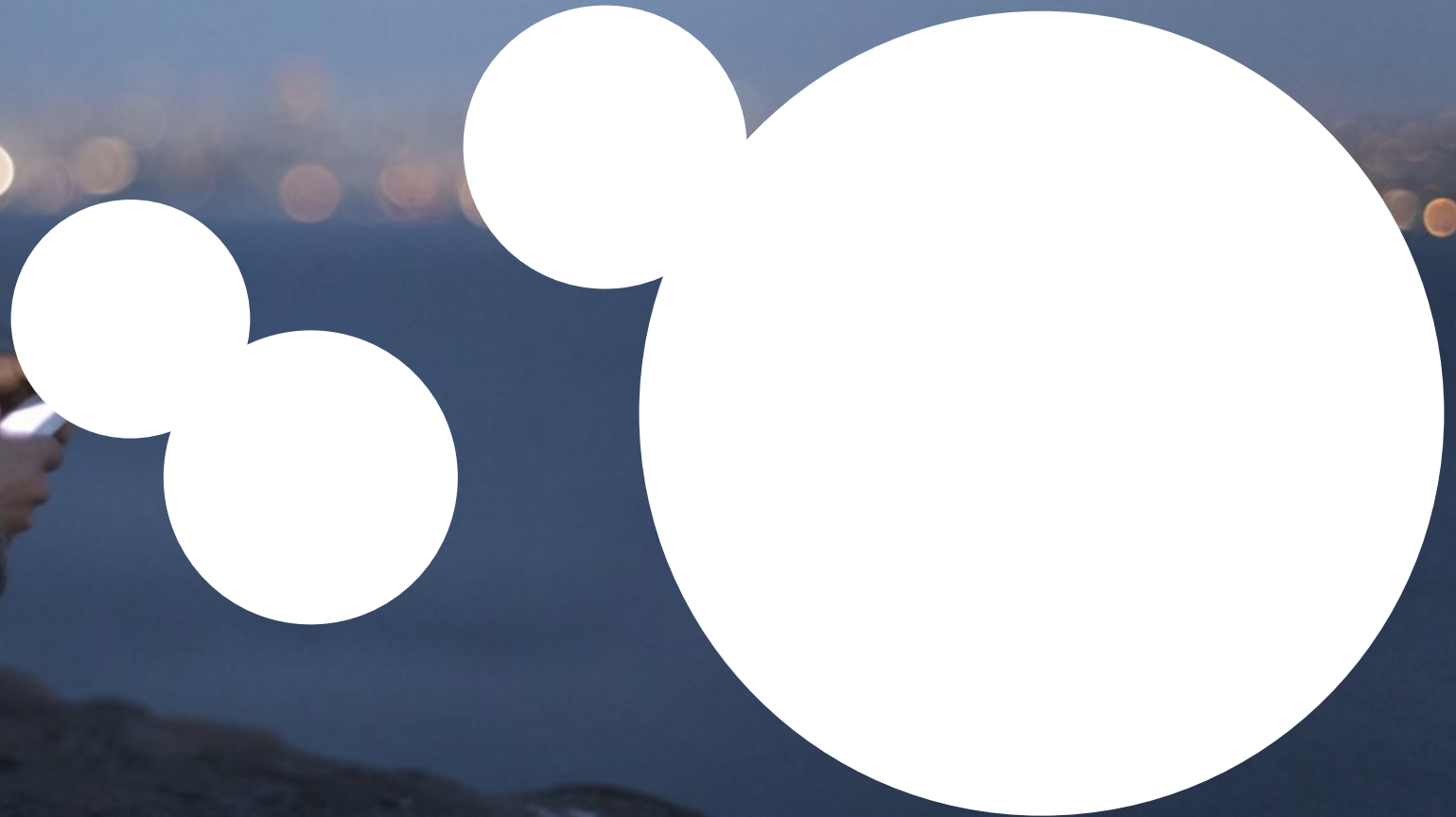


MORE COMMUNICATION



2011

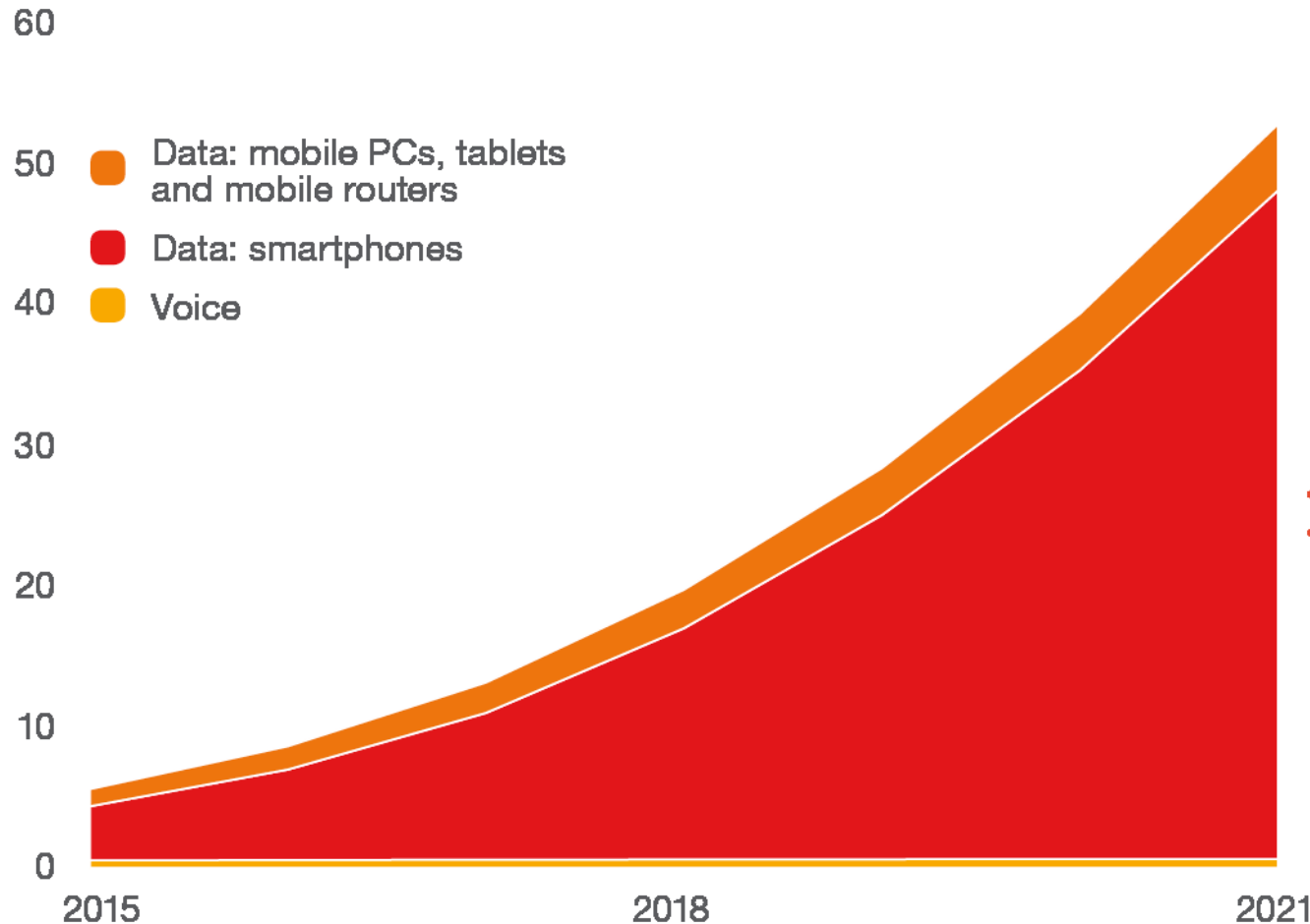
2016



12X GROWTH IN SMARTPHONE TRAFFIC BETWEEN 2015 AND 2021



Global mobile traffic (monthly ExaBytes)



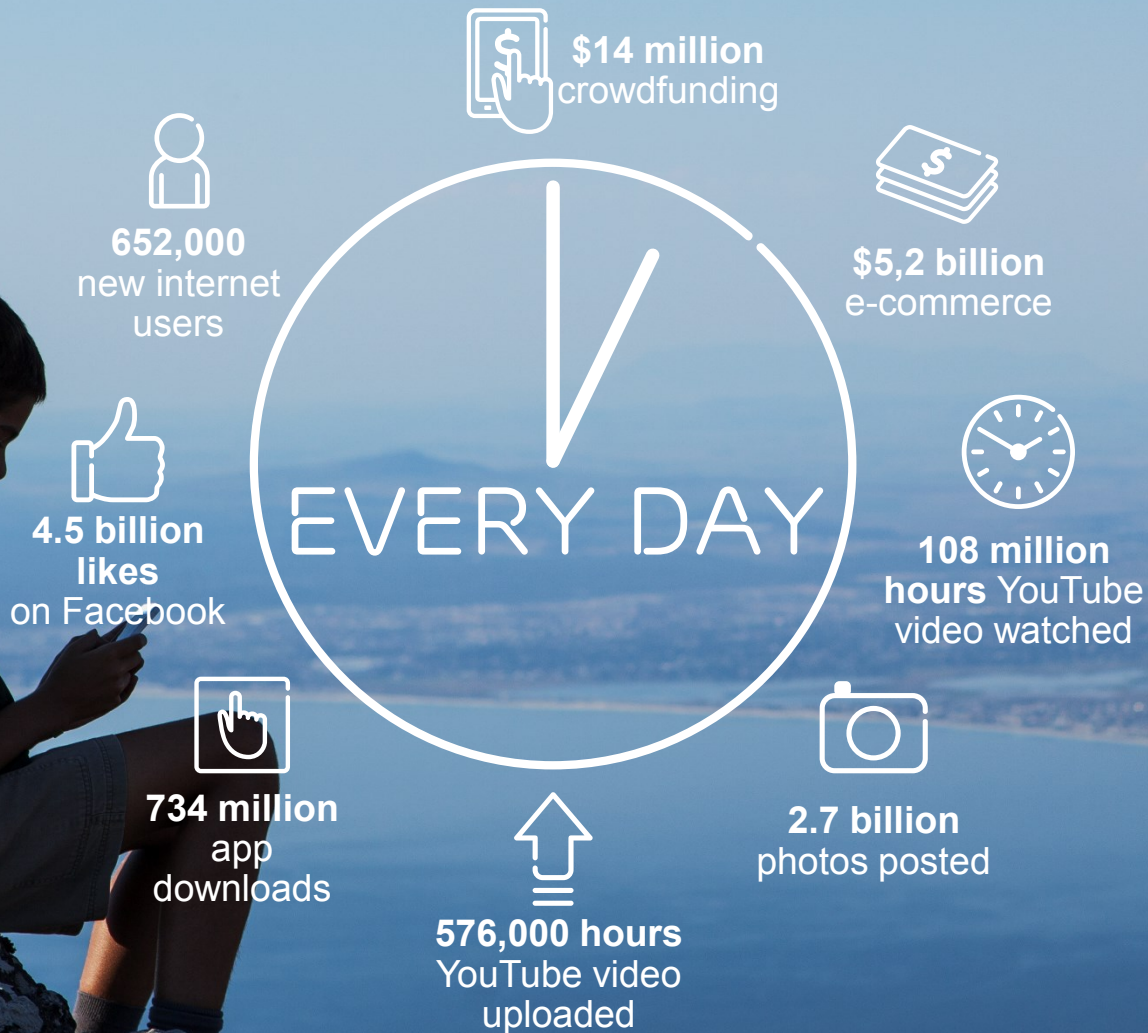
12X

Between 2015 and 2021, there will be a 12X growth in smartphone traffic

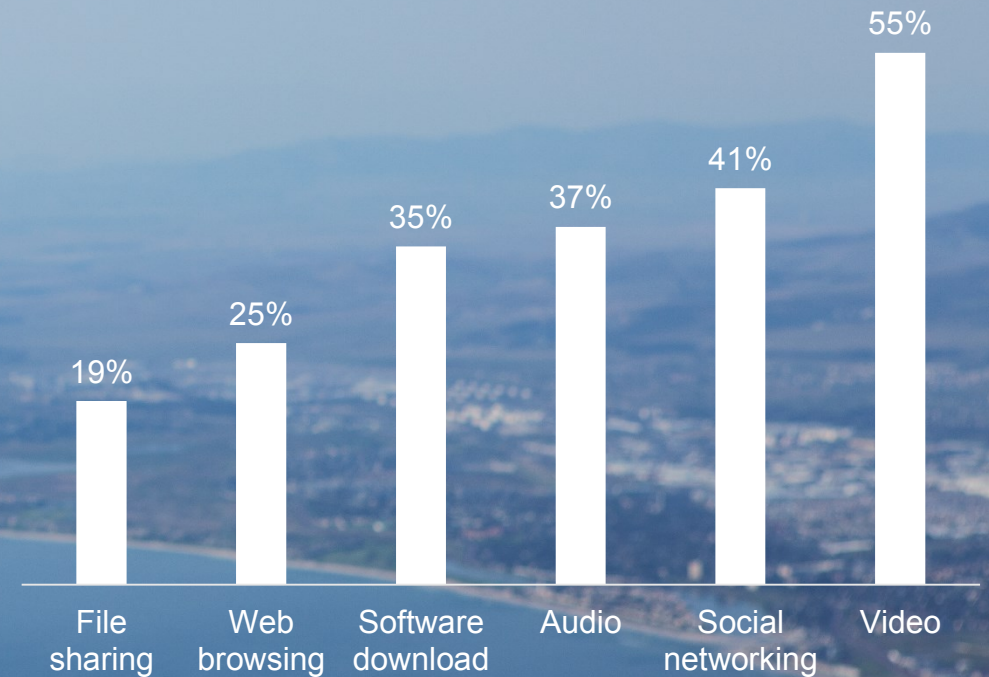


Around 90% of mobile data traffic will be from smartphones by the end of 2021

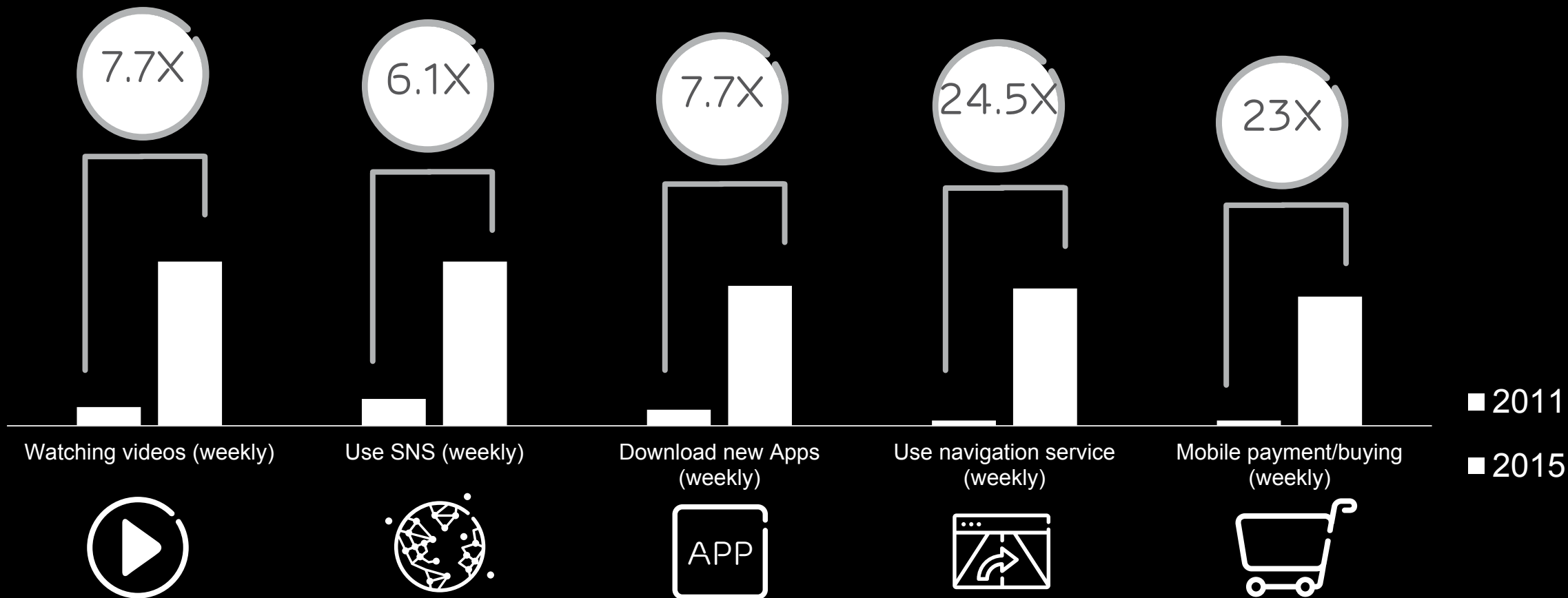
NEW BEHAVIORS



Mobile traffic by app category CAGR 2015-2021 (percent)



CHANGING ICT BEHAVIOR (CHINA URBAN)



TODAY'S CONSUMERS



INFORMATION CONSUMPTION KEYWORDS

MOBILITY

INTERACTION

INVOLVEMENT

PERSONALIZATION

SHARING

SECURITY

EXPERIENCE

SOCIAL

COMMUNITY

ENGAGEMENT

INTEGRITY



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