

Broadband benefits society

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Individuals, enterprises and governments



Universal need for services & efficiency gain

Broadband benefits society

Increased broadband penetration is estimated to increase Irish GDP by €4 billion by 2010

10% of British Telecom employees work from home or offices with remote access, which has reduced travel with ~69 million miles per year

A 4% broadband growth could give 1.8 million jobs and \$132 billion in payroll over 10 years in California

Telstra's mobile broadband enables productivity gains of 9-27%

USD 2.15 saved on each electronically filed U.S. tax return – Error rate reduced from 20% to less than 1%

Emergency rooms in Arizona connects rural doctors with urban specialists

Broadband penetration increases employment

A high-angle photograph of a man in a light-colored suit sitting at a white-clothed table. He is looking at a laptop computer. On the table, there is a plate, a fork, and a knife. The background is a textured, light-colored wall.

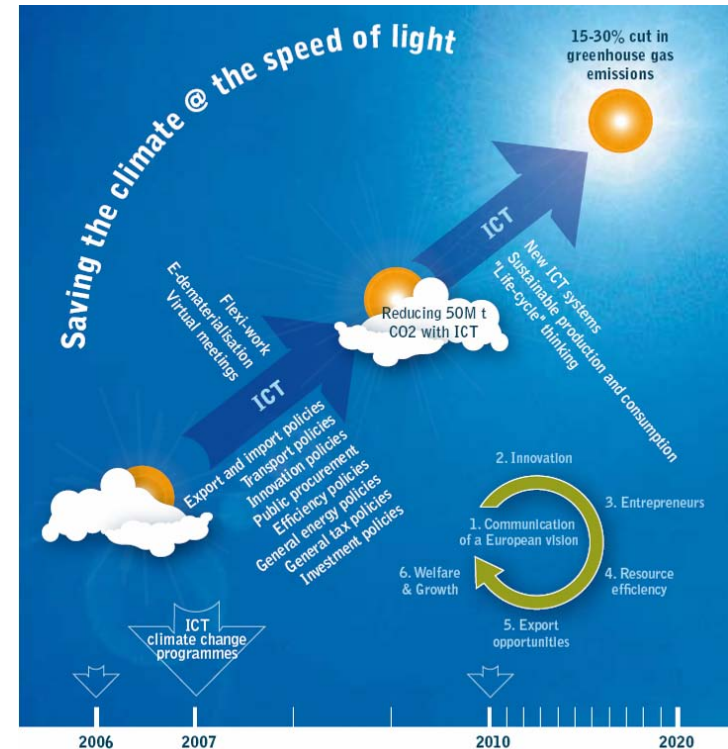
For every one percentage point increase in broadband penetration in a state, employment is projected to increase by 0.2-0.3% per year - equivalent to 300 000 jobs in the U.S.

A 4% broadband growth in California could give 1.8 million jobs and \$132 billion in payroll over 10 years

A seven percentage point increase in broadband adoption across the U.S. could result in an additional 2.4 million jobs per year

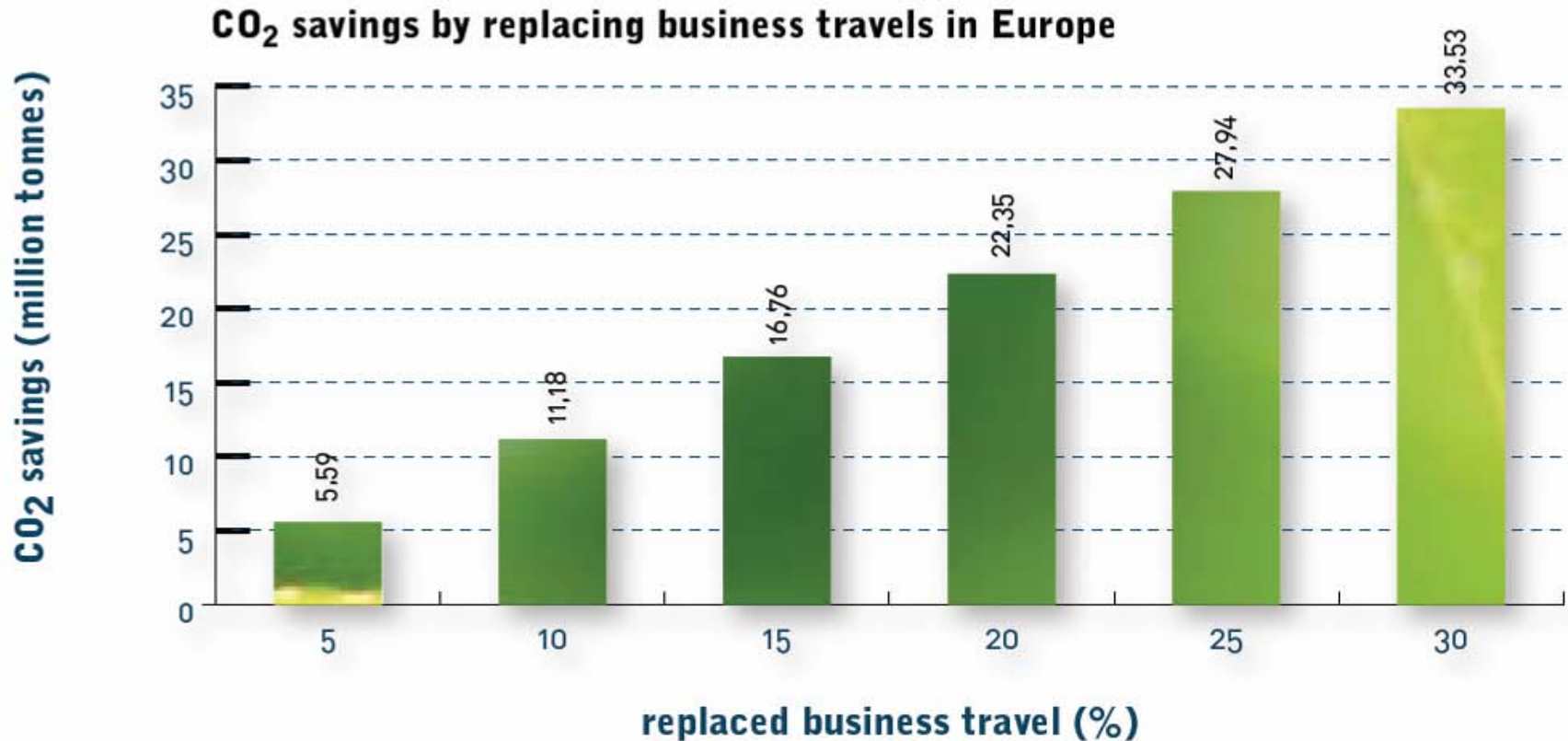
Broadband has positive effects on the environment

- Wide broadband adoption could reduce U.S. greenhouse gas emissions by 1 billion tons over 10 years
 - 11% of annual U.S. oil imports if converted into energy saved
- Broadband can reduce Australian greenhouse gas emissions with 5% until 2015 (27 million tons of CO₂)
 - Thus save AUD 6.6 billion annually within the energy sector



Broadband facilitates a sustainable society – environmentally and economically

Reducing CO2 by replacing travel



- Substituting 30% of business traveling in Europe (by e.g. videoconferencing), would save ~34 million tons of CO2 emissions

The digital office

Working from the office as well as distance meeting & working



**High speed internet
in the office or on
the move**



**Live meeting without traveling
via full size video conferencing**



**Working from home via live
connection to base**

*Telstra's mobile
broadband enables
productivity gains of 9-
27%*

*TeliaSonera reduced CO2 by
13.5% due to less travelling.
Energy efficiency up 34% while still
increasing broadband capacity*

*IBM: 40% of global workforce don't
maintain an office space within
company, saving \$100 million.
BT: ~10% home based employees
reducing travel by 17%=69 million miles*

*Skanska – Enterprise
efficiency: Effective fleet
management and
improved consumer
services*

*Telstra: 7 500 video conferences
lasting nearly 20 000 hours saved
around 4 200 tons in travel related
carbon emissions in a year*

*Sun Microsystems: 56% employees
working away from the office 1-2 days a
week saves 3 700 miles (104 h)
commuting*

Trikala a sustainable Broadband City



- Trikala, the first digital city in Greece
 - Ericsson is the sole solution provider, building and integrating the first municipal FTTx infrastructure in Greece
- Improving everyday life by
 - Simplifying public transactions
 - Reducing telecommunication costs
 - Delivering new electronic services
 - Offering new methods to enable citizens to participate in policy-making

E-health & e-learning to mass market

Improves quality of life



Remote consultations
and surgery



Internet as a
source of information



Alleviating
disabilities



Distant learning



Information and
web consultation

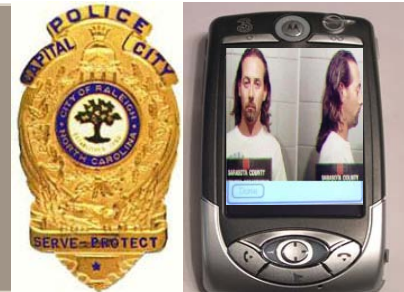


Taking care of the
young & elderly

Broadband provides public safety

Police department, North Carolina (U.S.)

- Broadband provides officers with access to photos and databases through laptops or handheld devices
- Results in improved decision making, automated tasks and reduced trips to police stations



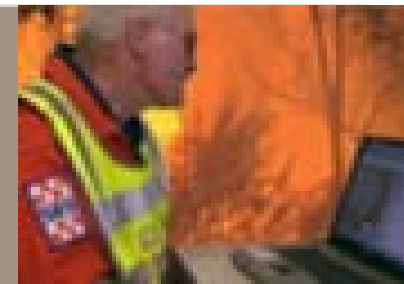
Water department, California (U.S.)

- Broadband enables crews to remain in field with access to information and critical communications in laptops
- Water level in reservoir and city water consumption managed remotely



Fire department, Australia

- Broadband enables fire fighters to send information from helicopters to ground force (to avoid getting trapped)
- Results in enhanced decision-making process, improved efficiency and safety



Mobile connectivity increases efficiency

eGovernment

- USD 2.15 saved on each electronically filed U.S. tax return – Error rate reduced from 20% to less than 1%
- 4 million U.S. citizens filed taxes online for free (2007 taxation)
- Renewing a U.S. drivers license online cost USD 1 instead of USD 8
- Obama's election campaign gave Americans a chance to have online opinions on policy issues (15 000 policy ideas were submitted)



Broadband increases enterprise efficiency



- Improving customer service quality

Using mobile broadband, Skanska increased both efficiency at sites and customer satisfaction



Accessing Verde Valley Guidance Clinic's mental health records online saved \$76 000 in one year

Golf company TaylorMade reduced inventory time by 75% and increased each persons sales volume by 15% using a pocket PC

Broadband is a necessity for farmers to check weather, market and crop reports or searching for suppliers. 40% of the Cornwall farmers (UK) make cost savings.

Broadband brings new business opportunities

eBay, an auction and shopping website trading goods and services worldwide

Newegg, an eCommerce company offering computer hardware and software, consumer electronics and communications products for amateurs and professionals

Bambuser enables users to stream live video from a mobile phone or web-cam using 3G or WiFi

TradeVibes an online wiki for sharing information and opinions about companies. It separates the best startups from their competitors using the wisdom of the community.

Angel Investment Network is a web-based matching service connecting entrepreneurs and investors from different industries

Broadband provides new opportunities for existing businesses

Education

- British Key Stages Online provides online education for children over the age of 11



Agriculture

- E-cooperatives gives U.S. farmers the opportunity to sell quality food, goods and services online



Retail

- Swedish H&M offers online shopping in countries with high broadband penetration (in addition to the stores)



Broadband on the move

Makes traveling & commuting more efficient

British East Coast train service offers broadband onboard
- 22% extra journeys are now made by train rather than by air travel



Taxis in Hong Kong offering broadband to their customers



Attracts more passengers & the preferred choice for longer rides

Broadband to monitor homes

Makes it more efficient for the homeowner



- Security systems help owners monitor their homes for burglary protection, keeping an eye on the children or spy on the cleaning lady and the baby-sitter

A new generation of entertainment and socializing

Hundreds of millions of videos watched on **YouTube** every day. Every minute, 10 hours of video is uploaded. 10 billion videos viewed monthly in U.S. alone.



Second Life has over 16 million registered users, \$9 million real money exchanged monthly to spent on virtual goods on the site (over \$100 million spent in Q4 2008)



World of Warcraft, the subscription-based online game, has more than 11.5 million players. Wrath of the Lich King sold 2.8 million copies in 24h

Facebook has over 200 million active users worldwide. 850 million photos and 8 million videos are uploaded monthly.



MySpace dominates the U.S. market with 76 million unique users. Facebook is expected to surpass MySpace also in U.S by 2010.



>10 billion songs, 40 000 TV episodes and 5 000 movies available on **iTunes**.



The **Barbie Girls** world, designed for 7-12 year old girls, is the fastest growing virtual community in history. 3 million registered users after 60 days and now over 18 million users.

Driven mainly by "Digital natives"

Broadband is a government priority

*"..the Australian Government views the provision of broadband access as **an essential nation-building activity**. It is the key to how we will participate in the future economic, political and social life of the country."*

Australian senator
Stephen Conroy, August
19, 2008

*"Our digital networks will be the **backbone of our economy** in the decades ahead, Britain must invest in the industries of the future as it fights its way out of recession"*

UK Prime Minister
Gordon Brown,
January 29, 2009

*To build an economy that can lead this future, we will begin to rebuild America. It means **expanding broadband lines across America**, so that a small business in a rural town can connect and compete with their counterparts anywhere in the world. And it means investing in the science, research, and technology that will lead to new medical breakthroughs, new discoveries, and entire new industries.*

U.S. President Barack
Obama January 8, 2009

The ICT industry generates 25% of the total growth in Europe

ERICSSON



TAKING YOU FORWARD