

MOBILE TRENDS

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Where are we today...



75% use feature phones

25% use smart phones

- 50% of the traffic is video
- 30% browsing
- 10% mail, IM,... others

75% is
Symbian

Blackberry
22%

11% iOS



Mobile Video Driving Traffic Explosion

There will be 5B mobile devices and 2B M2M nodes



Global mobile traffic will grow 26X to 6.3 EB/mo



Video will be 66% of all mobile traffic by 2015

Source: Cisco Visual Networking Index (VNI) Global Mobile Data Forecast, 2010–2015



Expected handset general availability in Q4/2012, Q1/2013



Service Provide Challenge

Reduce Costs:

- Manage “Over the Top”
- Optimize use of network assets

Data
Traffic
(Costs)

ARPU
(Revenue)

Increase Revenues:

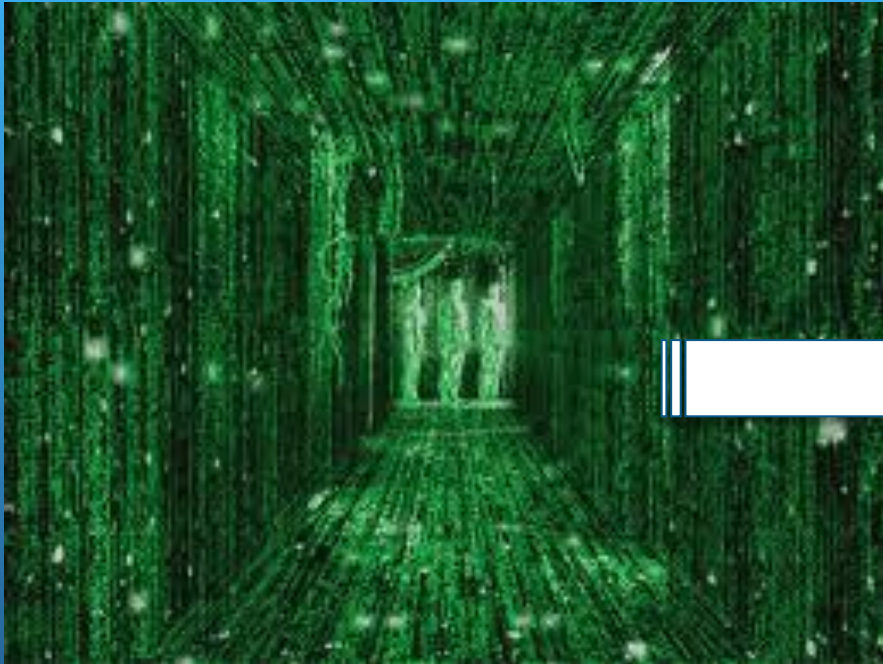
- New Business Models
- New Services and Partnerships

Improve The Experience:

- Make it effortless
- Build an Echo-System to promote innovation
- Use the technology, be part of it...



Social Integration



“Its takeing over my life!!!”

“It makes my life richer!!!”

Now trending...

Sharing moments and being continually connected



Access to information you need when you need it most



Creating new rituals and fostering shared interests



Keeping track of family and never being out of touch



Improve The Experience:

- Make it effortless



Improve The Experience:

- Build an Echo-System to promote innovation



Improve The Experience:

- Use the technology, be part of it...

81% use personal devices at work

33% iPad for business in 2011

78% say immediate response is a competitive advantage

56% expect immediate response to mobile calls after office hours

32% expect immediate response to social networking queries

**How can we add more life to
your life?**





Thank You

