ENABLING THE NETWORKED SOCIETY

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KEY MESSAGES

Are we ready for a Networked Society?

› Brink of a Networked Society

› Ubiquitous Broadband is a Key Driver

› Key Enablers include Policy, Technology & Business Model Innovation
OUR VISION

"The Networked Society is when people, business and society are using connected devices to their benefit."
In the networked society everything that will benefit from a connection will be connected.
In the networked society, new approaches will be leveraged to create new experiences, improve efficiency and develop radically new ways to drive progress.
Information and Communications Technology (ICT) will evolve into a key enabler for innovation in most parts of society with broadband, mobility and cloud being the main pillars of this enabling technology.
The Networked Society is when and how ICT helps address global challenges such as climate change, health care and education.
BROADBAND UBIQUITY

› Empowering societies & driving innovation

› Economic growth studies

› Growing and sustaining cities

› Environmental impact
CLEAR BENEFITS FOR GROWTH

Economic benefits

› For every 10 percentage points increase in broadband penetration the isolated economic effect on GDP growth is around 1% of GDP
› For every 1000 additional broadband users, roughly 80 new jobs are created

Social benefits

› Improved pupil attainment and educational performance
› Increased political participation

Environmental benefits

› Increased energy efficiency
  - E.g. Smart grid development for improved energy efficiency and consumer awareness
› Reduced greenhouse gas emissions, pollutants and traffic congestion
  - E.g. intelligent traffic systems for congestion reduction
  - Improved possibilities for telecommuting
CITY INDEX REPORT

› ICT maturity & triple bottom line
› Requires smart initiatives
› Holistic planning
› Fosters innovation
› Potential in public administration
› Education is pre-requisite
FROM THE CITIZEN’S PERSPECTIVE

SOCIAL DIMENSION

› Improved possibilities for flexibility and time management

ECONOMIC DIMENSION

› Increased possibilities to set up a business

ENVIRONMENTAL DIMENSION

› Improved possibilities for flexible working, Telecommuting and collaboration

› Improved possibilities for distant communication including virtual presence

› Improved possibilities for travel planning, optimization and usage of travel time

› Digital services that aid in the process of dematerialization

› Improved possibilities for people to better engage in their environmental impact
KEY ENABLERS FOR BROADBAND UBIQUITY
POLICY ENABLERS

› National BB & ICT Adoption Plans
› Local Content Development Incentives
› International Gateway Liberalization
› Spectrum Optimization, Harmonization & Alignment
› Technology Neutrality
› Universal Service Provisioning
› Minimizing End User Taxes
TECHNOLOGY ENABLERS

› Smart Prepaid Broadband
› Rich Communication Services
› Mobile Broadband Evolution
› Heterogeneous Networks
› Network Sharing & Virtualization
› End-to-end Quality of Service
› Service Assurance & Experience Management
› Traffic Optimization
› Energy Optimization
› Machine-to-machine
BUSINESS MODEL ENABLERS

› Service Innovation
› Upstream Revenues & OTT Monetization
› Advertising-funded Services
› Network Sharing & Wholesale
› Cloud-based Offerings