

# Revolutionary trends driving the need to find new business models

**Johan Wickman**

**Head of R&D, Business area Mobility**

# The starting point – understanding the trends

- The Mobile Revolution 1.0 happened during the 90's
- Mobile business has since then become a mature industry
- But now we see revolutionary trends driving mobile broadband – a new phase of mobile business

**Trends that must be understood to select the the right business models**

# Revolutionary trends

## 1. Mobile data take up exploding world wide → a barrier has been passed, the mobile data demand explosion will accelerate

- Terminals are reaching high usability level.
- Laptops becoming a mobile device.
- Broadband networks. Competing/complementing access systems
- Aggressive flat rate offerings attract new users

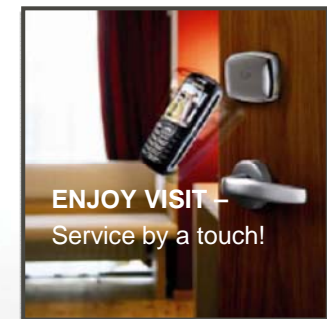
**DATA TRAFFIC**  
Volume increase:  
**+ 290%**  
Revenue increase:  
**+ 140%**



Din iPhone 3G - bara hos Telia

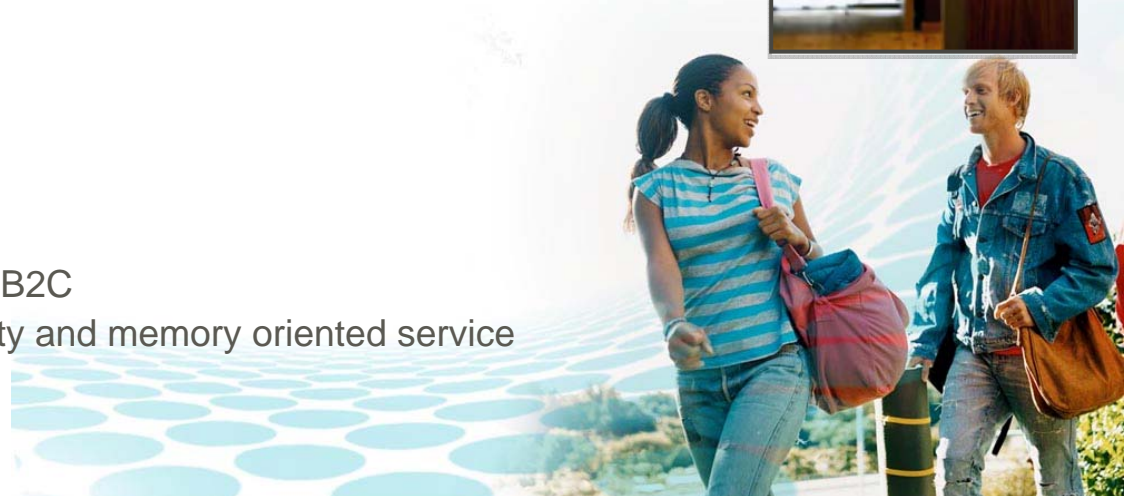
## 2. The Mobile as my daily companion

- Rich emerging services put the mobile as the number one personal tool & companion
- Will near term drive a QoS, trust and security demand trend

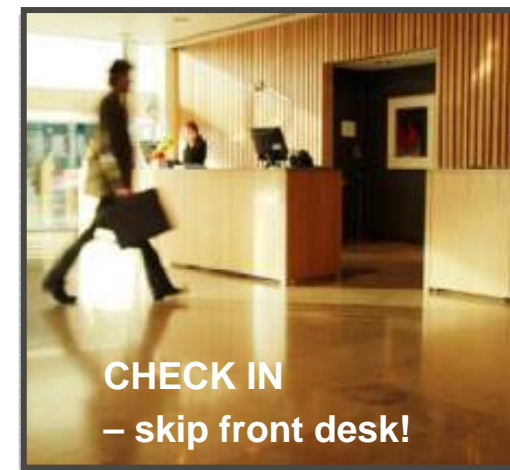
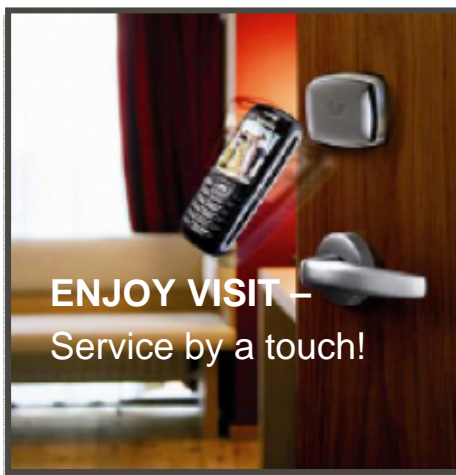
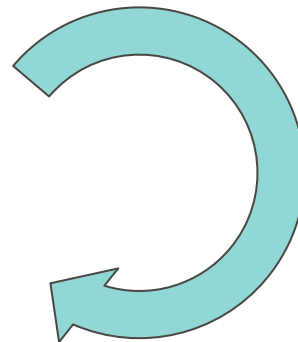
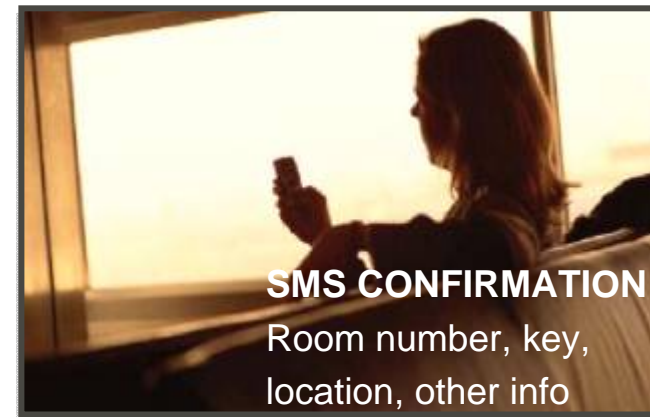
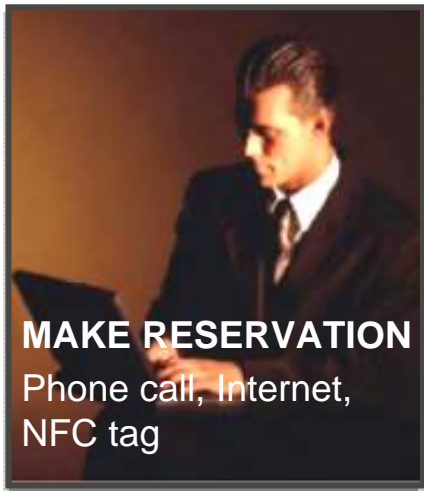


## 3. New Innovation systems

- User Driven Innovation/web 2.0
- Third party & content wave
- Communities
- New promising business models B2B2C
- Terminal, open software, connectivity and memory oriented service enablers

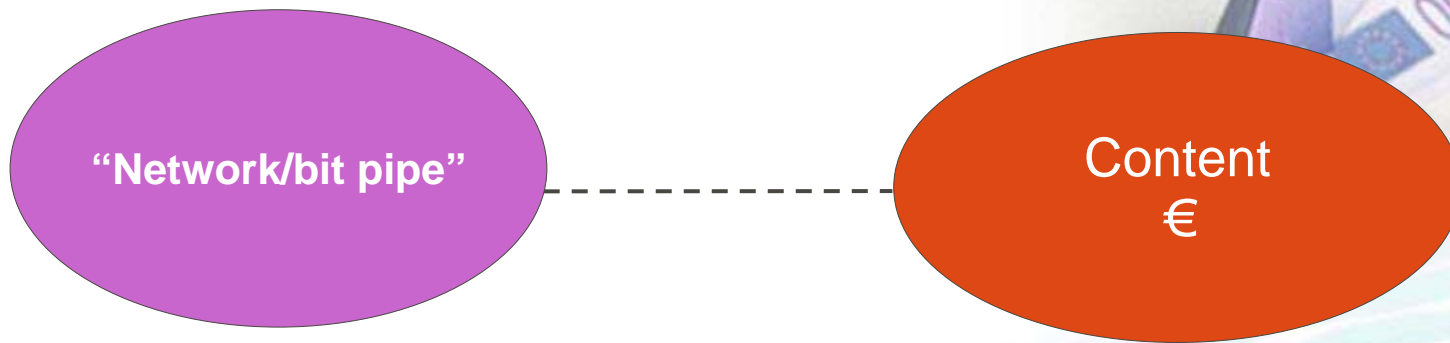


# Mobile Wallet use case – future hotel experience



# Business model opportunities

- bit pipe or content business?

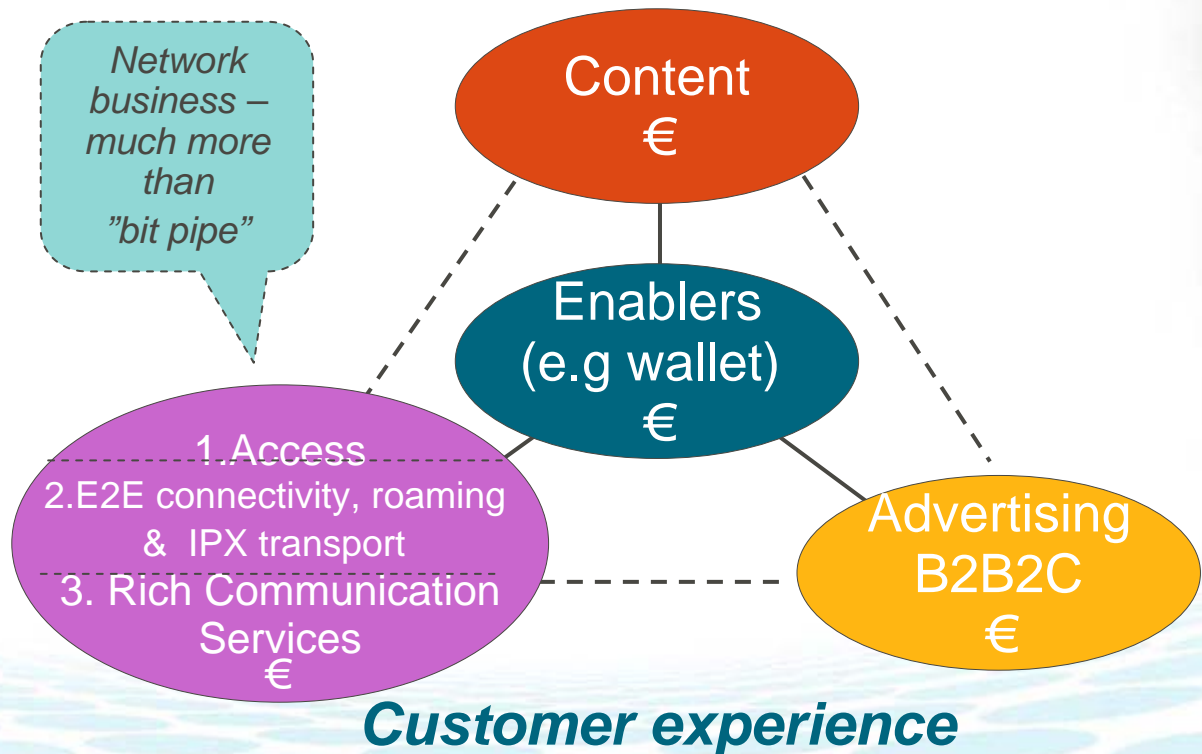


# Business model opportunities

- more than bit pipe or content



## Attractiveness



## Business Models

- **Value based**  
Speed, richness, QoS, mobility, multi device, multi access, ...
- **Ad based**  
Per transaction, click through, add recall, interactive loyalty programs
- **Flat rate/subscriptions**  
Per service, per day, per month, ...
- **Revenue sharing**  
Per service, transaction, event, ...
- **"For free"**  
Bundles, ads, x-tra=price, ...
- **Industry specific**