

5G and FTTH: Business Value & Strategy

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Outline

Network Mobile Broadband Facts

5G Evolution

IoT market outlook

IoT industry re-shaping

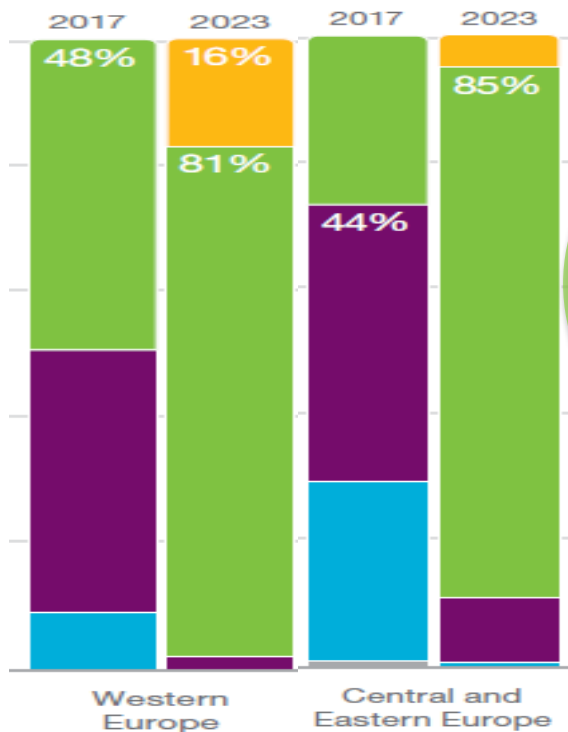
Fiber Installations

Wireless Fiber

Conclusions

Network Mobile Broadband Facts

Ready for 2023 MBB Challenge



4G
is already
reaching area
KPIs for **2023!**



source: ERICSSON mobility report - November 2017

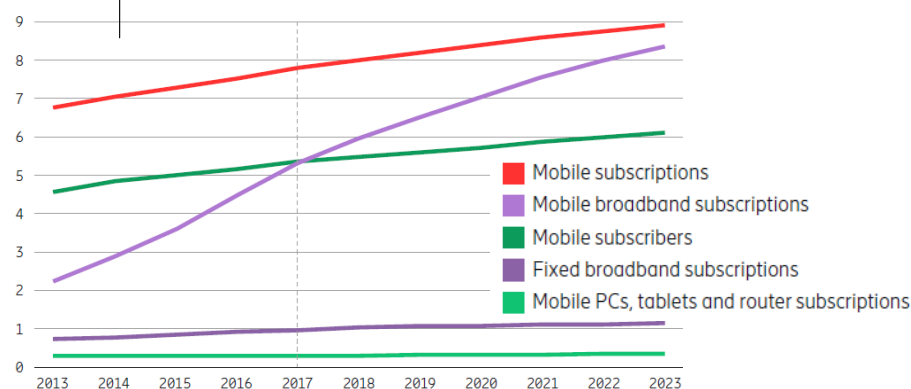
Global Mobile Broadband Facts

Subscribers and Technology Outlook

By 2023 there will be:

- 8.9 billion mobile subscriptions,
- 8.3 billion MBB subscriptions
- 7.2 billion smartphone subscriptions

Subscriptions/ lines, subscribers (bl)

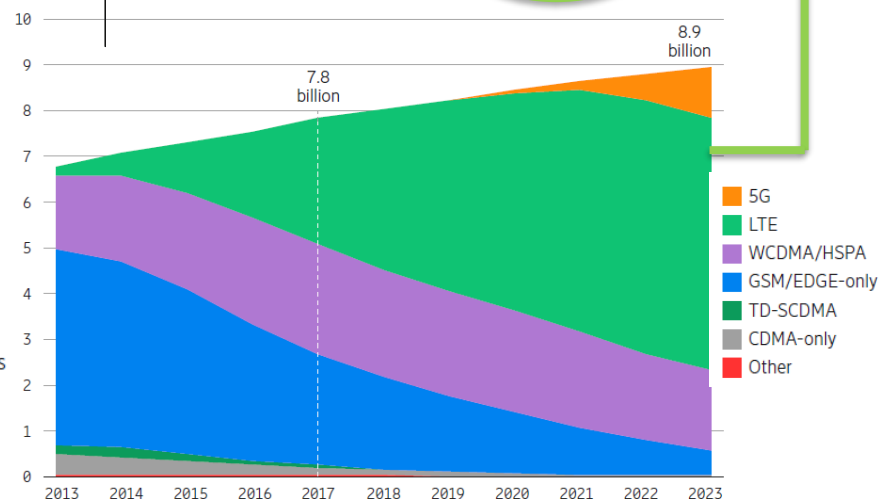


source: ERICSSON mobility report - November 2017

Super-fast LTE adoption

>60%
LTE
Subscriptions footprint

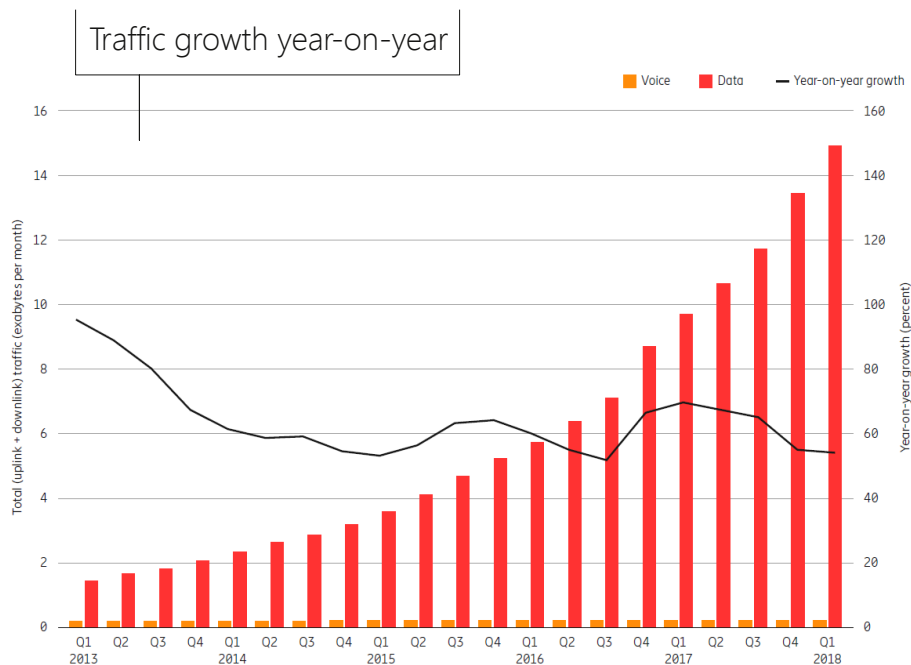
Mobile subscriptions by technology (billion)



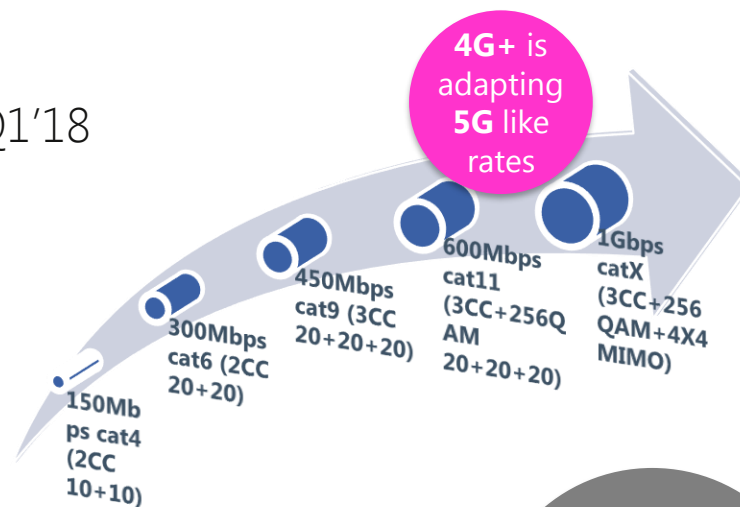
Global Mobile Broadband Facts

Mobile Traffic Outlook & Data Rates Evolution

54% mobile data traffic growth from Q1'17 to Q1'18



source: ERICSSON mobility report - November 2017



In 2021,
video will
account for
~73% MBB

FYE2023
~20% of MBB
traffic will be
from 5G
networks

from
2018-2023,
a 8x growth is
expected in
smartphone
traffic

5G Evolution

or revolution?



Virtual networks &
Gigabit networked
society



New business models



New revenue streams



Energy
efficiency

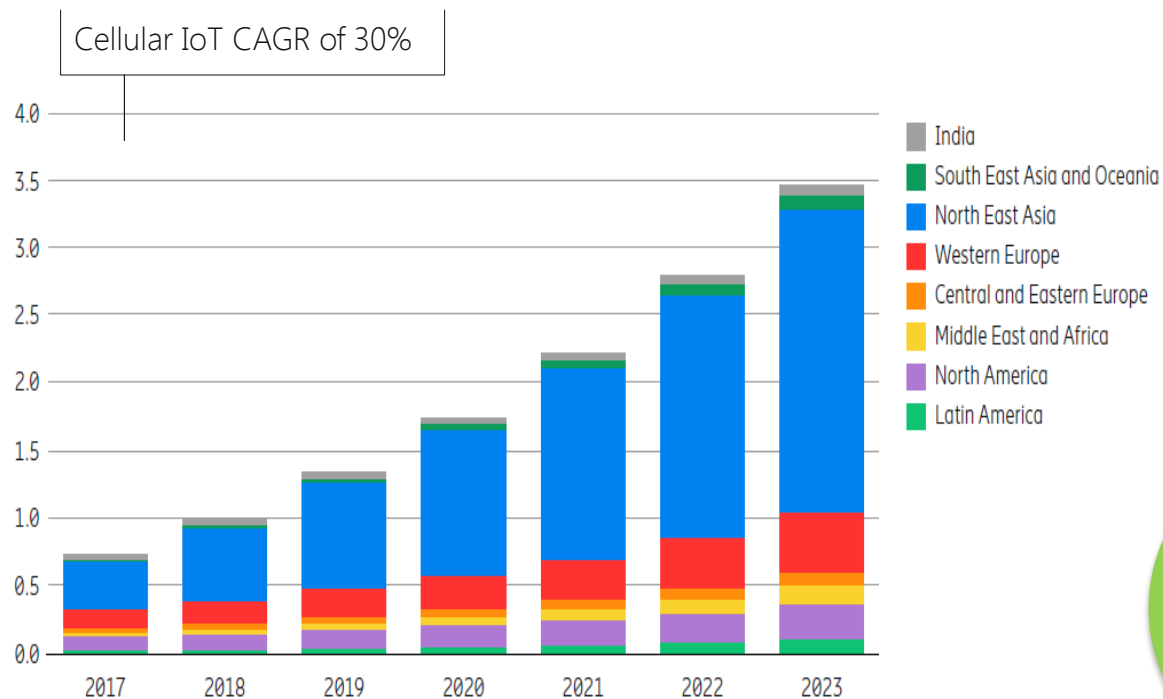
Capacity
& reliability



security

IoT market outlook

3.5 billion cellular IoT @ 2023



source: ERICSSON mobility report - November 2017

Half of connected devices by 2023 will be IoT-related

Cellular IoT connections expected to go x5 by 2023

Cosmote included in the twenty networks commercially deployed by Eo2017

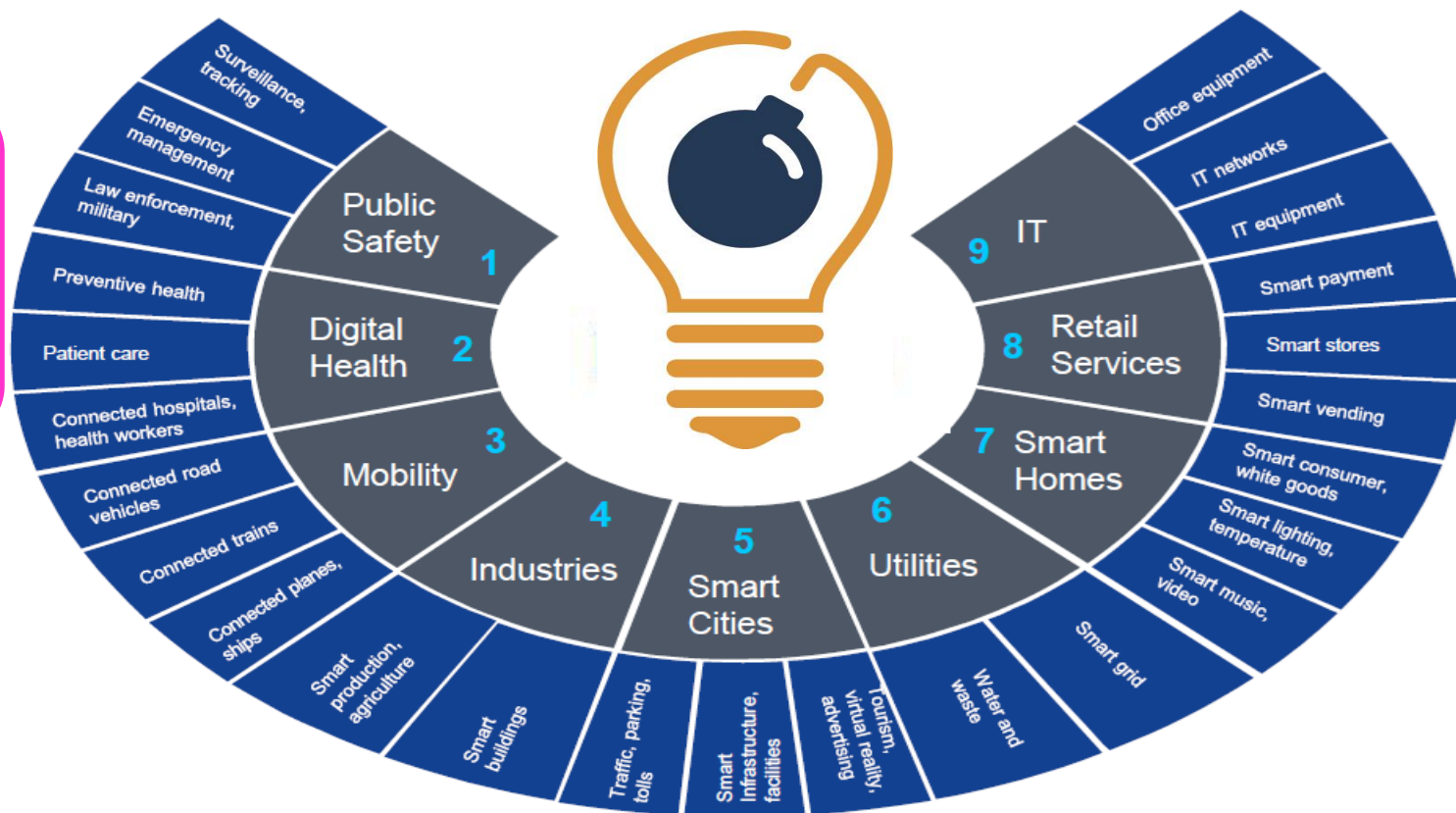
Cellular Networks main market is on Wide-Area IoT

IoT industry re-shaping

Transformational impact in all industries, value chains & entire business configurations

IoT transforms:

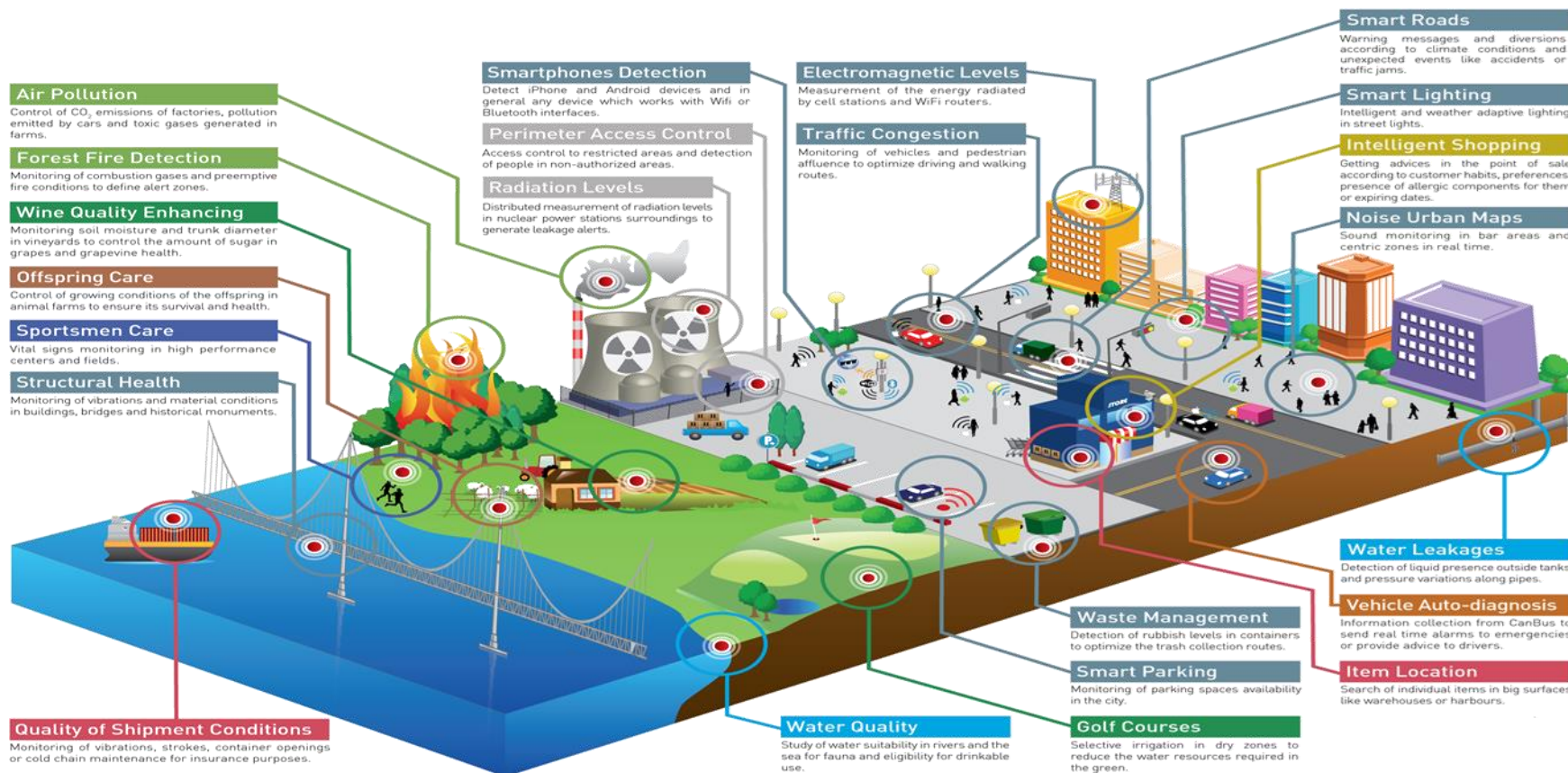
- business models
- value chains
- business config's



source: Nokia

IoT hot apps

smart city - smart environment – smart industry – smart agriculture – smart business

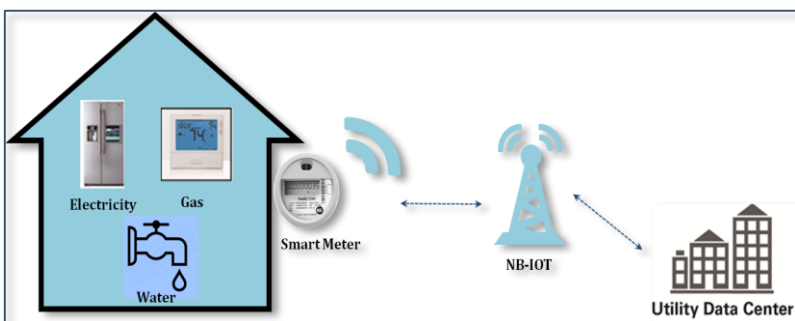


source: Libelium

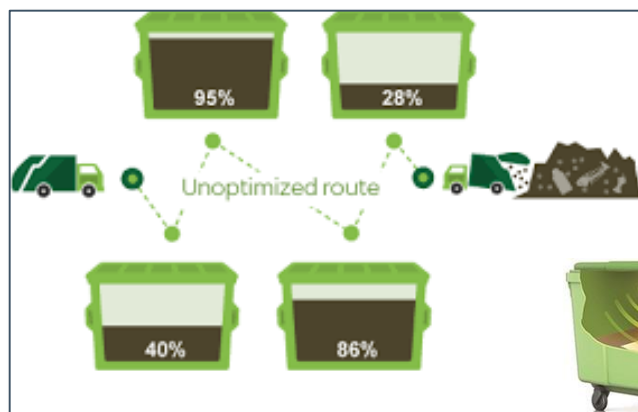
IoT hot apps - Public

Typical applications & use cases

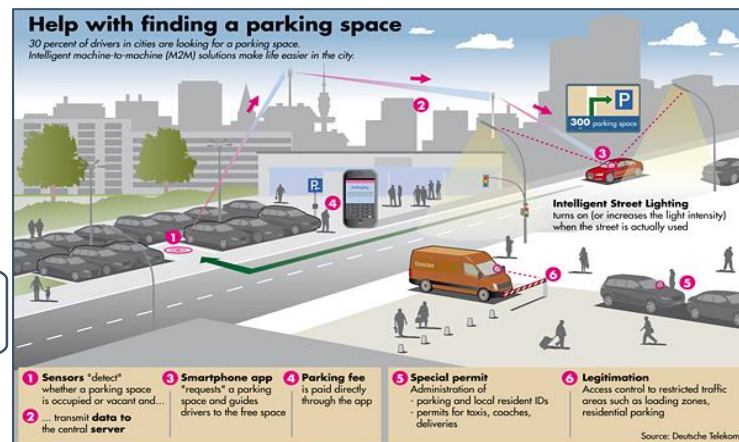
Alarms & Event Detectors (safety)



Smart
metering



Smart waste
management



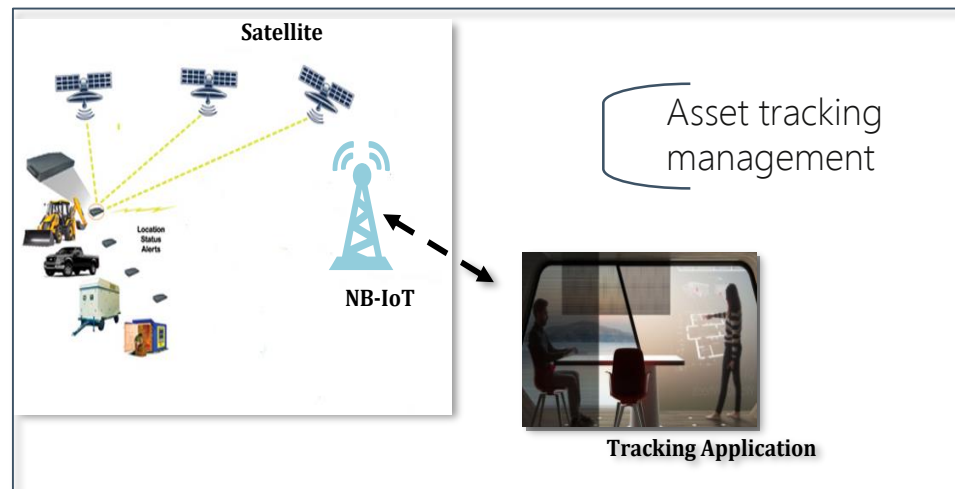
Smart
parking

IoT hot apps - Industry

Typical applications & use cases



Logistics
tracking

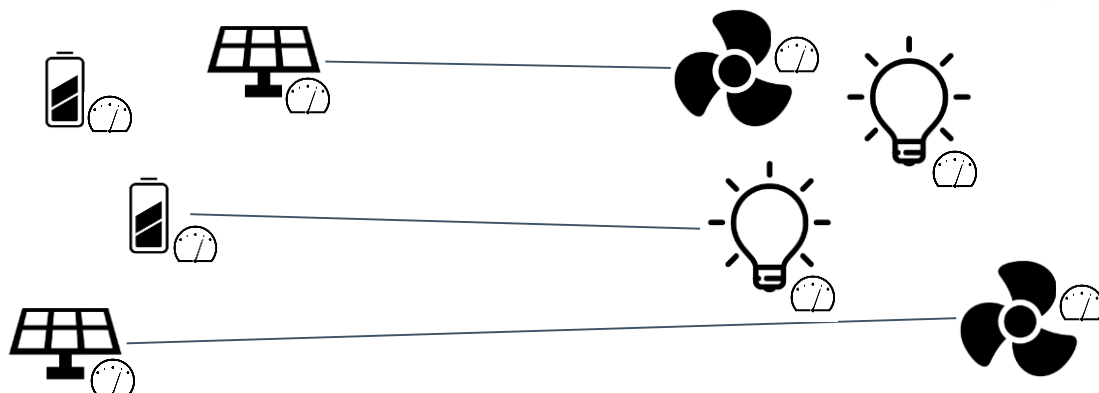
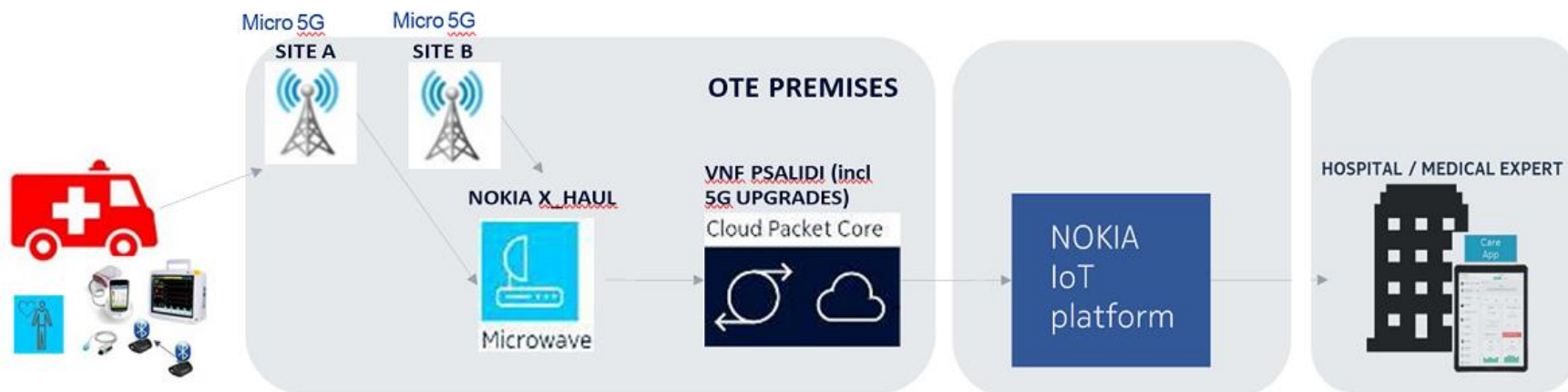
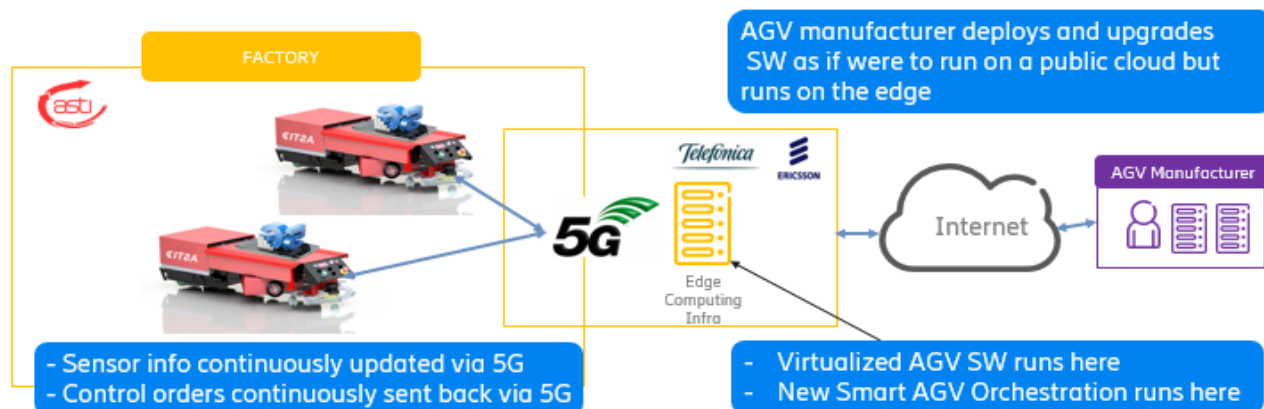


Smart
agriculture



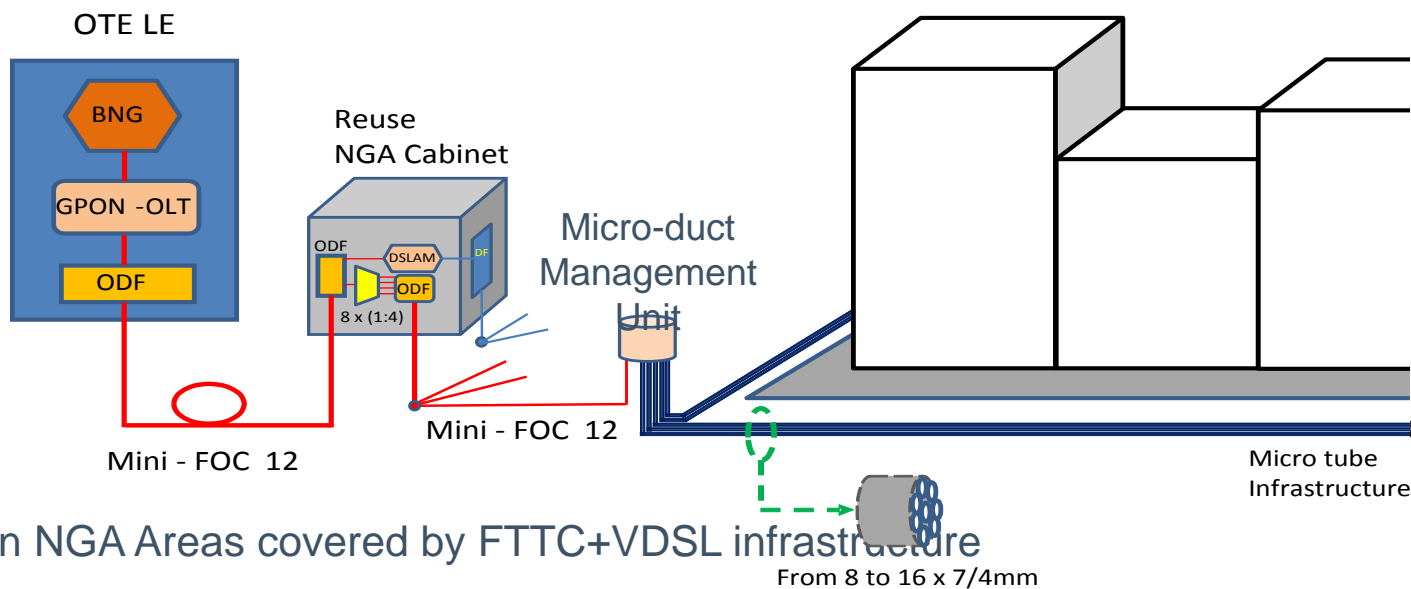
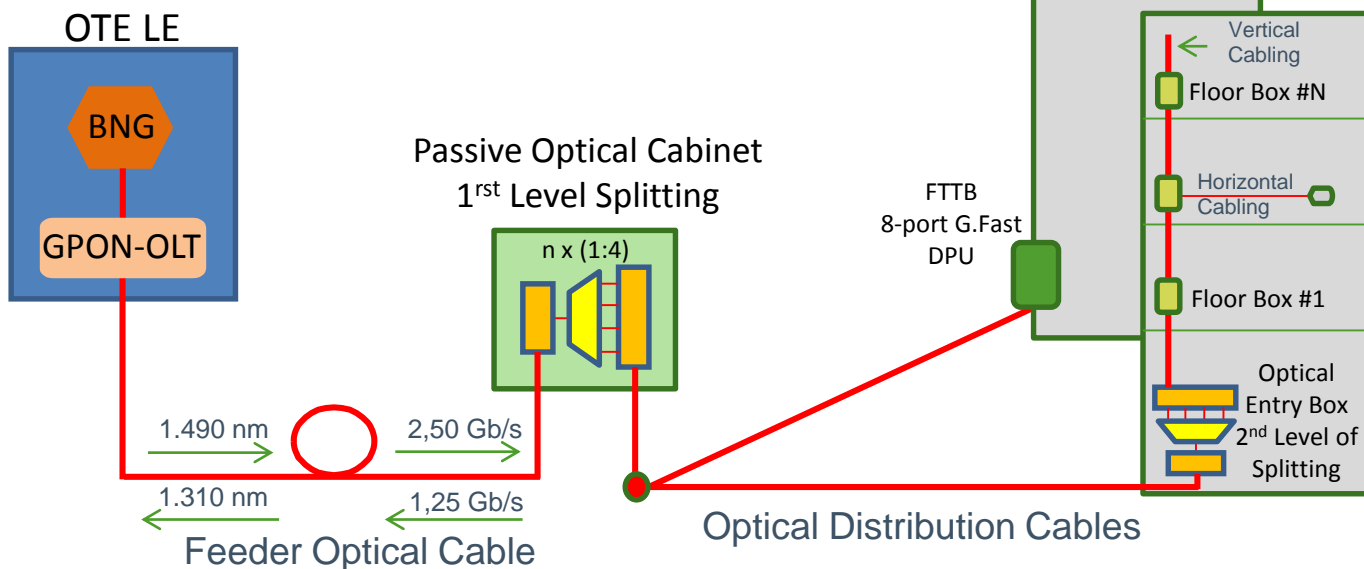
IoT hot apps - Personal

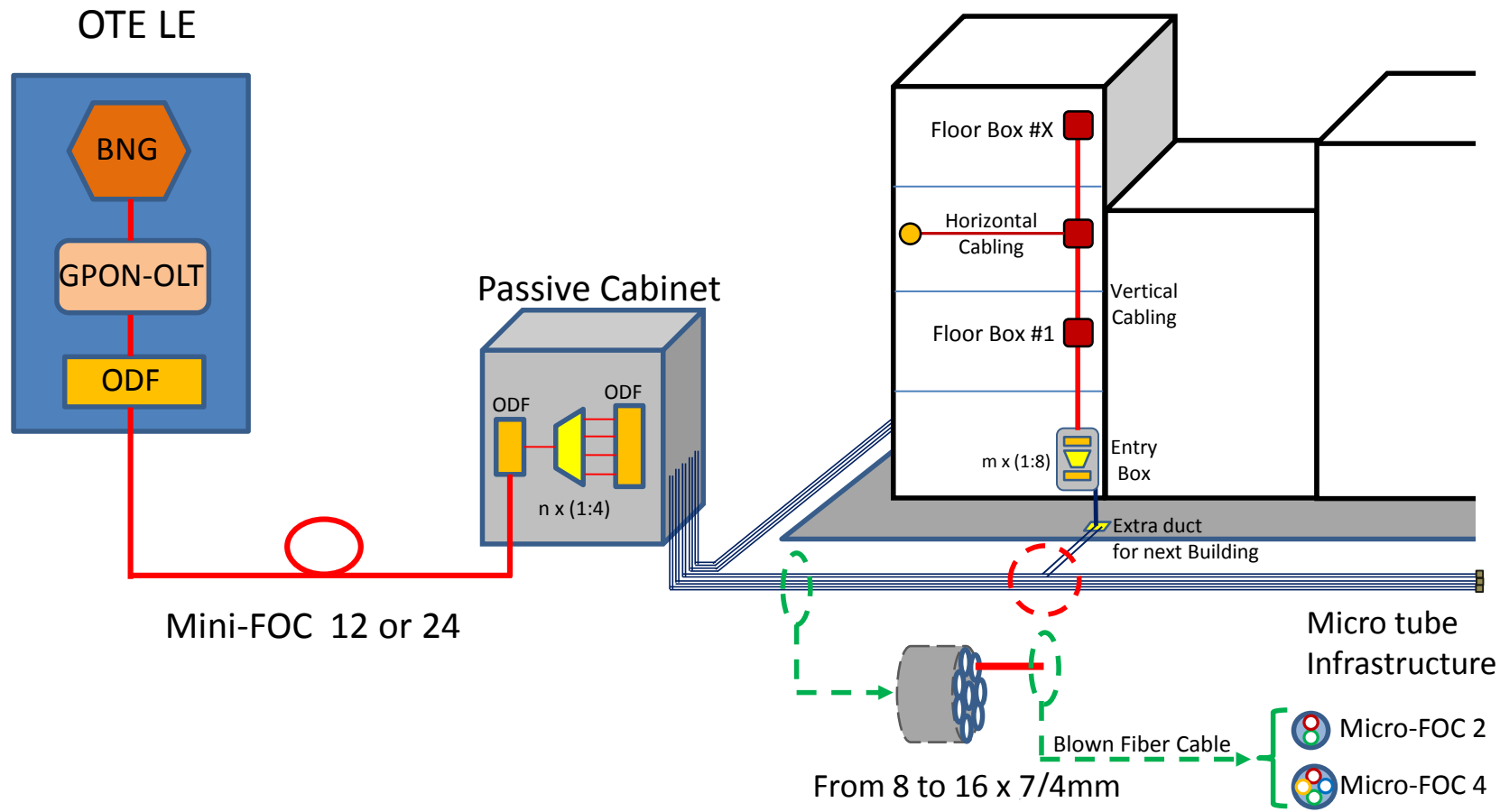
Typical applications OTE labs



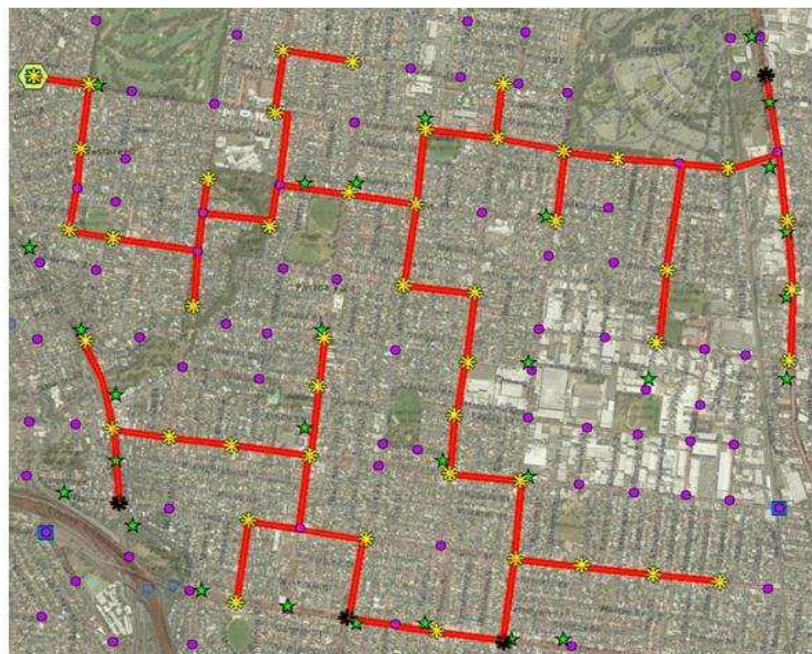
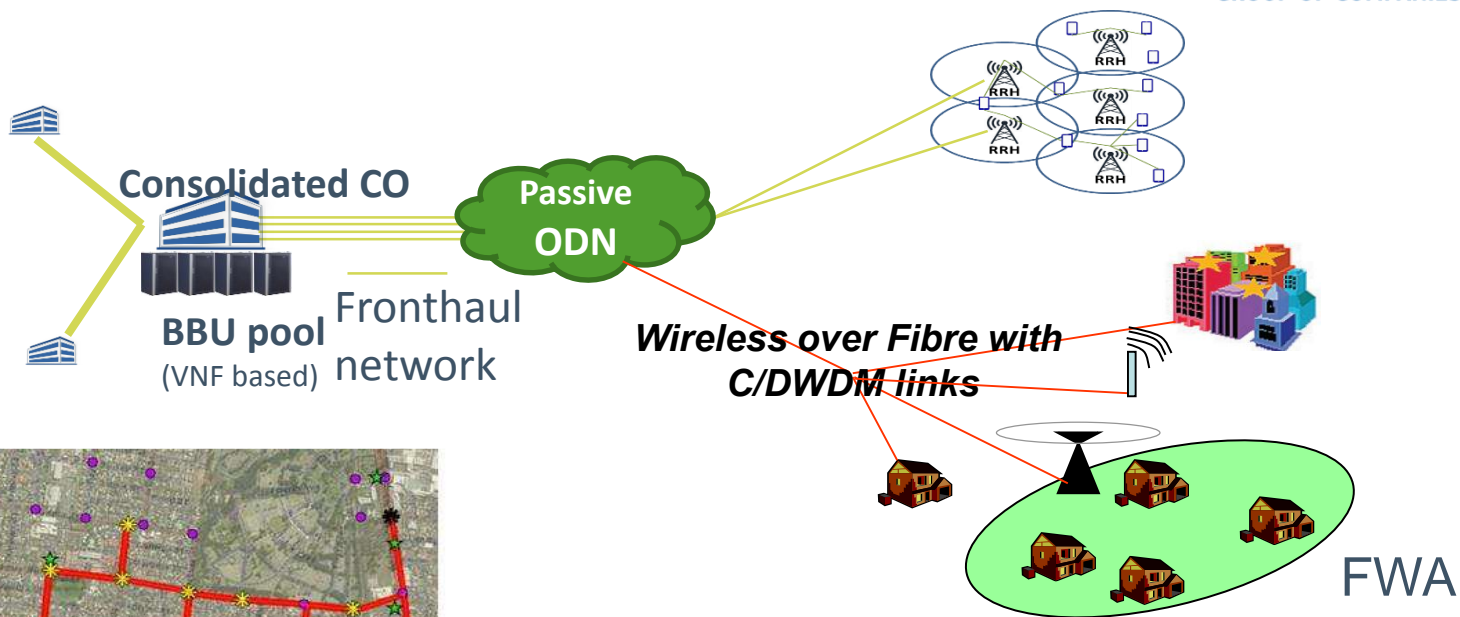
FTTH/ FTTB / FTTC

Implementations PHASE A





Wireless Fiber at 60GHz



Dataset: ■ CO ● Major intersection ★ Hotspot
Optimal Solution: ⬡ BBU ★ RRH ★ 2 RRHs — Fiber route

Fixed wireless access in high frequency to create hot spots and also give access inside houses

Conclusions

Key messages

- Starting as a mobile evolution, 5G will become a revolutionary enabler
- 5G will enable new functionality for people, societies, business & industries
- 5G will facilitate the deployment of huge numbers ,applications of M2M and IoTs
- Fiber and 5G will work together

The new era is starting just now!



Thank you

Q & A