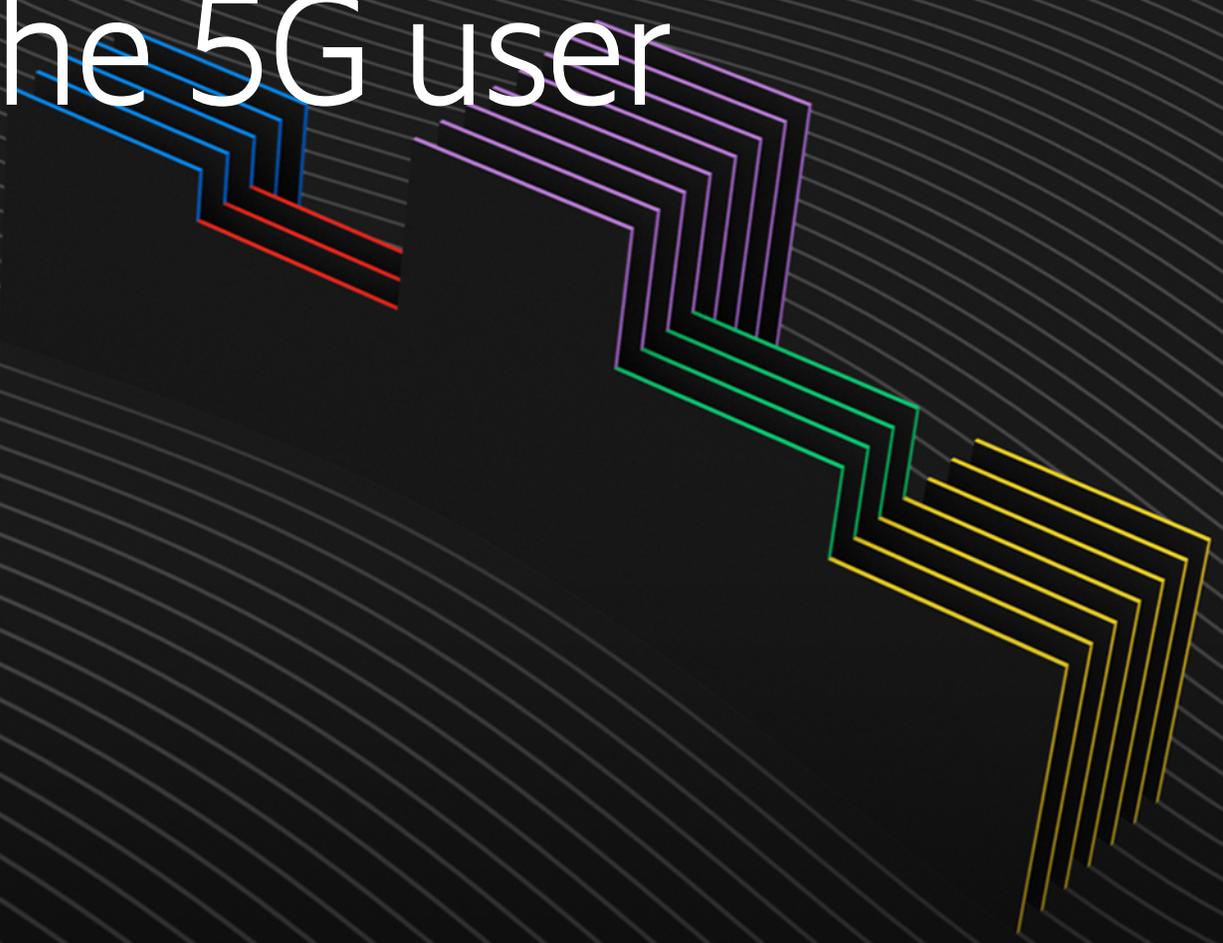


# A strategy for differentiating the 5G user experience

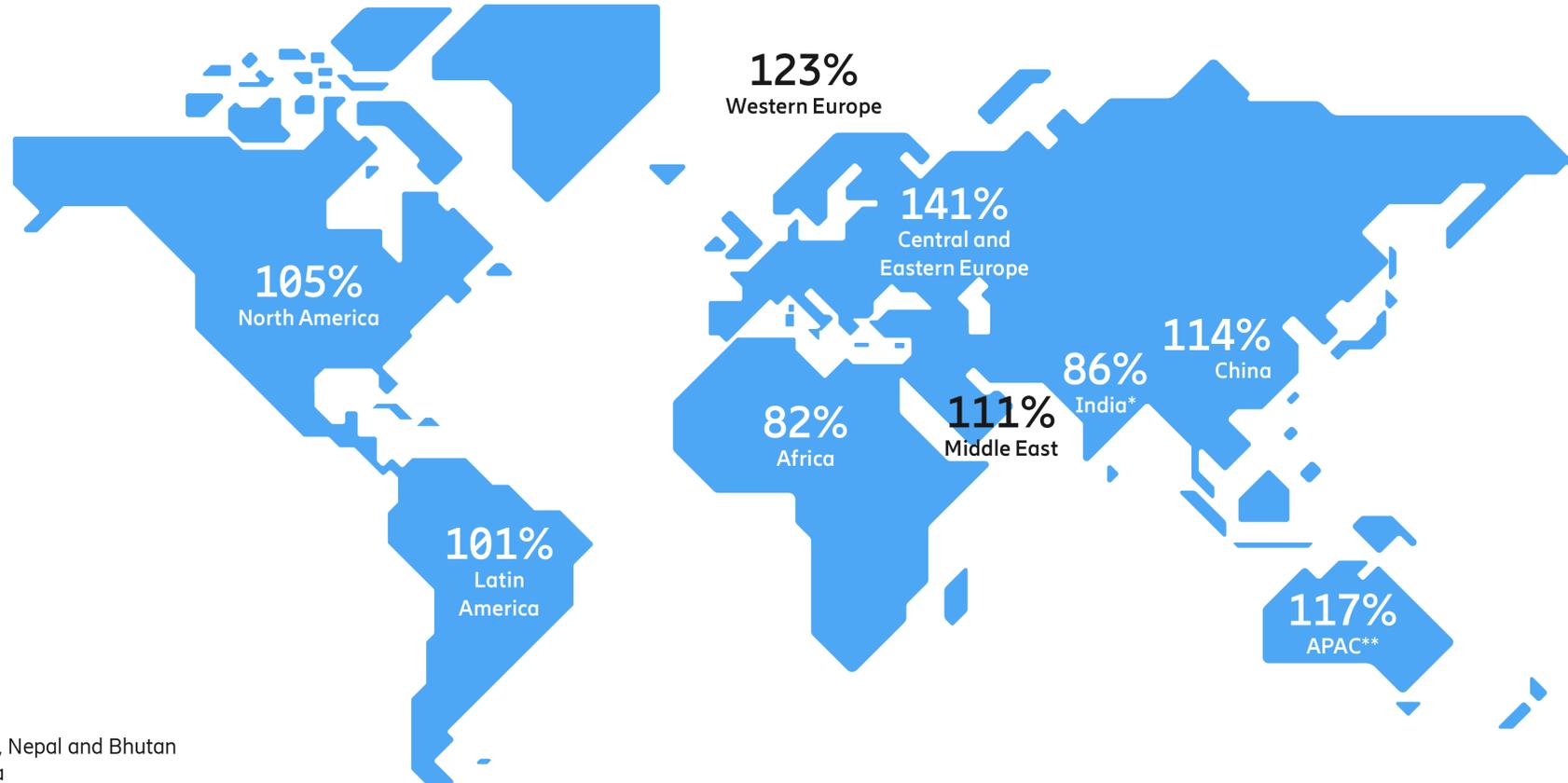


Ammar Jamal Ammar  
Head of Networks Campaigns  
Middle East and Africa

# Global subscription penetration is at 104%



Subscription penetration Q3 2019 (percent of population)



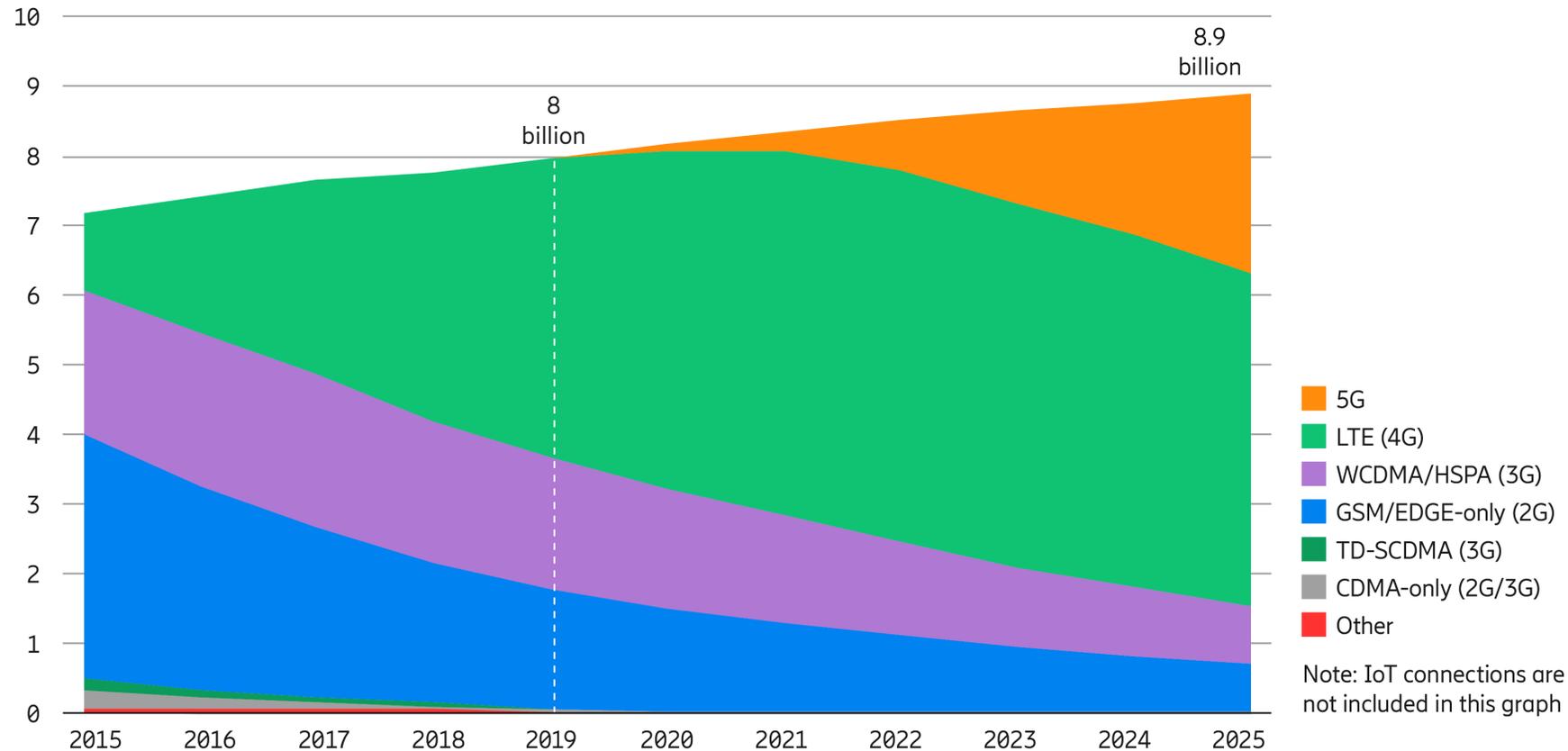
\* India region includes India, Nepal and Bhutan

\*\* Excluding China and India

# In 2025 there will be 2.6 billion 5G subscriptions



Mobile subscriptions by technology (billion)



50

Around 50 service providers around the world have switched on 5G

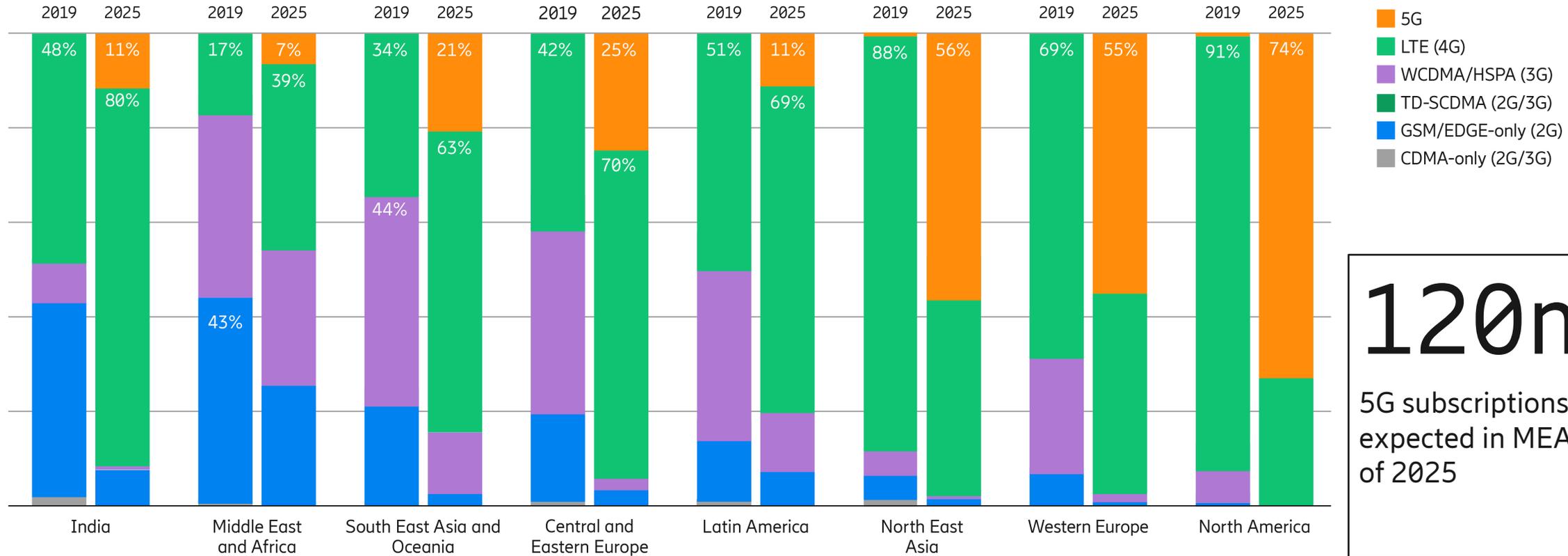
13m

13 million 5G subscriptions expected end of 2019

# 5G will account for 74 percent of mobile subscriptions in North America in 2025



Mobile subscriptions by region and technology (percent)



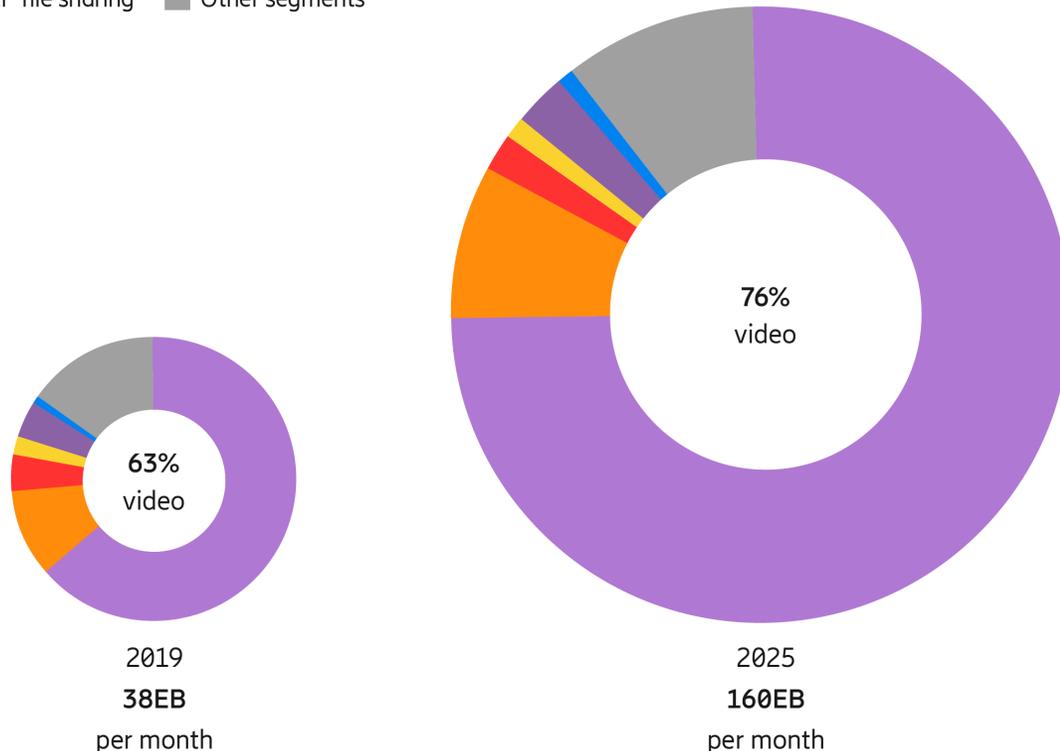
**120m**  
5G subscriptions expected in MEA by end of 2025

# Video projected to make up 76 percent of mobile traffic in 2025



## Mobile traffic by application category per month (percent)

Video Social networking Web browsing Audio Software download and update  
P2P file sharing Other segments



## Main drivers:

- Video in most online content
- Video sharing services
- Video streaming services
- Changing user behavior
- Increased segment penetration
- Evolving devices
- Increased network performance
- Emerging immersive formats and applications

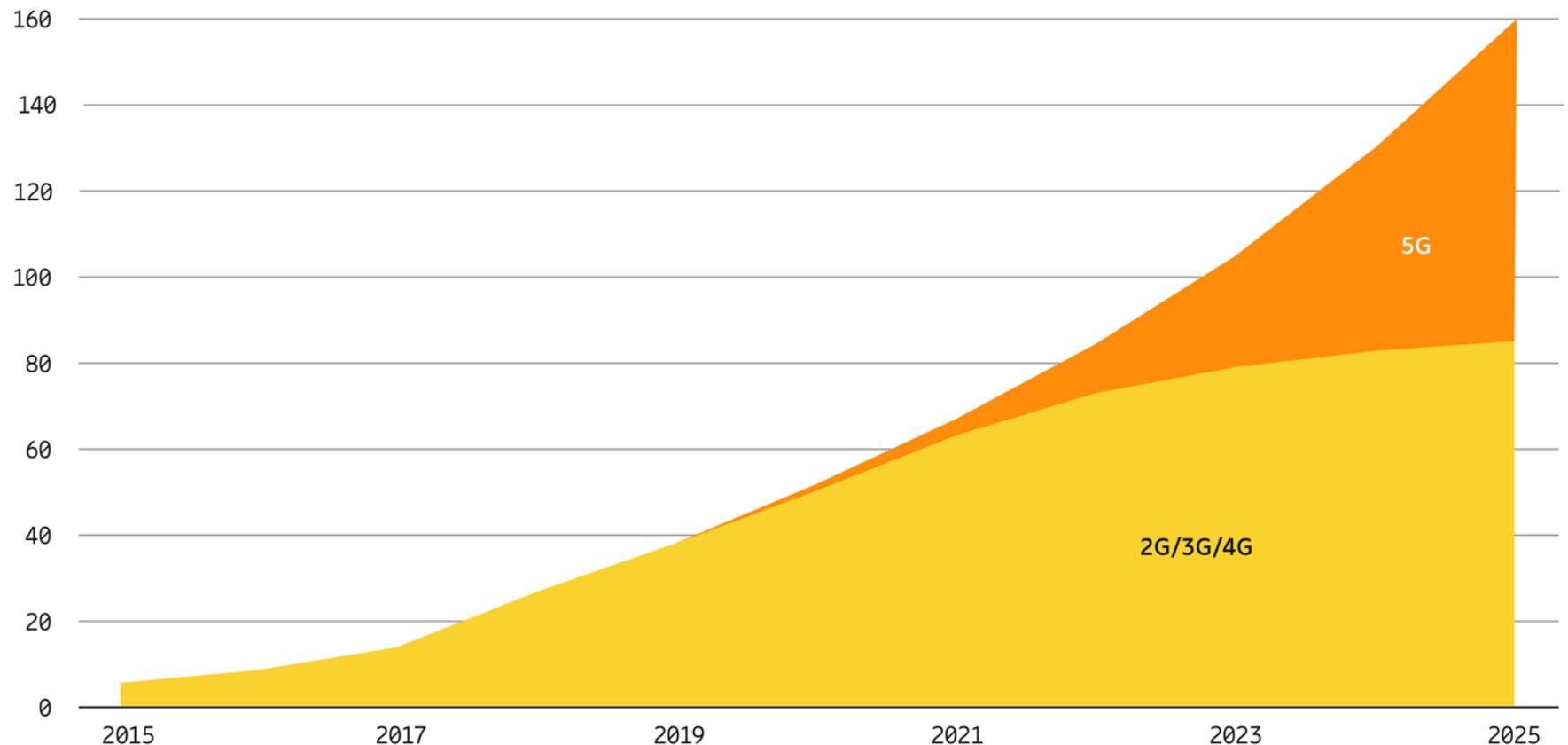
# 5G networks forecast to carry nearly half of the world's mobile data traffic in 2025



160EB

Total traffic predicted to reach 160 exabytes per month in 2025

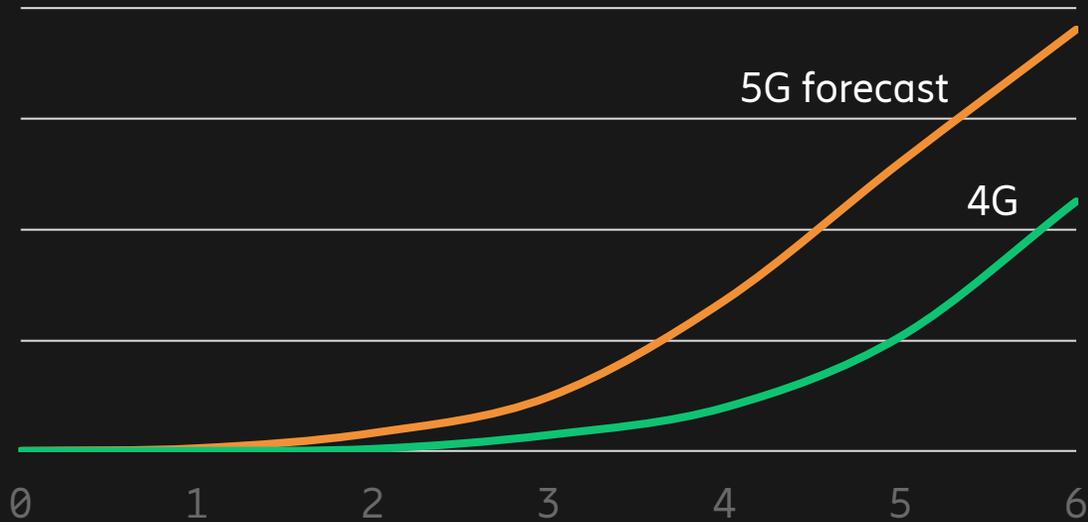
Global mobile data traffic (EB per month)



# 5G uptake expected to be faster than 4G



Global subscriptions (million)



By 2025, 5G subscriptions will have reached 2.6B subscriptions globally

Source: Ericsson Mobility report 2019

## 5G subscriptions hit 1 million mark in South Korea

by Kendra Chamberlain | Jun 13, 2019 9:50am



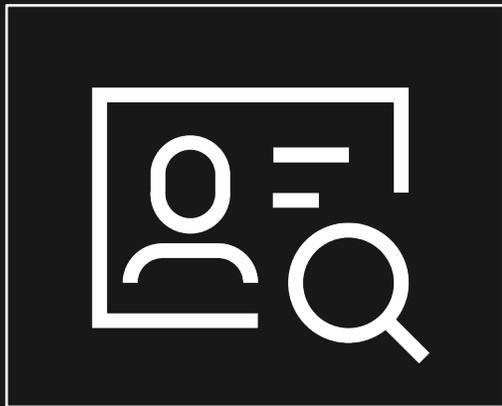
5G network went live in Korea in April 2019 reaching 1M subscribers in less than three months

# SKT – Korea

## 5G bundle service



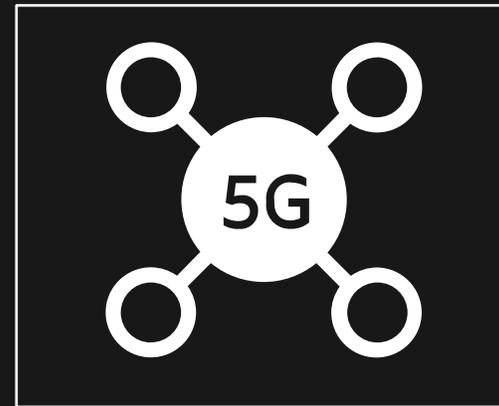
Use consumer survey to differentiate from competitors



Position 5G early on market with broader scope under '5GX' brand



Build technology leadership perception



Support and provide Over 8000 different 5GXcontent bundling service





# Verizon - USA

5G home

5G Fixed Wireless Access

- Economical solution to connect the next households
- Evolve business from wireless; Address new customer segment
- 4x faster time to market



# Swisscom - Switzerland

First 5G network in Europe

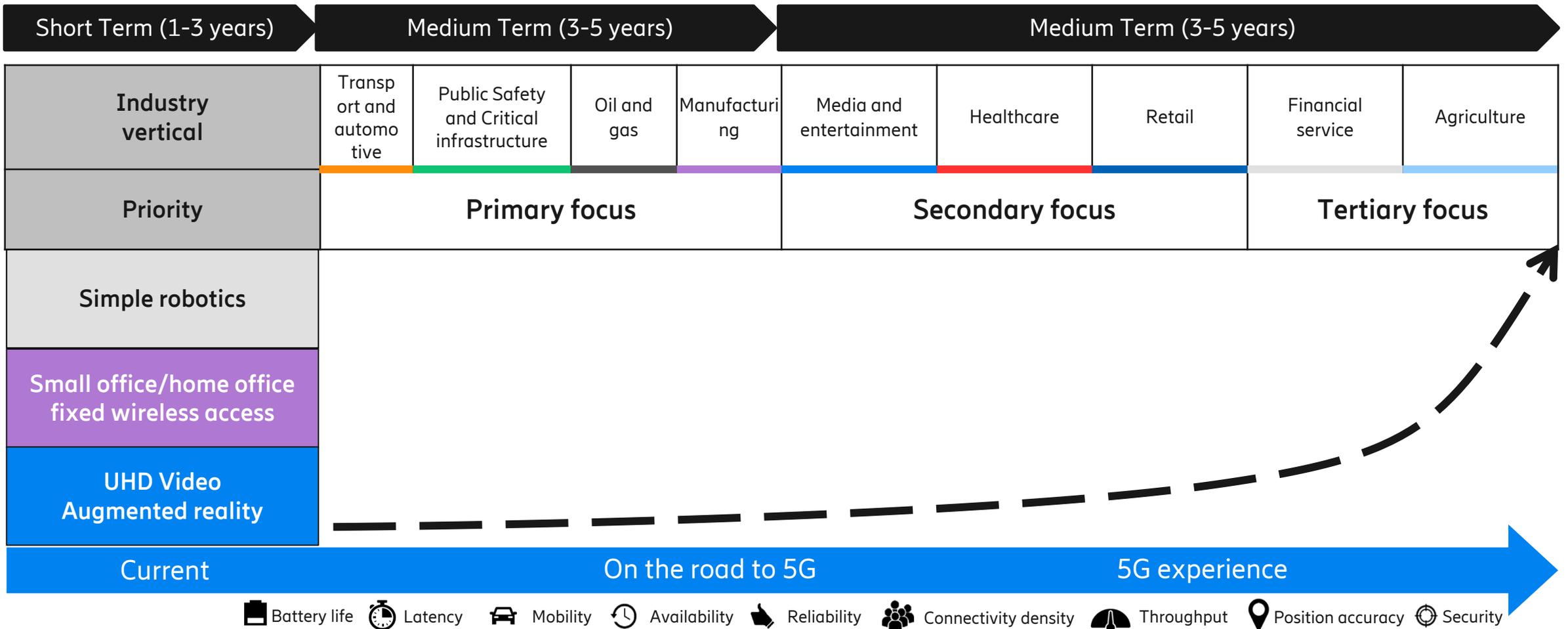
- Be the first operator to offer 5G smartphone to consumer
- Monetization and focus on the speed
- Promote 5G top speed and nation coverage

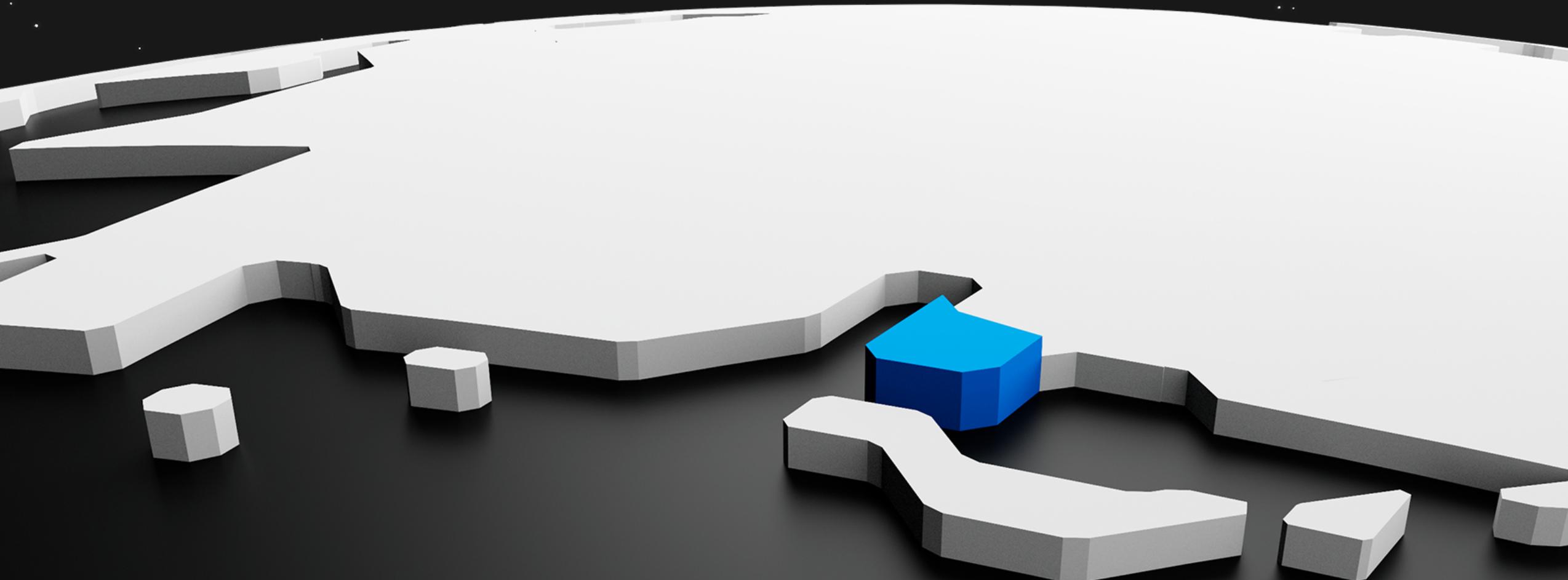
- Explore new use cases



**YPSOMED**  
SELF CARE SOLUTIONS

# MEA focused industry verticals roadmap



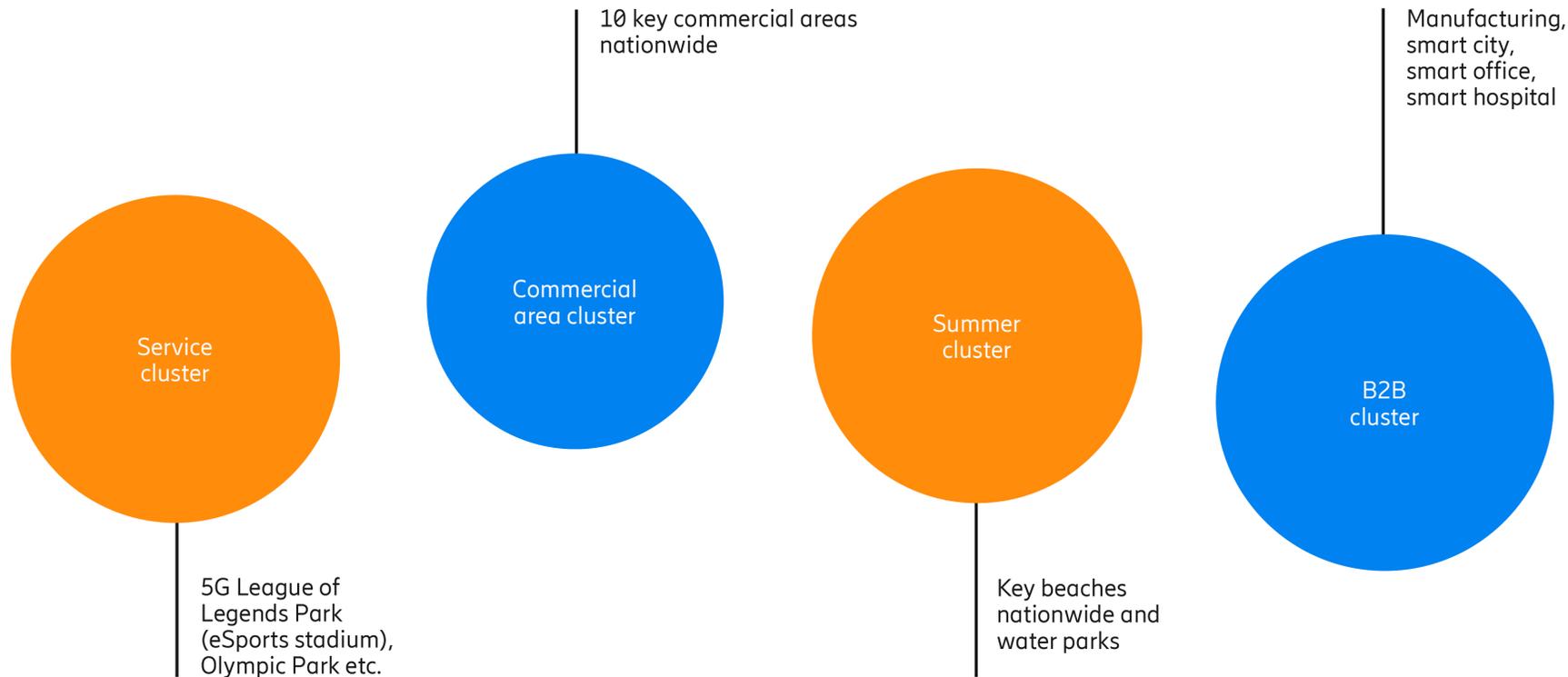


Applying a 5G cluster-based deployment strategy focusing on the customer experience

# Building clusters to address new 5G service revenue opportunities



## SK Telecom's 5G cluster area selection



70

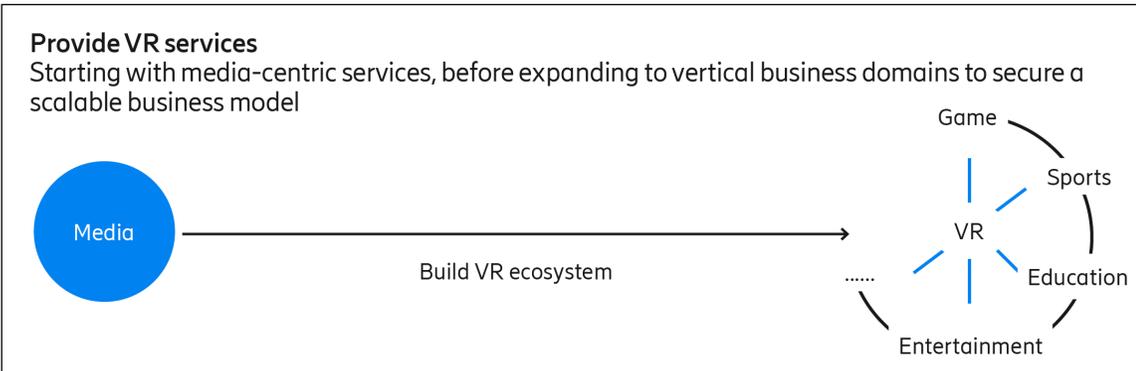
SK Telecom has identified more than 70 specific areas for its cluster-based 5G deployment strategy in 2019

# 5G service areas strategy

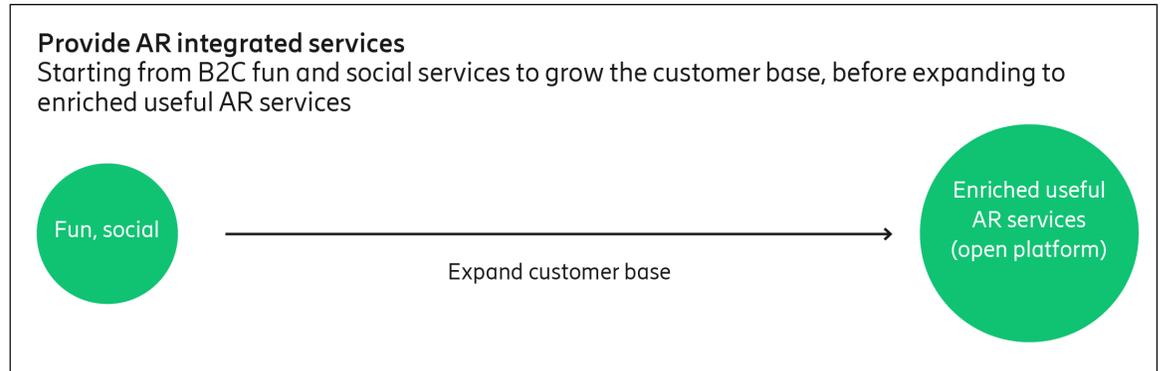


## SK Telecom's four 5G service areas strategy

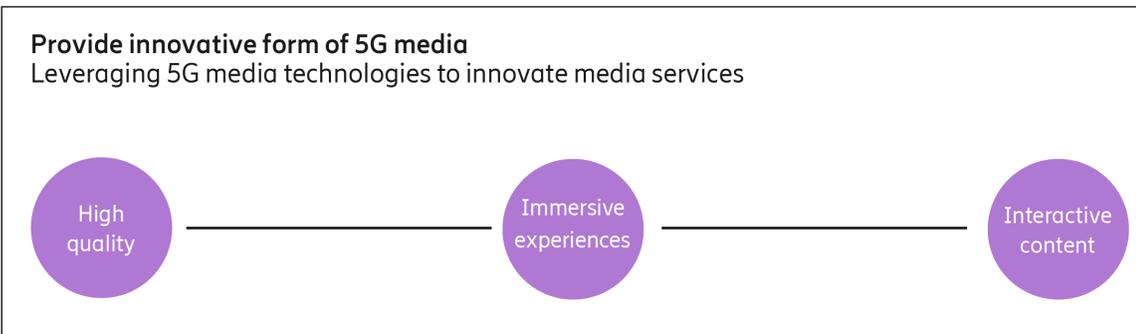
### VR



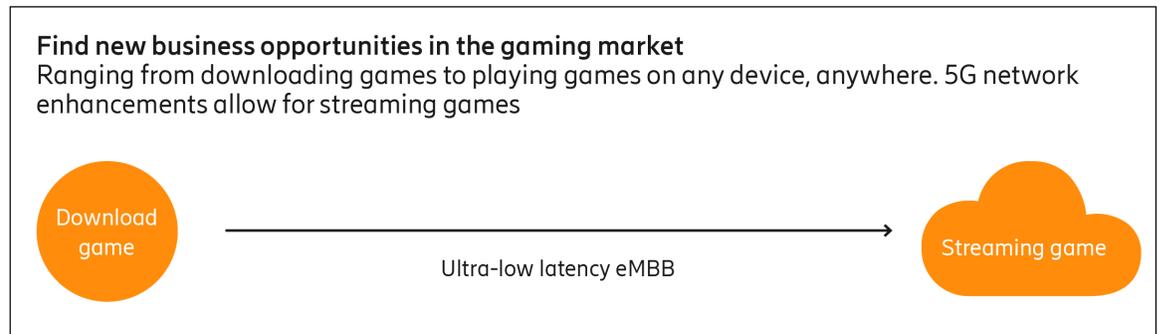
### AR



### Media



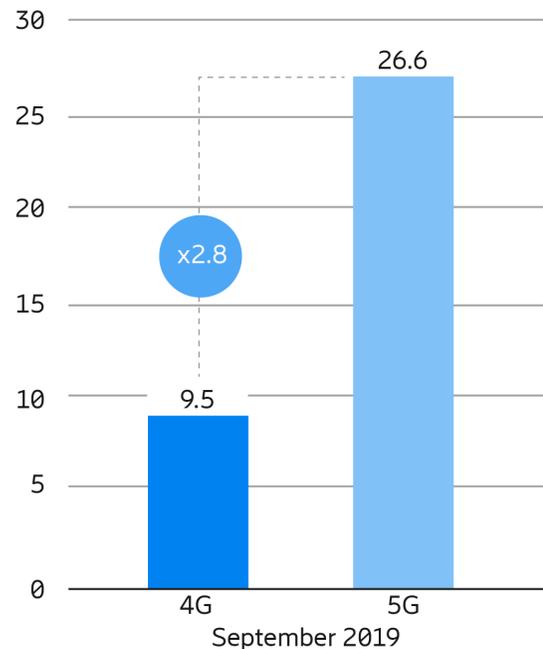
### Game



# 5G drives increase in mobile data consumption

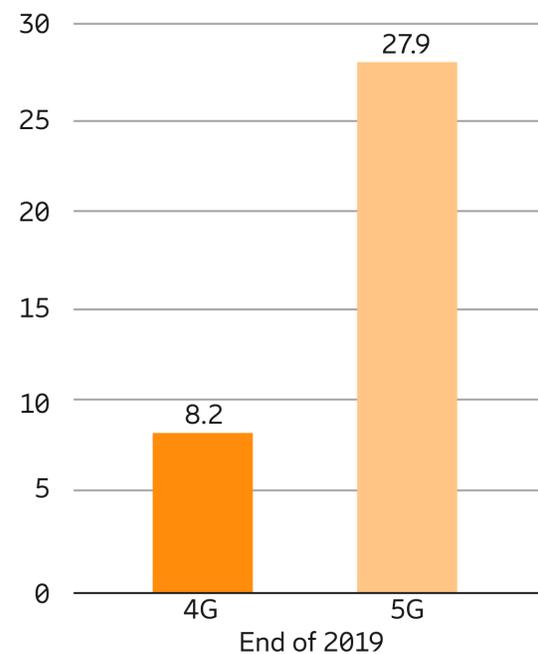


South Korea's mobile data traffic per subscriber (GB per month)



Source: Ministry of Science and ICT, South Korea  
Note: All three service providers subscribers included

SK Telecom's forecast mobile data traffic per subscriber (GB per month)



Source: SK Telecom forecast  
Note: Only SK Telecom subscribers included

# 25%

By the end of 2019, 25 percent of total mobile data may be carried over SK Telecom's 5G network



Immersive formats contribute to traffic growth. For example:

- High quality AR/VR content could consume 12GB per hour
- e-streaming sports event could consume 7GB per hour

# Ericsson 5G



76  
Operators  
agreements

Our 5G partnership and collaboration goes beyond to industries, academia and universities

23  
Live networks

We are supporting with our 5G network technology networks across 4 continents

4  
million radios  
We shipped 4 million 5G HW prepared radios since 2015



