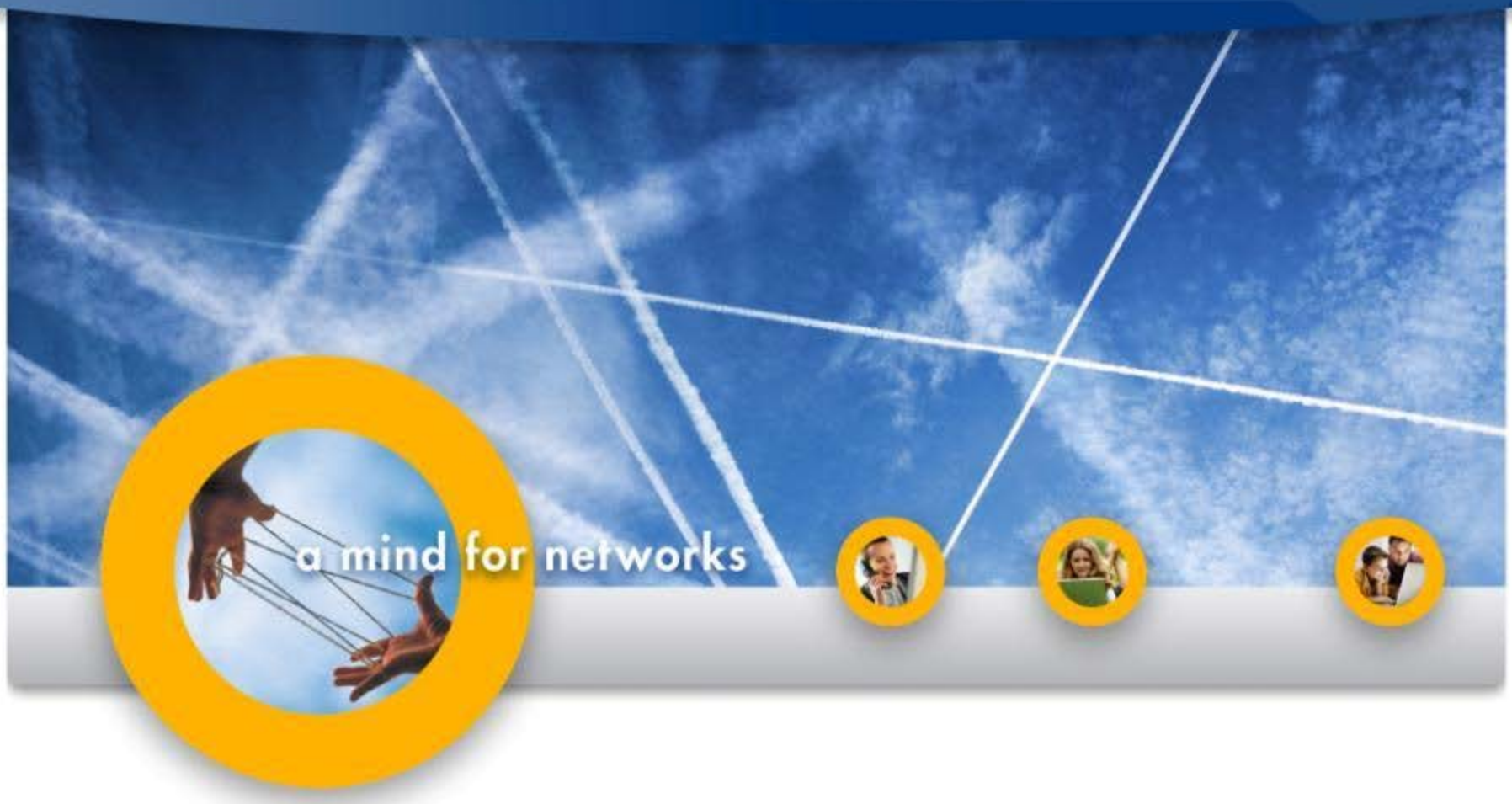
IEEE CQR 2012



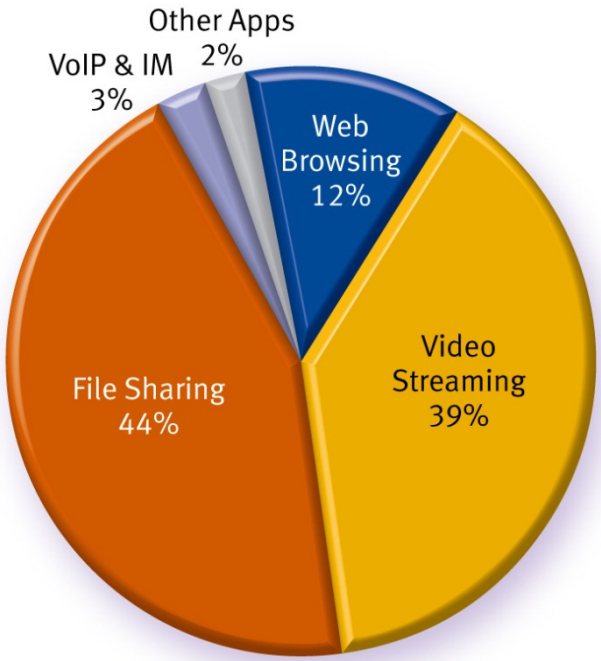
- **Analytics for the Smart Network**

Analytics is Step #1 to the Smart Network

Best Effort:
Everyone has equal access to mediocre service

1H2011 Application Usage

FIXED
Application Breakdown



Fixed data usage broken down by top applications, H1/11

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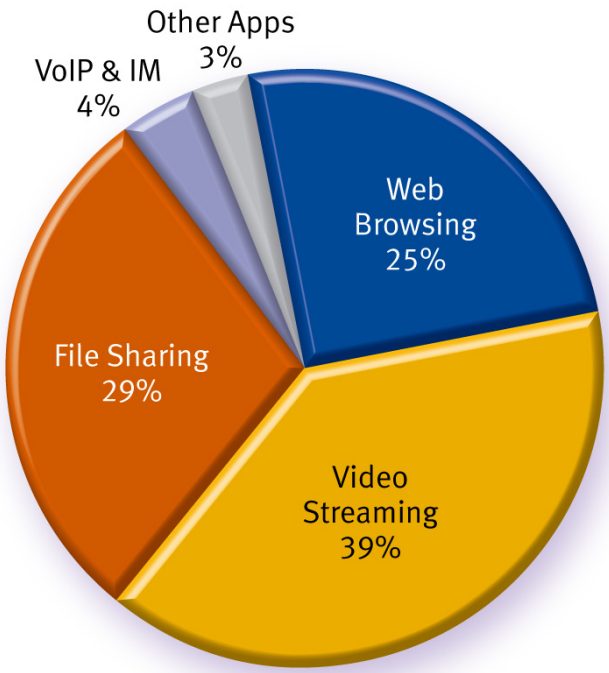
MOBILE
Application Breakdown



Mobile data usage broken down by top applications, H1/11

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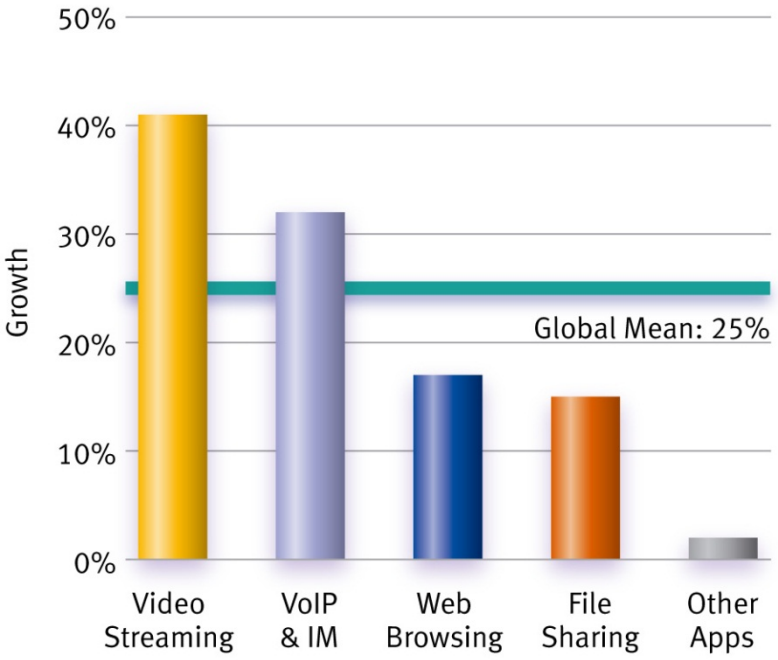
1H2011 Bandwidth Growth

Fixed Bandwidth and Application Growth



Growth in **Fixed** data usage, H1/11

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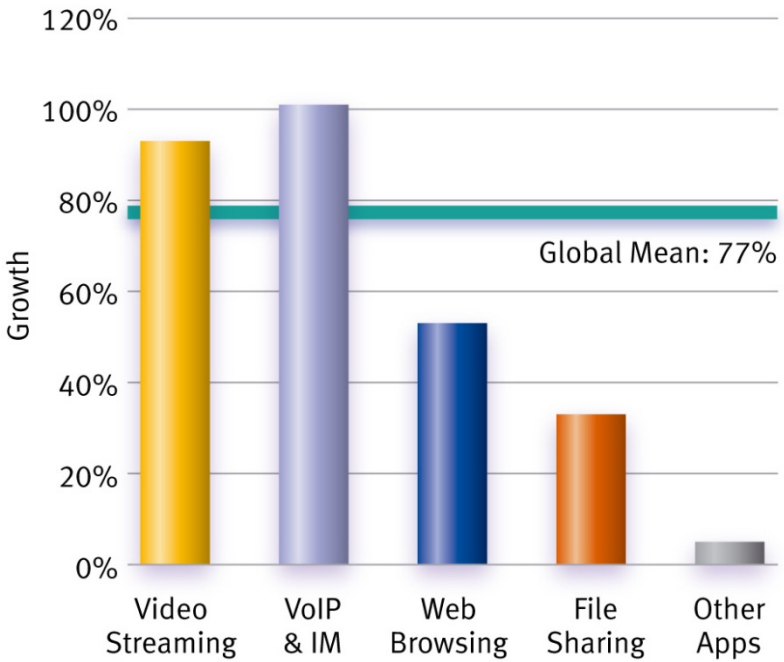
Mobile Bandwidth and Application Growth



Growth in mobile data usage, H1/11

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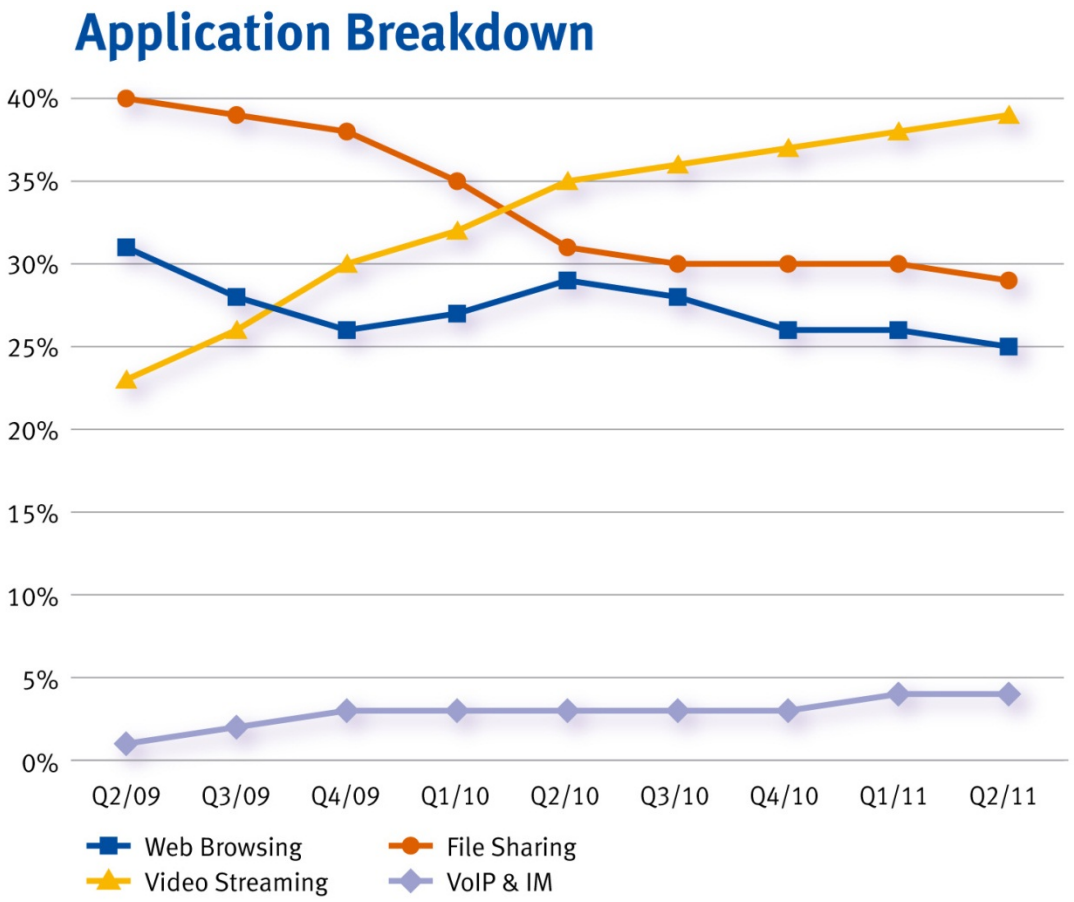
Application Growth



Mobile data usage trends broken down by top applications, Q2/09-Q2/11

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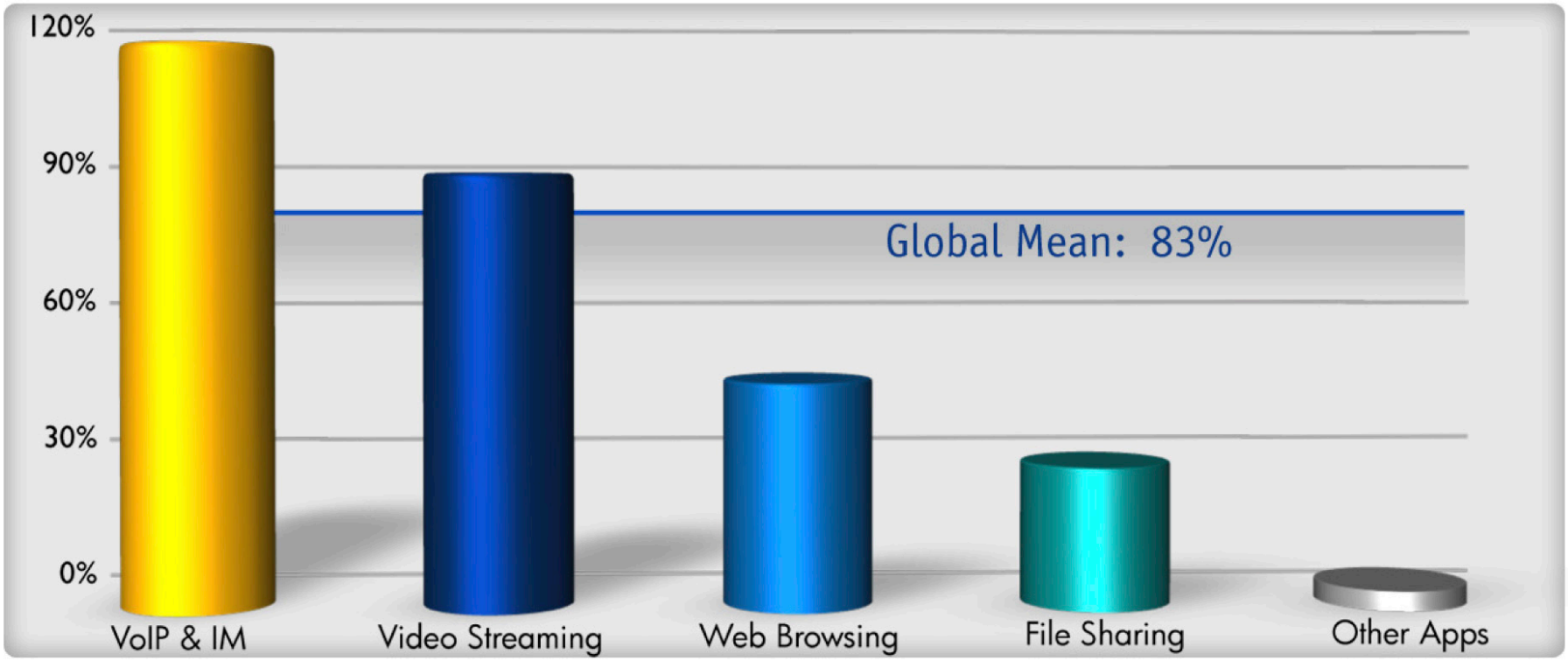
2H2011 Mobile Application Bandwidth

Global Bandwidth and Application Growth



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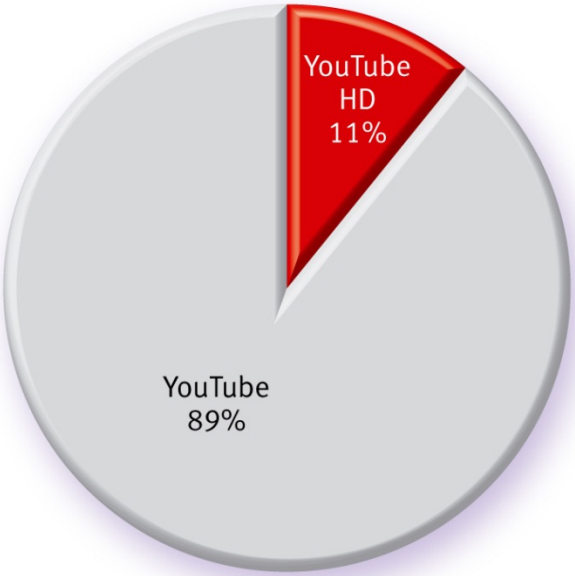
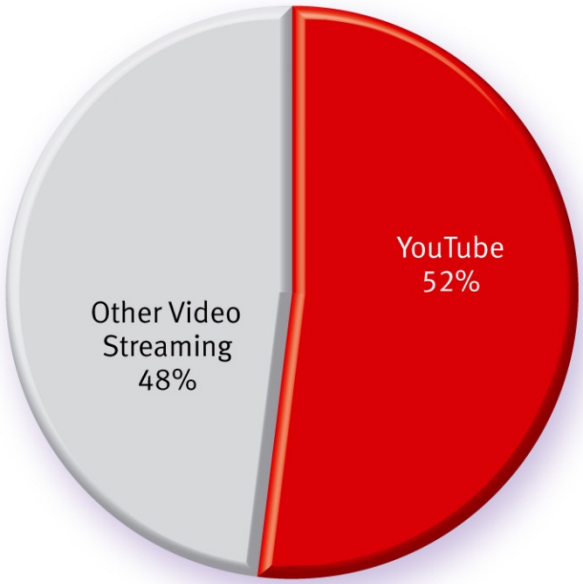
1H2011 YouTube

YouTube



HD video as a percentage of total YouTube streaming, H1/11



YouTube as a percentage of total global mobile video streaming, H1/11

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App Store Bandwidth

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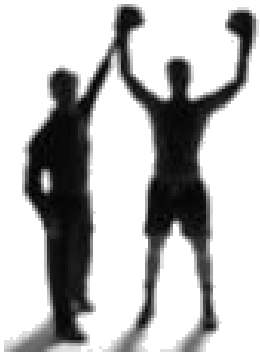
Analytics Increases Revenues

Service Optimization + Personalized Services = Increased Revenues

Optimize

- Understand application usage to reduce network costs and improve QoE



Personalize

- Bring Unique Value to your subscribers

Monetize

- Generate new revenue streams

Analytics Targets Services

Application-Aware Optimization

Device-Aware Optimization

Personalized Service Plans

Dynamic Policy

Security

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Analytics Targets Product Offerings

Application-Based Plans

Tiered-Services

Turbo Boost

Quota Top-Up

On-Demand Usage

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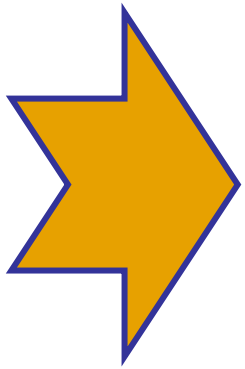
Analytics is a Win-Win

Benefits the Operator:

- Optimize: Improved Network Efficiency
- Monetize: Target services and plan choices



Benefits the Subscriber:

- Optimize: Better Quality of Experience
- Personalize: Data plans matching network use

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