The mobile world
Some Numbers

- Apple start iPhone in 2007
  - In 2009 Q3, apple iphone profit overtake Nokia (1.6b vs 1.1b)
  - In 2011 Q1, apple iphone revenue overtake Nokia
- HTC start smartphone in 2002
  - In 2011 Q1, HTC market value overtake Nokia
- By the end of 2011
  - More than 5B people around the world have at least one mobile phone
  - Smart phone will out sell Feature phone
  - Worldwide smart phone sales the first time hit 100M in the fourth quarter of 2010
  - We can tell “How fast smart phone market is exploding
  - 60 million tablet been sold.
- M2M create even more versatile device and usage
Mobile world we belong
“Online” to “Mobile”

• **Mobile Video**
  • The fact that
    • 70% of global online consumers watch online video, with highest take up from China and Indonesia
    • Web base online video is establishing new way of TV and on demand video service
    • Fast Mobile broadband sets the stage for uptake of mobile video services
    • Smartphone already consume more than 1/3 of video usage, youtube alone accounts for 13-15% of global mobile broadband

• **Mobile Social Network**
  • There are more than 600M facebook users; more than 200M are mobile users

• **Mobile Content Consuming**

• **Mobile Gaming and Application**
LTE becomes more of a requirement

- Consider Hundred fold growth of mobile data traffic by 2013
- LTE is
  - more efficient
    - allows the operators to cut capex and bring more benefits to the consumers
  - already gaining momentum this year
    - 170 mobile operators around the world are committed to deploy LTE
  - Solve/Lessen data capacity issue
IMS

- Will IMS be too late and too little?
  - Consider skype, facebook, what IMS can give to user?
- We can use facebook, twitter, msn, skype in smartphone without additional charge. However, when we send a SMS, we will be charged. Then why we still use SMS?
  - According to a report on mobile messaging by Ireland-based international market research firm Research and Markets, the worldwide SMS revenue stood at $102 billion and this is expected to grow to over $109 billion by end of 2010.
  - MS-ISDN is an universal number
- When we can use skype, google voice without additional charged, then why we still need use circuit voice or IMS voice?
Sprint makes it easy to use Google Voice.
Skype

- Microsoft purchase Skype for 8.5 billion USD in 2011/may.
- Skype provide “on-line number” for 15 euro/3-months
Mobile Operators

- Has channel power
- Mobile operators have very strong power to define unique specifications of phone
- We are seeing this power is getting lower due to
  - Slow reaction to market/user
  - Strong vendors are not willing to follow the unique specifications
- Profit getting lower (only data pipes?)
- Google and Apple take over service add-on values
- Google and Microsoft even want to move into voice territory.
- M2M – cash cow for operator?