

INTERIM UPDATE

# ERICSSON MOBILITY REPORT

ON THE PULSE OF THE NETWORKED SOCIETY

This document is a scheduled update to some sections of the Ericsson Mobility Report, released in June 2016.

To view or download a copy of the original report, please visit: [www.ericsson.com/mobility-report](http://www.ericsson.com/mobility-report)

We will continue to share traffic and market data, along with our analysis, on a regular basis.

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## SUBSCRIPTIONS

Smartphone subscriptions have now passed those for basic phones

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## TRAFFIC

Data traffic grew 55% between Q2 2015 and Q2 2016

SEPTEMBER 2016

# MOBILE SUBSCRIPTIONS Q2 2016

In Q2 2016, the total number of mobile subscriptions was around 7.4 billion, with 66 million new subscriptions added during the quarter

Mobile subscription penetration was 100 percent in Q2 2016. Other interesting developments include:

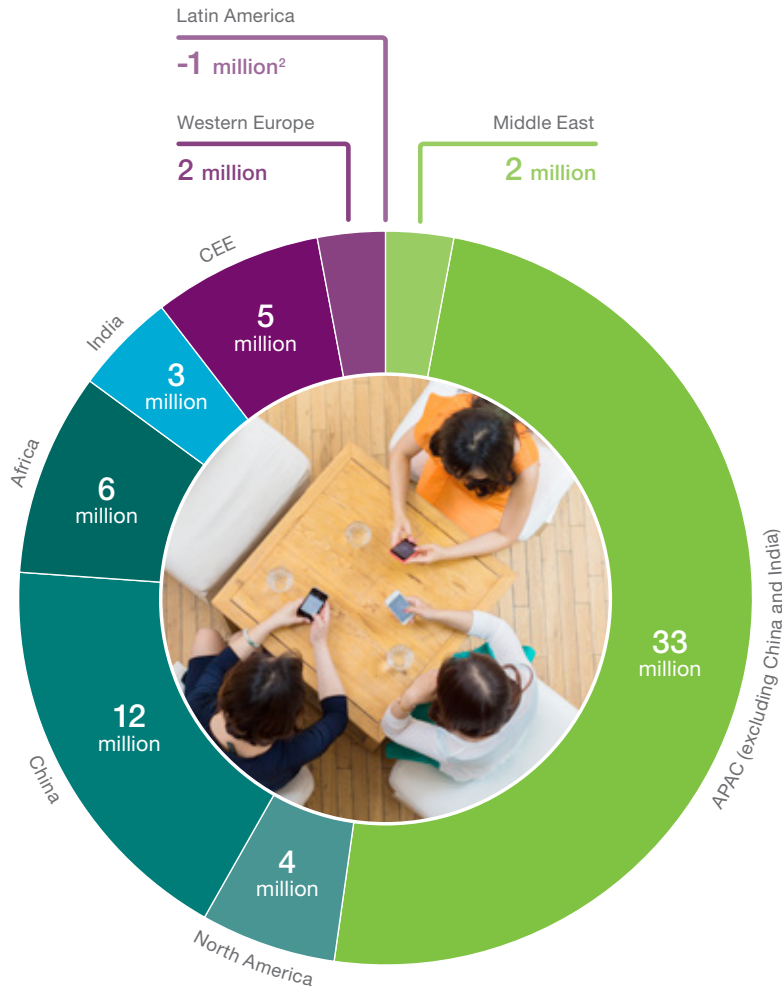
- > Mobile subscriptions are growing around 3 percent year-on-year
- > Indonesia grew most during the quarter in terms of net additions (+18 million), followed by China (+12 million), Myanmar (+5 million), Philippines (+4 million) and the USA (+3 million). The strong subscription growth in Indonesia was impacted by a massive marketing campaign by one operator
- > The number of mobile broadband<sup>1</sup> subscriptions grew by around 190 million during Q2 2016 to reach around 3.9 billion. This reflects a year-on-year increase of around 20 percent
- > LTE subscriptions increased by approximately 170 million to around 1.4 billion, whilst WCDMA/HSPA subscriptions grew by around 50 million. The majority of 3G/4G subscriptions have access to GSM/EDGE as a fallback. GSM/EDGE only subscriptions declined by 120 million
- > The number of smartphone subscriptions has surpassed those for basic phones, and now makes up around 55 percent of all mobile phone subscriptions. Around 340 million smartphones were sold in Q2 2016, which accounts for 80 percent of all mobile phones sold during the quarter
- > The number of unique subscribers is around 5.1 billion. The difference between the number of subscriptions and the number of subscribers is due to inactive subscriptions, multiple device ownership and/or optimization of subscriptions for different types of calls



Mobile subscriptions (millions)

<sup>1</sup> Mobile broadband is defined as HSPA, LTE, CDMA2000 EV-DO, TD-SCDMA and mobile WiMAX

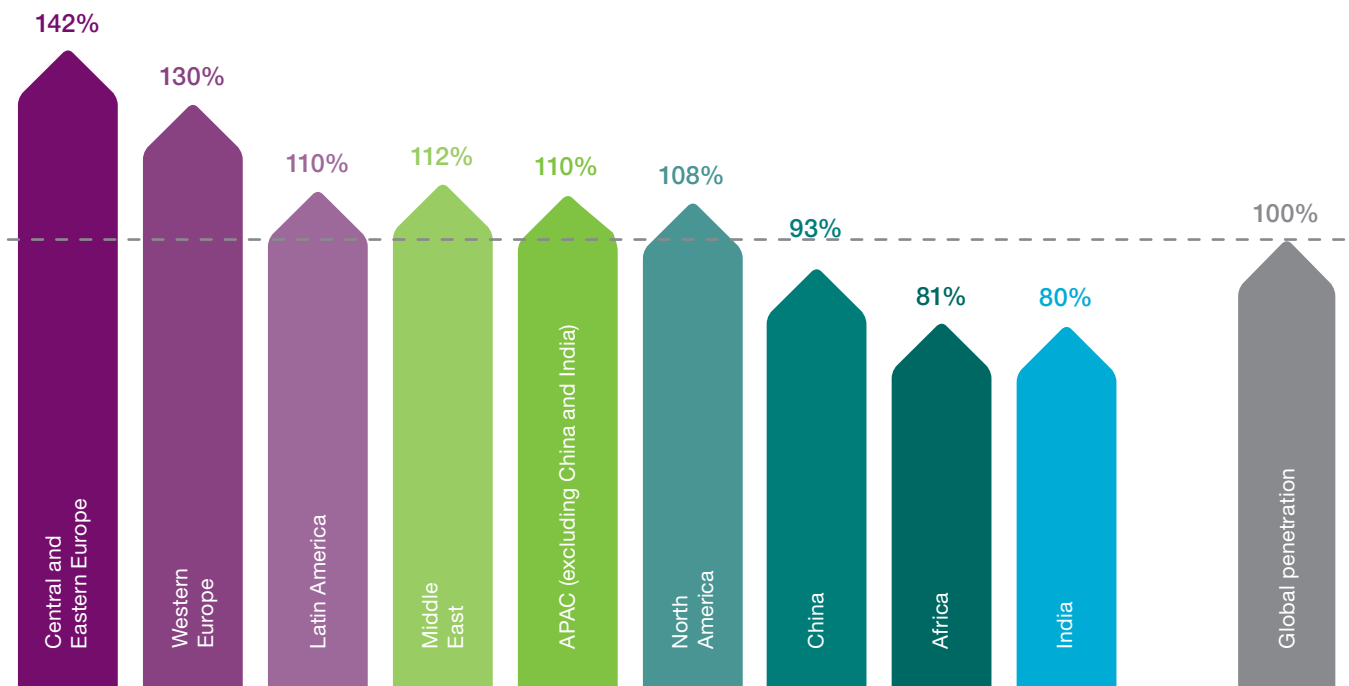
## New mobile subscriptions Q2 2016



66 million new mobile subscriptions globally in Q2 2016

### Top 5 countries by net additions Q2 2016

- 1 Indonesia +18 million
- 2 China +12 million
- 3 Myanmar +5 million
- 4 Philippines +4 million
- 5 USA +3 million

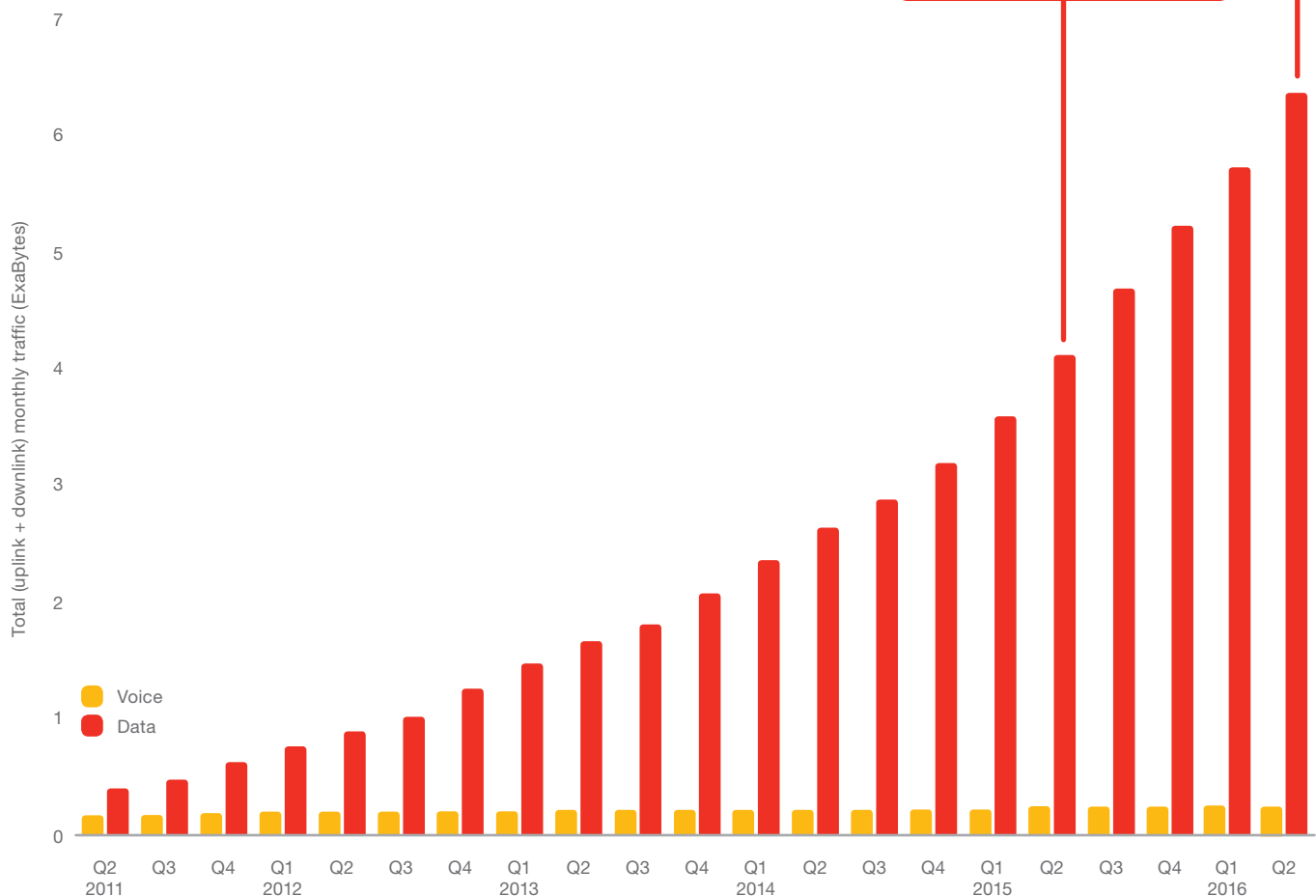


Penetration (percent of population)

<sup>2</sup> The decline in mobile subscriptions for Latin America is due to the economic headwinds in Brazil and continued cleanout of prepaid subscriptions

# MOBILE TRAFFIC Q2 2016

The graph below shows total global monthly data and voice traffic from Q2 2011 to Q2 2016<sup>1</sup>. It depicts continued strong data traffic growth, as well as voice traffic in the single digits per year. The growth in data traffic is being driven by the rise of mobile data subscriptions, along with a continued increase in average data volume per subscription. Data traffic grew around 11 percent quarter-on-quarter and 55 percent year-on-year. It should be noted that there are large differences in traffic levels between markets, regions and operators.



Source: Ericsson traffic measurements (Q2 2016)

<sup>1</sup> Traffic does not include DVB-H, Wi-Fi or mobile WiMAX. VoIP is included in data

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