

KEEPING THE INTERNET OPEN FOR INNOVATION



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50 BILLION
CONNECTED
DEVICES

5 BILLION
CONNECTED
PEOPLE

1 BILLION
CONNECTED
PLACES

2010

2000



AN OPEN INTERNET



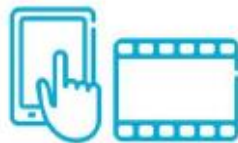
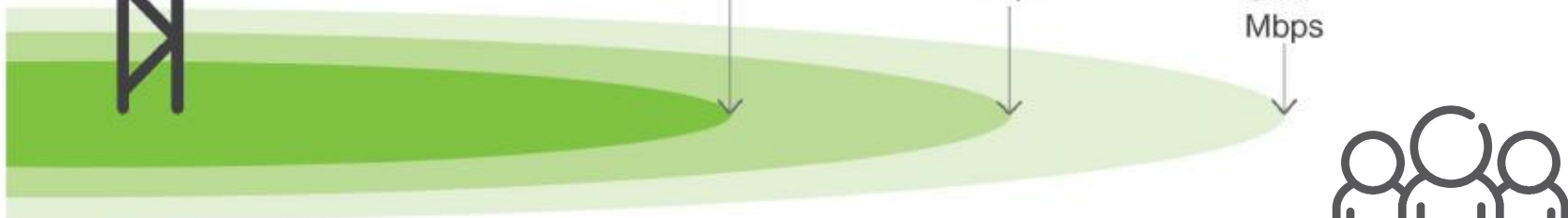
Ericsson supports an Internet that allows and encourages innovation, investment and customization.



NETWORK MANAGEMENT



Source: Ericsson 2013



10
Mbps



1
Mbps



0.1
Mbps



ALL BITS ARE NOT EQUAL



PUBLIC
SAFETY



ENTERPRISE
SERVICES



UTILITIES



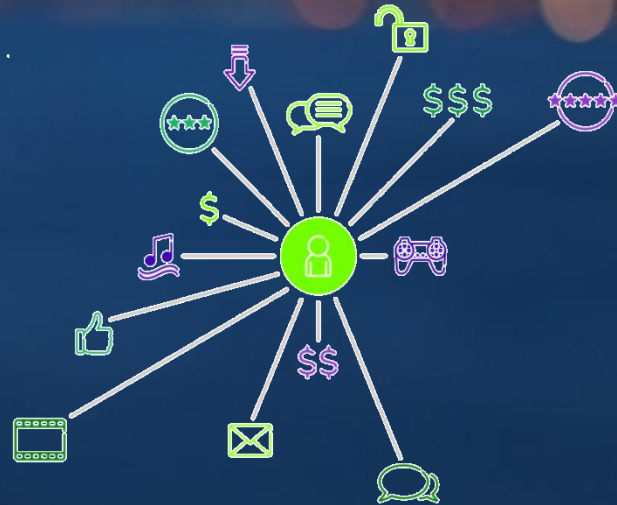
SPECIALIZED
SERVICES
(IPTV)



ZERO RATED
SERVICES

PERMIT INNOVATION

Instead of trying to define rules that will not be future-proof and will eventually be detrimental to innovation and the user, allow the experimentation and innovation which has characterized the mobile broadband revolution.



KEY CHALLENGES OF IOT



MASSIVE NUMBER OF CONNECTIONS



DIVERSE USE CASE REQUIREMENTS

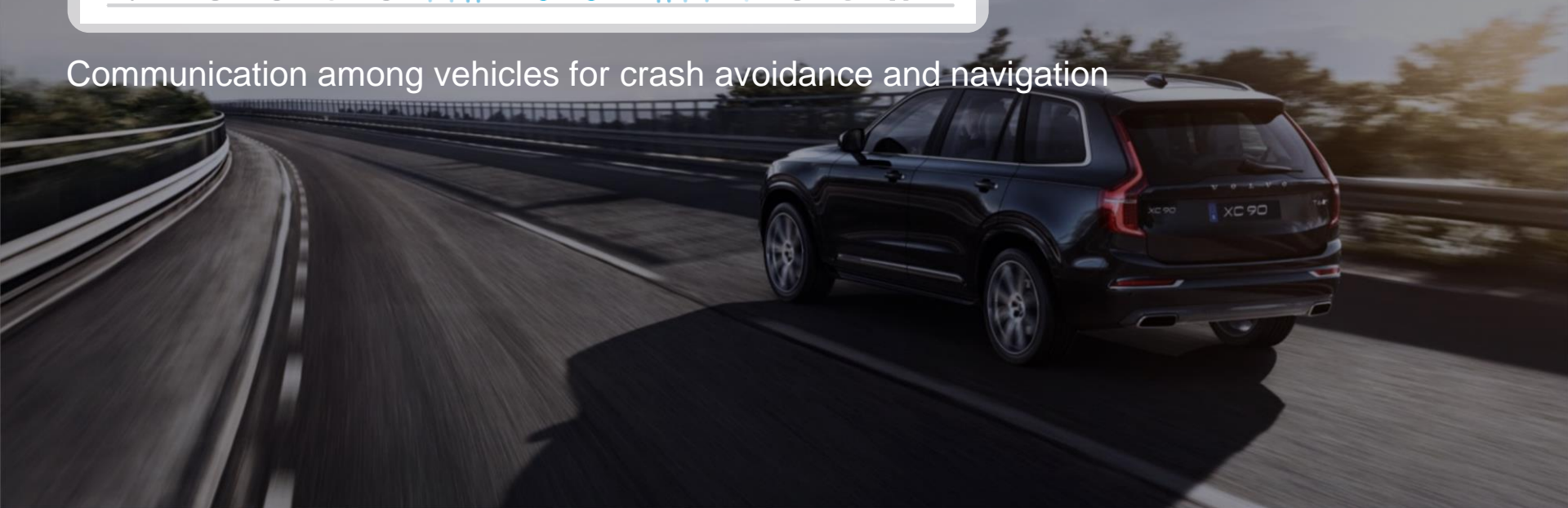


COST, BATTERY LIFE AND COVERAGE

USE CASE – CRITICAL MTC



Communication among vehicles for crash avoidance and navigation



USE CASE – MASS MTC



A 30-minute update on residential electricity usage



ERICSSON