

Transición a 5G - Desafíos

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VP Redes

Entel

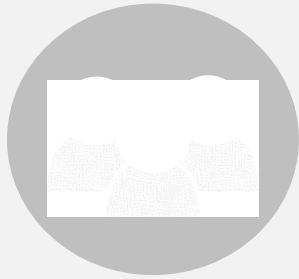


Desafíos de la Industria

Servicios / Tendencias

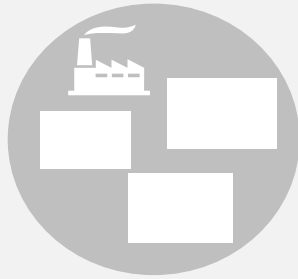


Global growth and trends



2016

3.3
Billions



17.1
Billions



27.5
Mbps



73% of
Traffic

2021

4.6
Billions

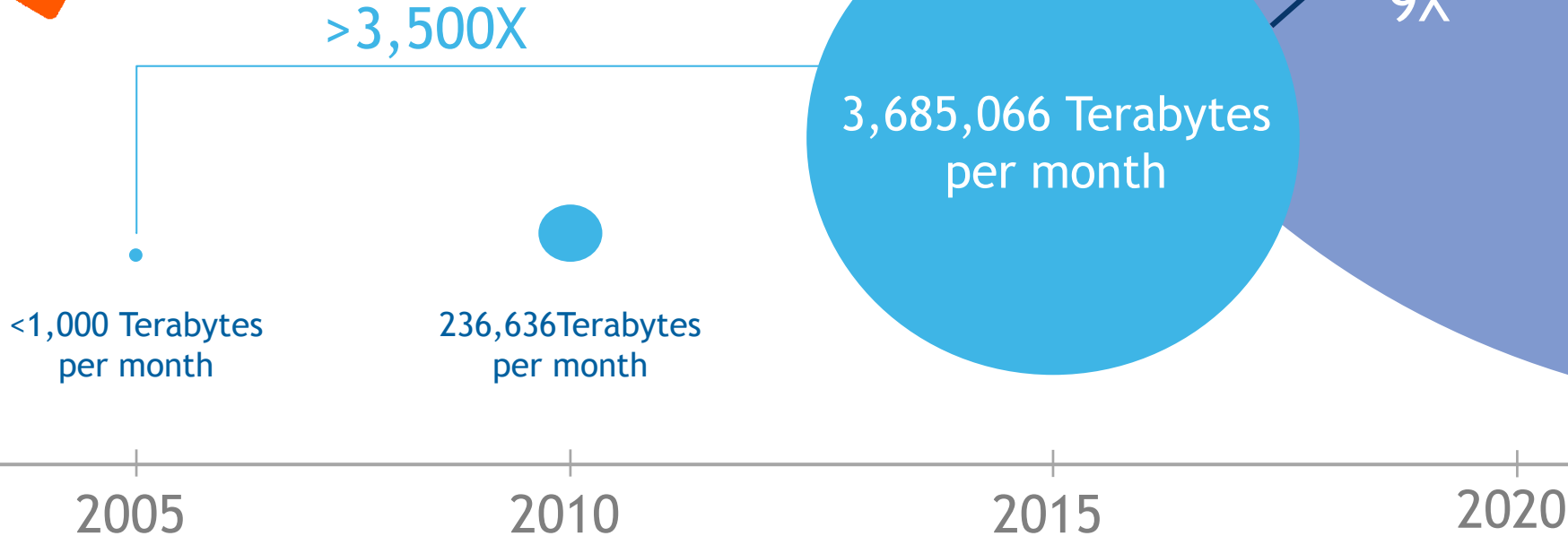
27.1
Billions

53.0
Mbps

82% of
Traffic

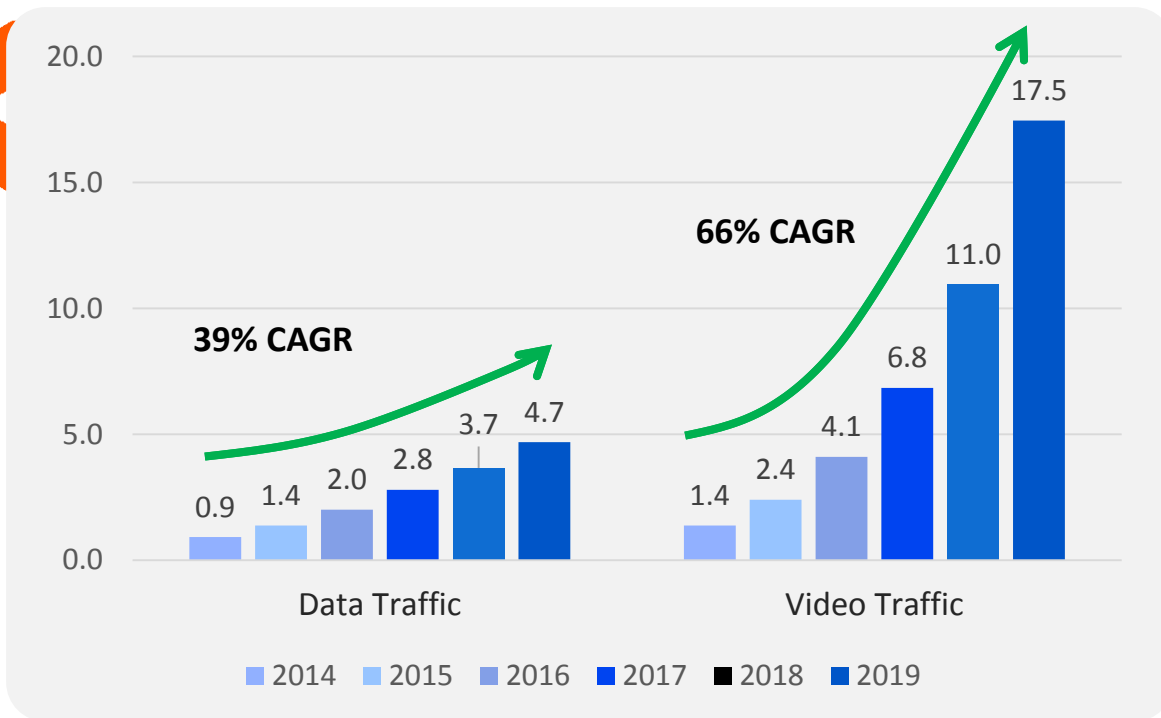
Keeping up with the data traffic explosion

Más dispositivos, más video, mayor contenido



Tendencias de Video

Global Mobile Data Traffic (Millones TB/Month), 2014-2019



Source: Cisco VNI Report, 2015

- El video crece mucho más rápido que otros servicios de datos



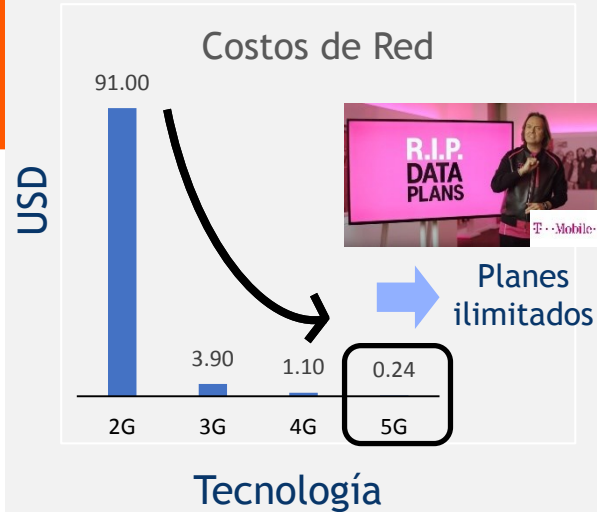
NETFLIX



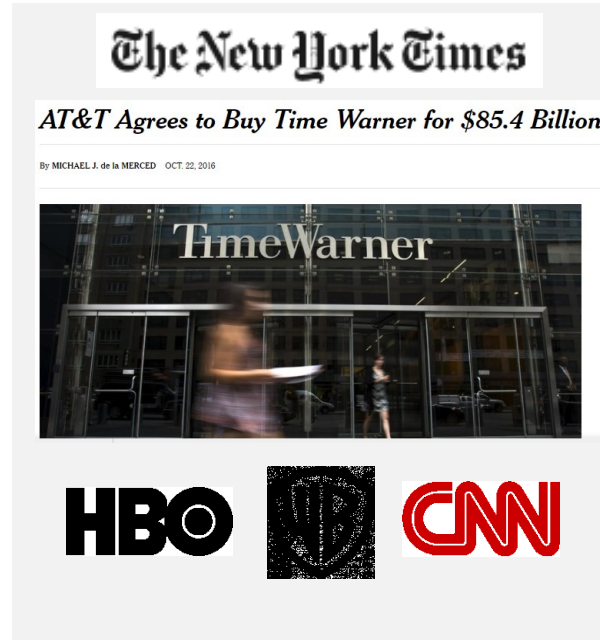
Marketing the Network_ Clues of the market...

Costo de Red (GB)

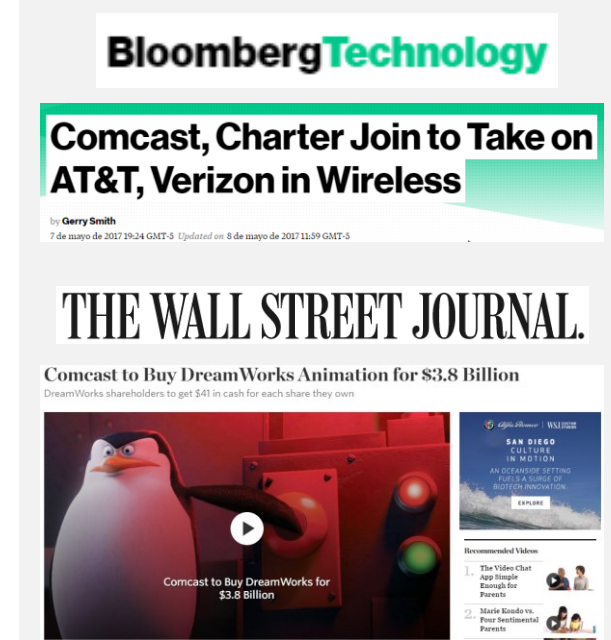
Estimaciones de Costos de Red



Operadores móviles apuestan por el entretenimiento:



Cableras se unen a la lucha por el entretenimiento:



(Joe Madden)

“Verizon, AT&T, and T-Mobile USA are not in the telephone business anymore. They are already in the entertainment business. 90% of your mobile data is related to Internet usage of some kind—Facebook, YouTube, and random web browsing. More than 70% of your mobile data is delivered as video.”

El entretenimiento trae consigo

Video: TV conectadas a @

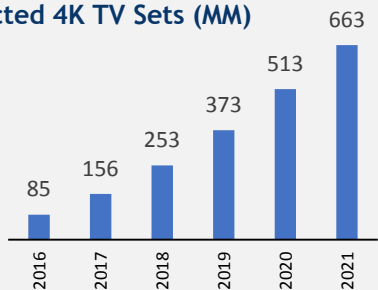
UHD 18 Mbps

HD 7.2 Mbps

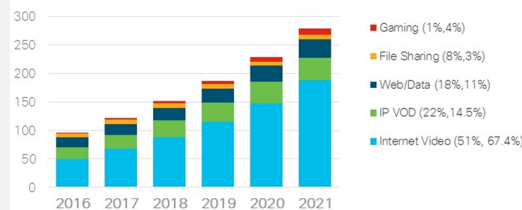
SD 2 Mbps

Para el 2021,
más del 56% de
las TV
conectadas
soportarán
resolución 4K

Connected 4K TV Sets (MM)



Cloud Gaming



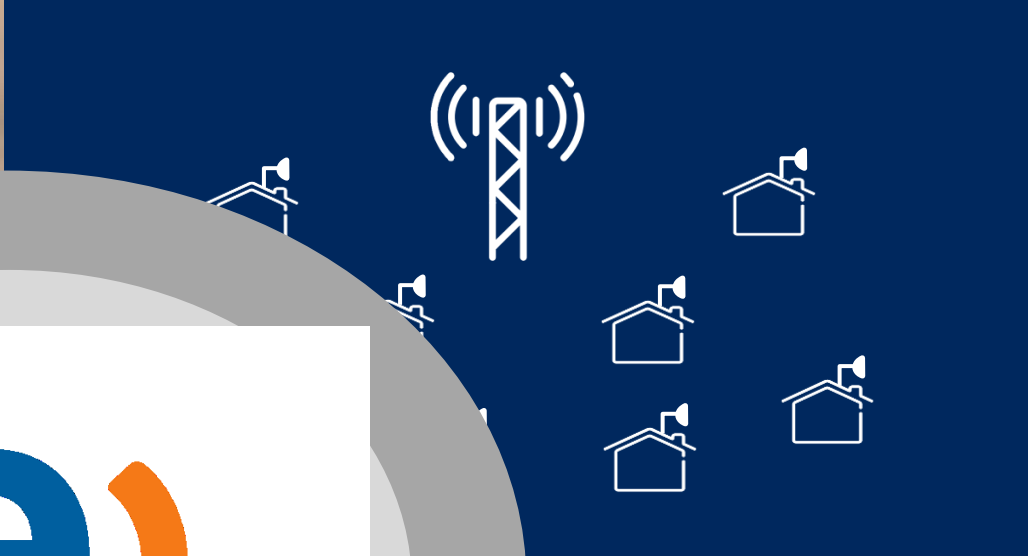
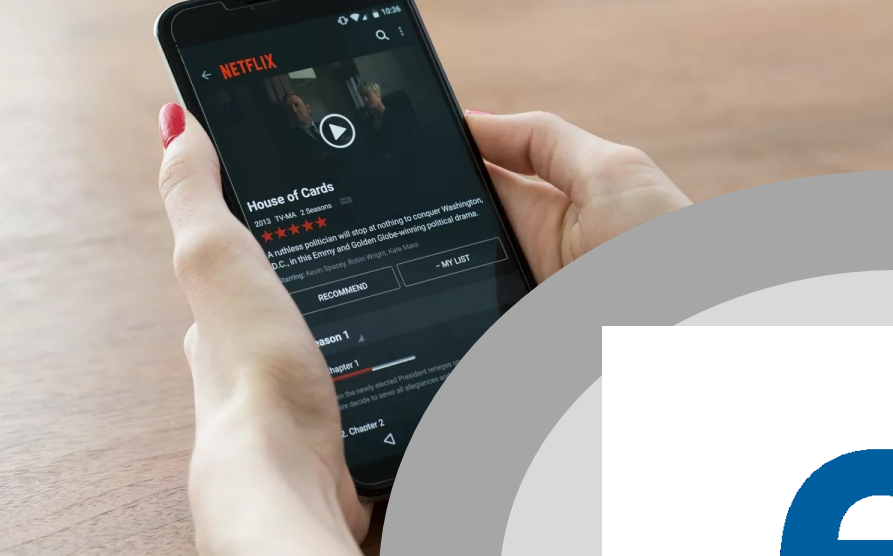
Según Cisco, al 2021 el Gaming
representará el 4% del tráfico ISP

Realidad Virtual y Realidad
Aumentada

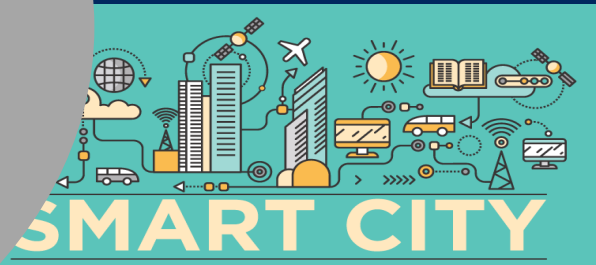


Consumo 4-5X el
bandwidth de un video
normal de la misma
resolución (Ericsson).

(Cisco) "Para el 2021 el Entretenimiento representará el 82 % del tráfico de la red "



e)
“Vivir mejor conectados”





Estrategia de Red



No hay Magia_ Nuevos Espectros y Nuevos Sitios

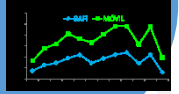
Espectro

LTE-Advance

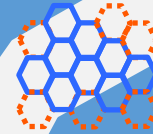


Sitios X 3 al 2021

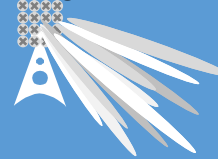
Baja Altura
Femto, pico y
micro celdas



Tradicionales
Macroceldas



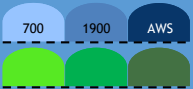
Antenas
Inteligentes



Throughput
Capacidad~1.7x

Acceso

Bandas



+Capacida

+Experiencia





Gracias!

