

MAKING THE NETWORKED SOCIETY

ALI CHEEMA GOVERNMENT & INDUSTRY RELATIONS

POINT OF DEPARTURE



Technology Policy Markets

MUTUAL INTERDEPEDENCE

TECHNOLOGY IS CONTINUALLY EVOLVING...

Foundation of doand

3G

90-00's

Future of Mobile

4G

00-10's

Mobile Telephone Mobile Telephone

2G

80-90's

Foundation of nonv

1G

70-80's

Ericsson Mobility Report June 2016

Industries beyond

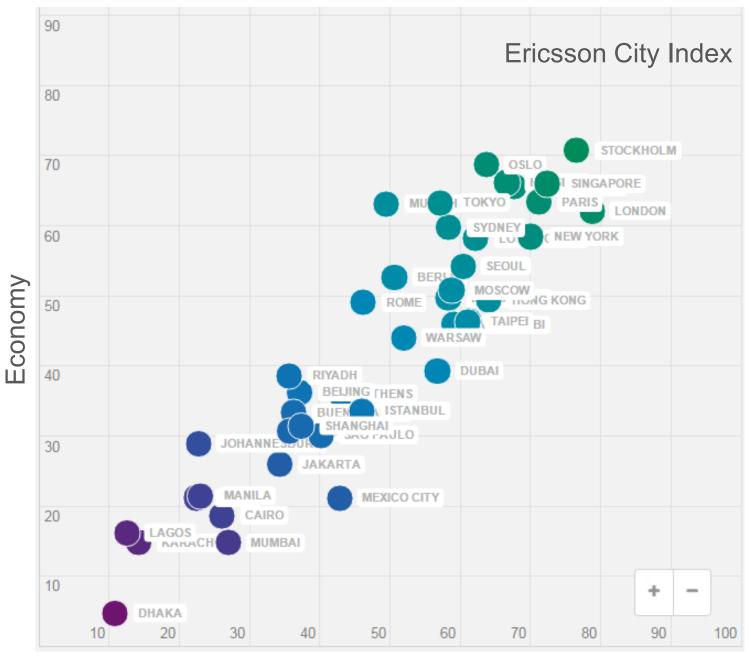
10-20's

EVOLUTION IN TECHNOLOGY LEADS TO SOCIETAL CHANGES...

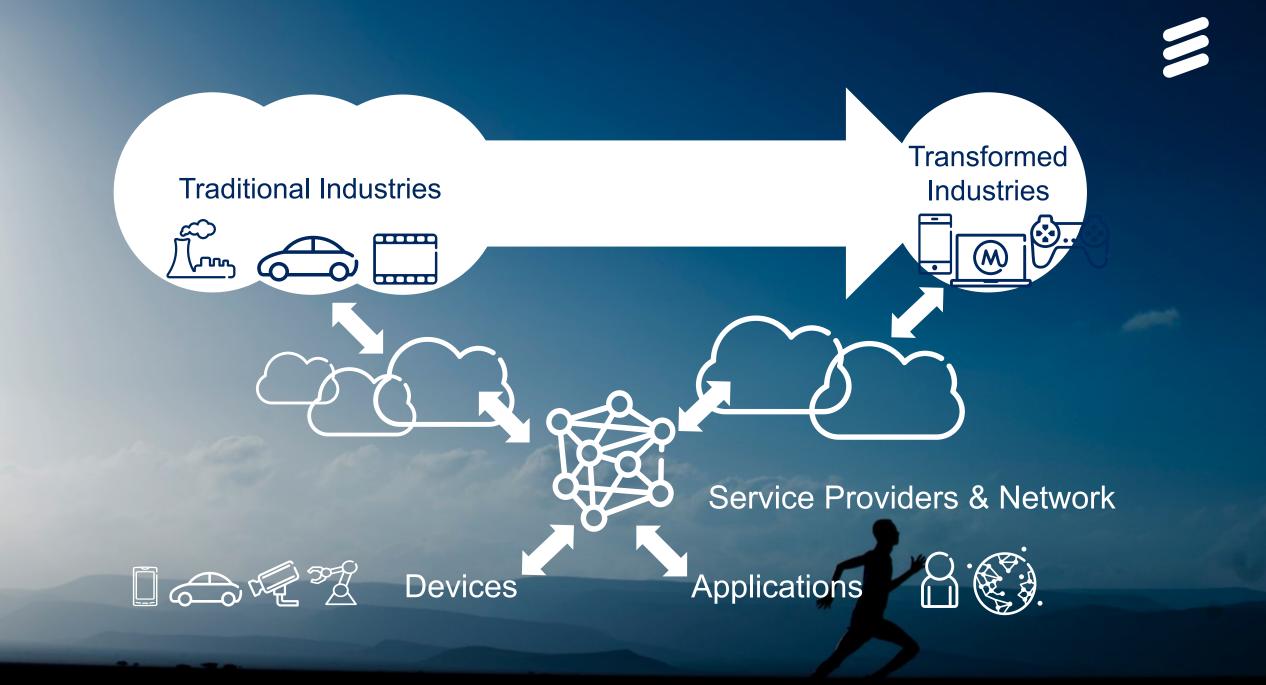




IMPACT OF ICT MATURITY ON ECONOMY



ICT Maturity



ICT TRANSFORMING INDUSTRIES



ICT TRANSFORMING INDUSTRIES



ALL BITS ARE NOT EQUAL

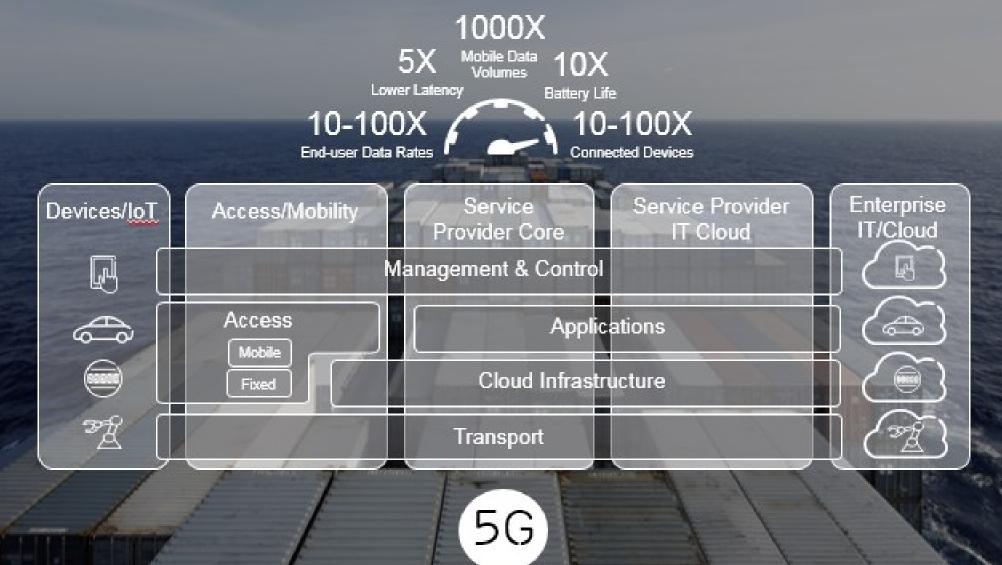
PUBLIC SAFETY

ENTERPRISE SERVICES UTILITIES

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SPECIALIZED SERVICES (IPTV) ZERO RATED SERVICES

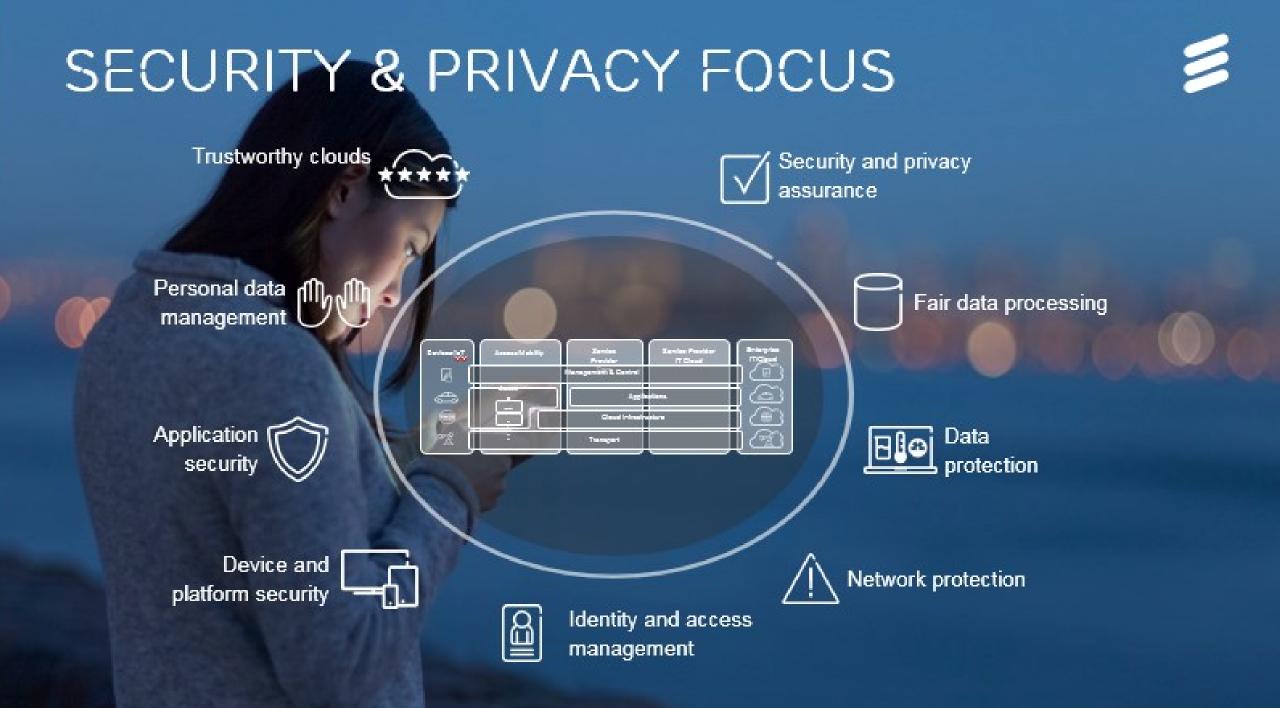
ONE ARCHITECTURE MULTIPLE INDUSTRIES

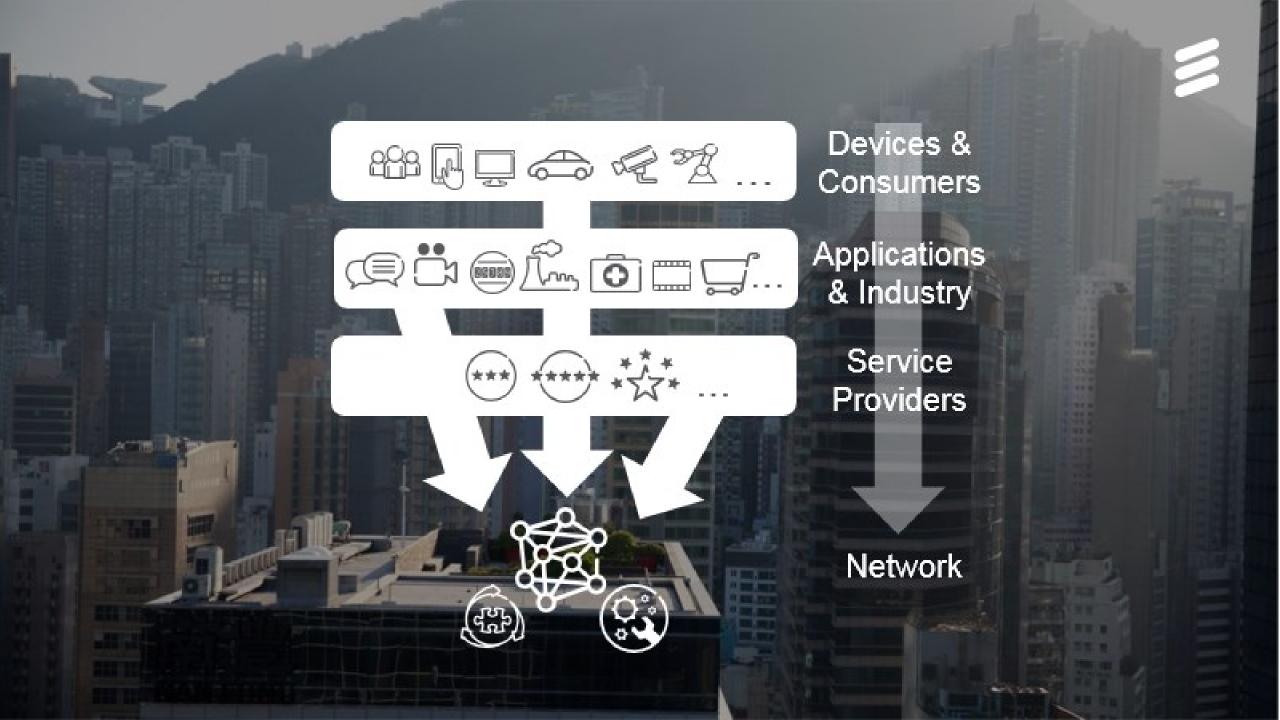


ONE ARCHITECTURE MULTIPLE INDUSTRIES

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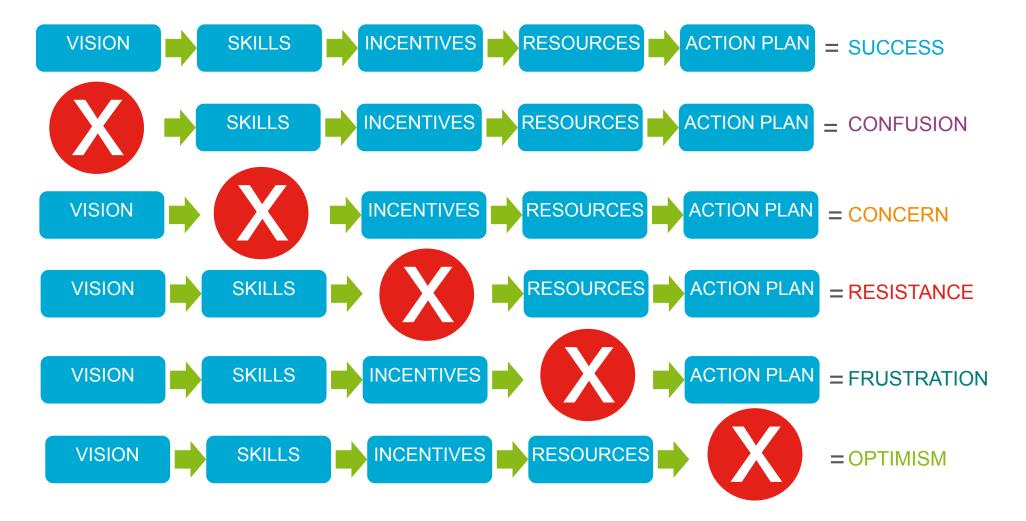






GOV' DELIVERING A CHANGE





TECHNOLOGY IS ONLY PART OF THE EQUATION ... TO MAKE THINGS HAPPEN IN SOCIETY OTHER INSTITUTION NEED TOHELP

COORDINATION ACROSS MULTIPLE REGULATORY REGIMES IS NEEDED

ERICSSON MARKET STUDY: IOT POLICIES



Understand

• Which legal challenges **businesses** may be confronted with when entering this market?

Anticipate

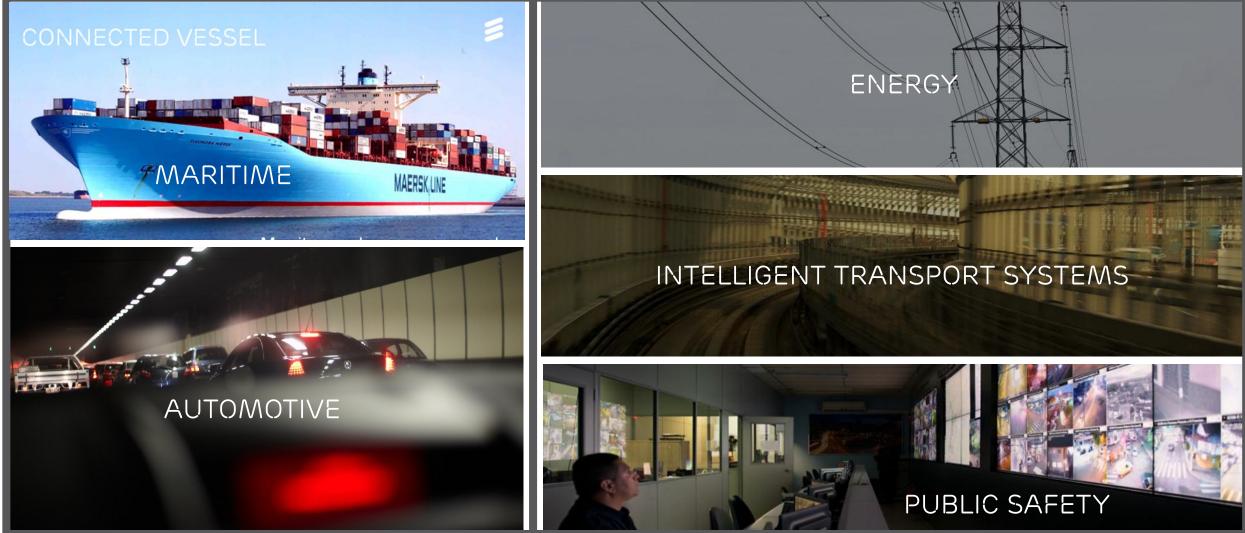
• Which legal challenges **other stakeholders** may be confronted with when engaging on such project?

Communicate

 Suggestions to policy makers on how to remove regulatory roadblocks?

FOCUS INDUSTRIES FOR THE STUDY



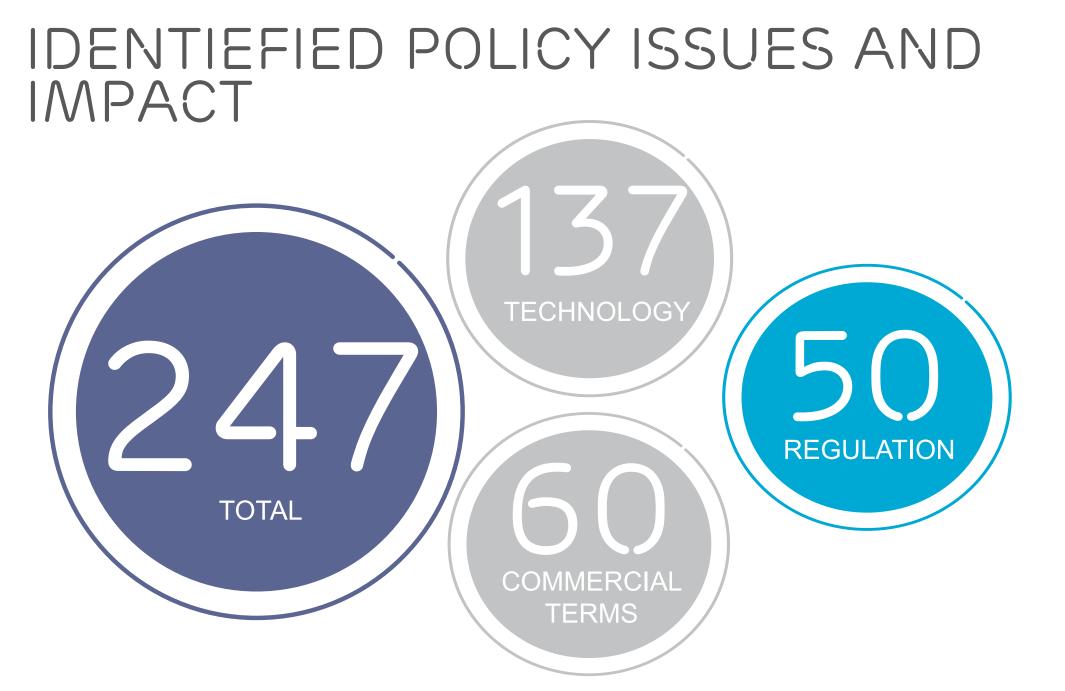


HIGH LEVEL OBSERVATIONS Global Legal challenges vs National Legal solutions

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Common legal challenges due to global digital transformation • Who owns the data? COMMON Who is held liable if it goes wrong? LEGAL • Which part of the spectrum can be used? CHALLENGES • What is the privacy impact of the product or service? • Is the end-user sufficiently protected? • Can continuity and availability be guaranteed? • Will legislation influence systems interoperability? Can authorities access the data? • Can non-EU systems/solutions be used? • Are there any sector-specific rules we should take into Differing legal solutions due to different legal cultures • Different priority setting for legal issues DIVERGENT • Some regulate, some do not • Some standardize, some do not LEGAL Some create obstacles, some create opportunities SOLUTIONS Some only encourage but do not oblige

Commercial in confidence | 2016-12-06 | Page 21



NEW LOGICS & ASSETS

Consumption Logic

Product models Physical resources Hierarchical relations Any thing that can be connected will be connected, smart and interactive

Any resource that can be shared will be shared, enriched and abundant

Any reshaping idea that can be tried will be tried, and trigger change Service models ↓ Virtualized resources ↓ Symbiotic

Usage Logic

relations



USERS participating and active

THINGS connected & intelligent

DATA own, shared & open

Blo

PLATFORMS economics & scale



ERICSSON