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ERICSSON

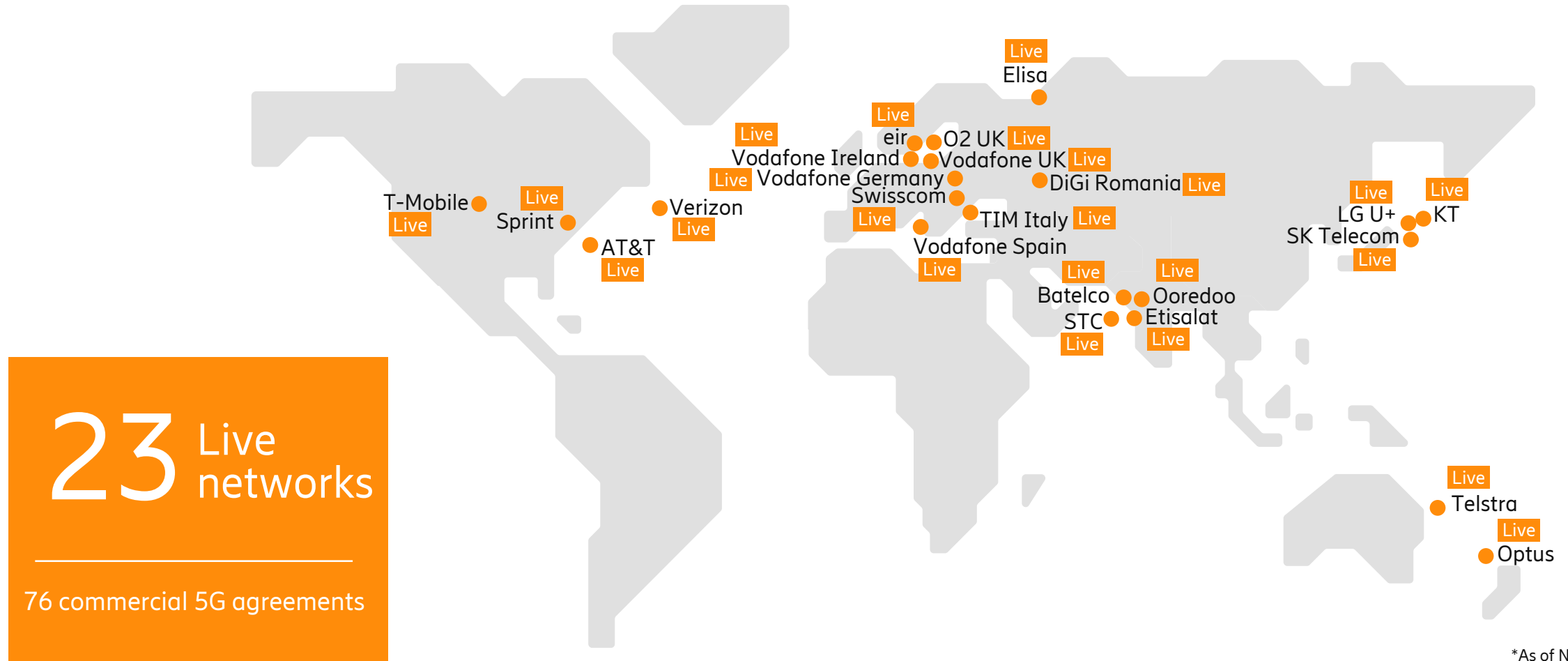
5G: a race Greece must win



Athens, November, 2019

Ivan Rejón
Head of Strategy, Marketing & Public Affairs, Ericsson Europe & Latin America

First with commercial 5G live networks in 4 continents

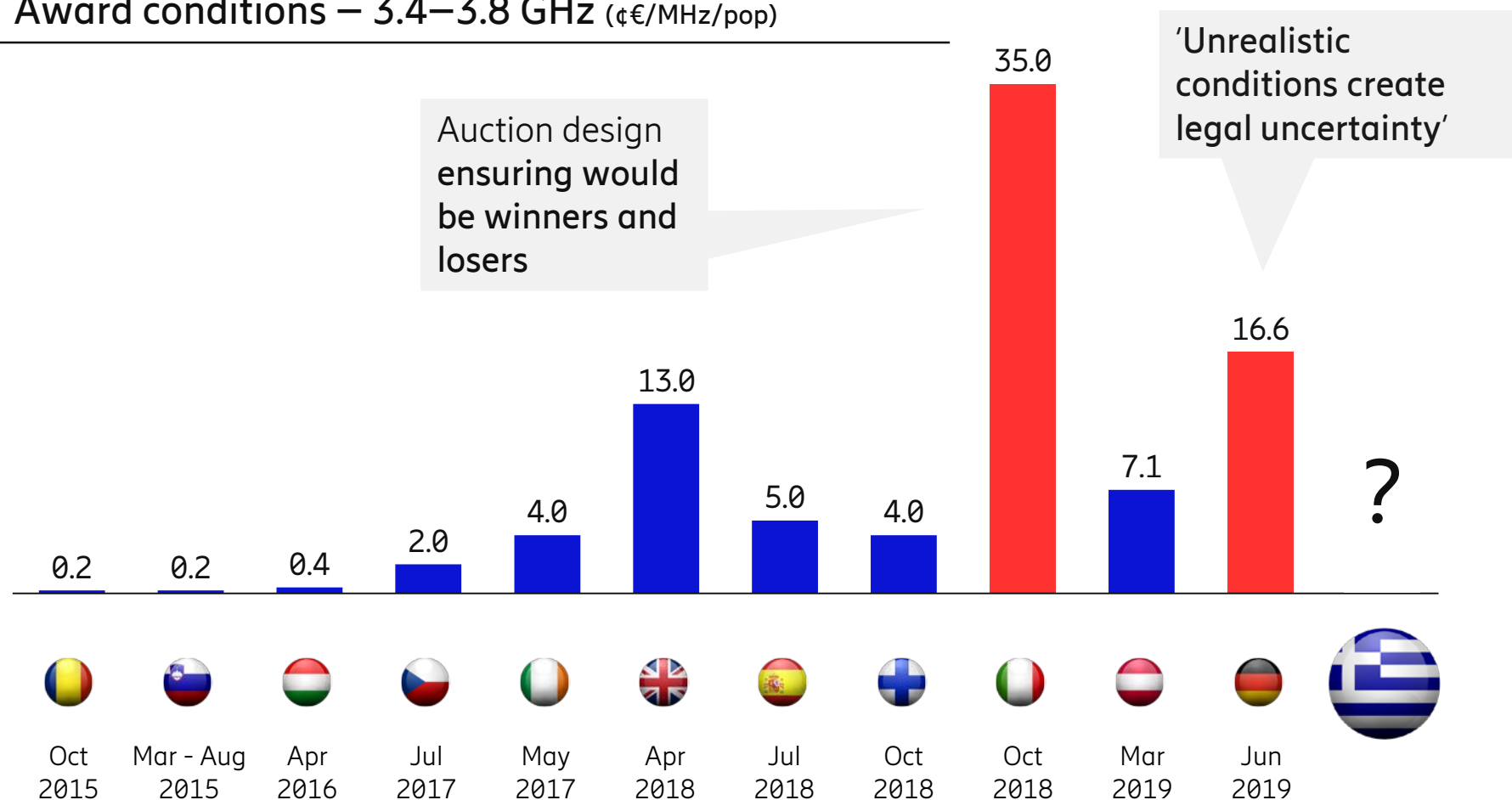


A déjà-vu

'Italy 5G auction worrying sign for telcos' (Light Reading);

'Disaster for Germany' (CEO Vodafone Germany)

Award conditions – 3.4–3.8 GHz (€€/MHz/pop)



We can only spend each € once - either on spectrum or network. My suggestion would be on buildout

- DT CEO Tim Hoettges

A déjà-vu

'The temptation to overhype and underdeliver on the 5G promise'



THE VERGE

Jul'2019

T-Mobile CEO says Verizon's 5G plan is 'fake,' 'clueless,' and 'dead in the water'



Nov'2019



Diana Goovaerts
@DiaMariesbeat

Not for nothing but 5G branding has already gotten ridiculous and we're just in the early innings. Ultrawideband 5G, 5G Home Internet, 5GE, 5G, 5G+....going to confuse the everloving bejesus out of consumers. Yeesh.

[Traducir Tweet](#)

3:42 p. m. · 22 nov. 2019 · [Twitter Web App](#)

THE VERGE

Apr'2019

AT&T misleads customers by updating phones with fake 5G icon



Five early lessons on 5G to debunk some claims



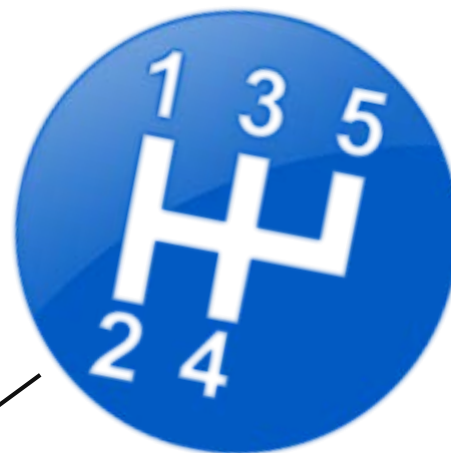
❶ There are near-term consumer benefits of 5G

❷ Current usage patterns do not accurately predict future demand for 5G

❸ There are real use cases for, or price premium on 5G

❺ 5G offers clear advantages for Public Services

❹ Verticals are not just experimenting: they are really interested in 5G



5G classic theater experience

Immersive 5G cultural experience



Telefonica



Ayuntamiento de
Talavera de la Reina



Aug'2019

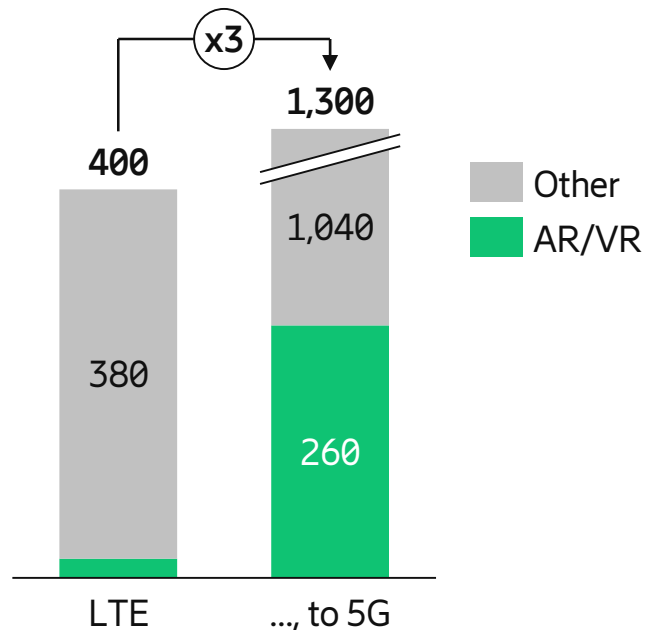
**World's First 5G Movie Theatre With
Livestreaming Capabilities in the
Works**



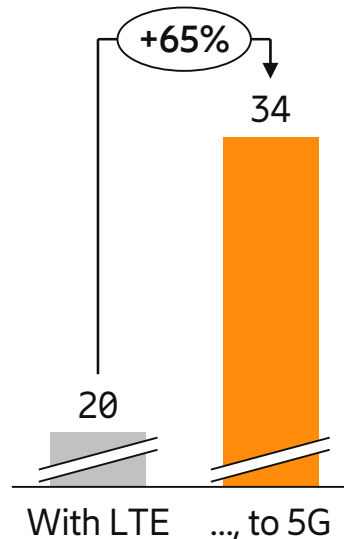
'While it's early to assess how 5G will impact consumer behavior, results are extremely encouraging' (Ovum)



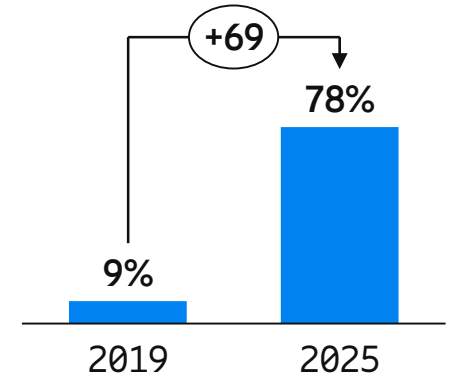
— AR/VR accounts for 20% of 5G traffic, compared with 5% on LTE



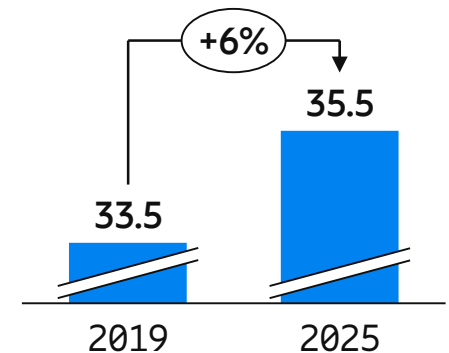
SK customers upgrading to 5G spent 37% less time on Wifi



5G penetration, % pop



Blended ARPU, \$ / month



5G and Farming

5G is enabling agro tech



Oct'2019

How 5G will change the future of farming

- Drone camera takes very accurate pics of a potato field crop
- Images sent via 5G to tractor that doses crop protection virtually in real time and accurately



5G and Emergency Services

5G to optimize and coordinate critical services



telecompaper

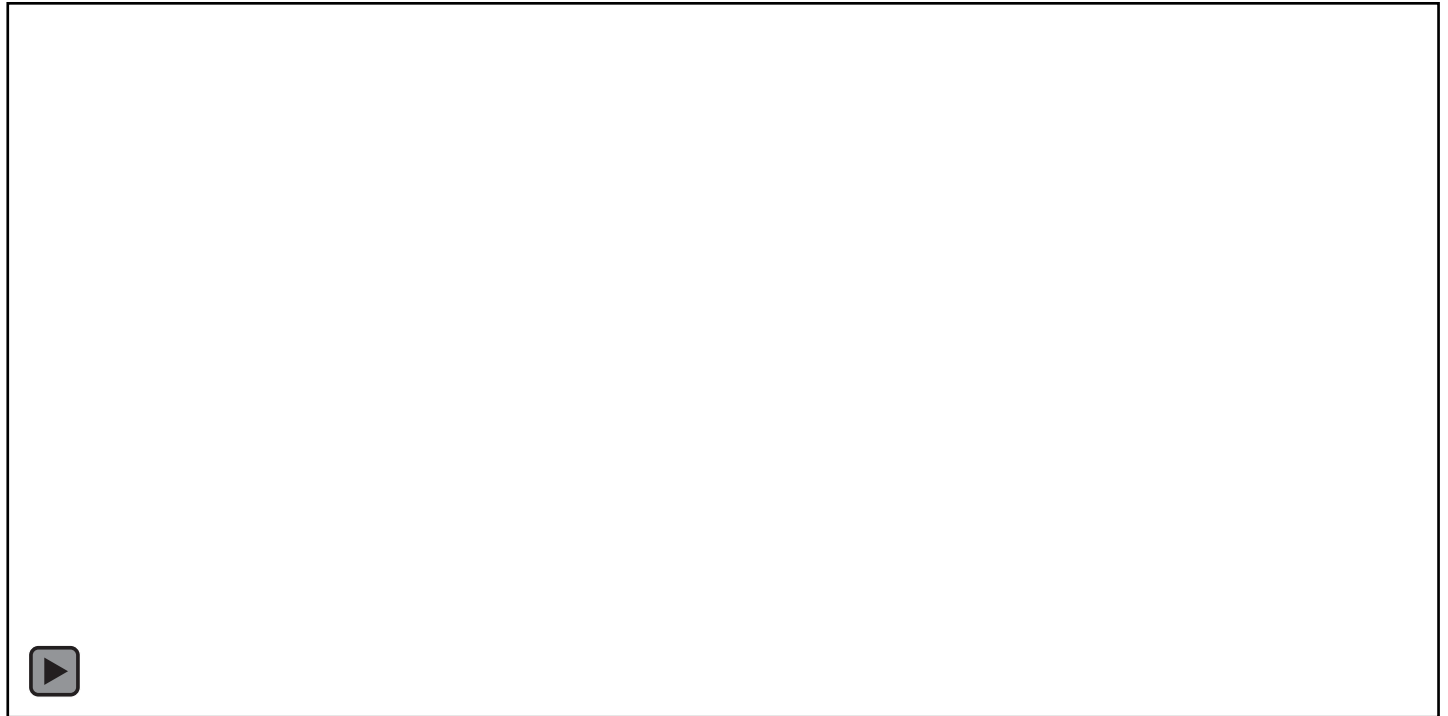
Sep'2019

Altice Portugal simulates rescue operation with 5G

Thursday 12 September 2019 | 16:45 CET | News

Altice Portugal held a 5G demo in a simulation of a rescue operation in Aveiro, to test the potential of the new technology. Using an experimental network, security forces, firefighters and medical emergency personnel used 5G communications to support their intervention.

Ericsson configured a 5G E2E network for the trial. This project is part of plans by the city of Aveiro to become the first fully covered with 5G by 2020.



5G: a race Greece cannot be left behind



5G trials (Nov'2019)



Zografou/
Athens



Trikala



Kalamata



Some 5G facts in the region



Greece ranked just
ahead of Romania and
Bulgaria

DESI 2019



Multinationals to move
factories to Romania to
benefit of 5G

CEO Portuguese telco, Nov'2019

Jun'2019



DIGI | RCS & RDS and
Ericsson go live with 5G
mobile service in
Romania



Nov'2019



Bulgaria plans to offer 5G
frequencies by June

At Ericsson we have a few ideas for 5G in Greece



Illustrative example



- Predictive maintenance
- Load balancing
- Field operations



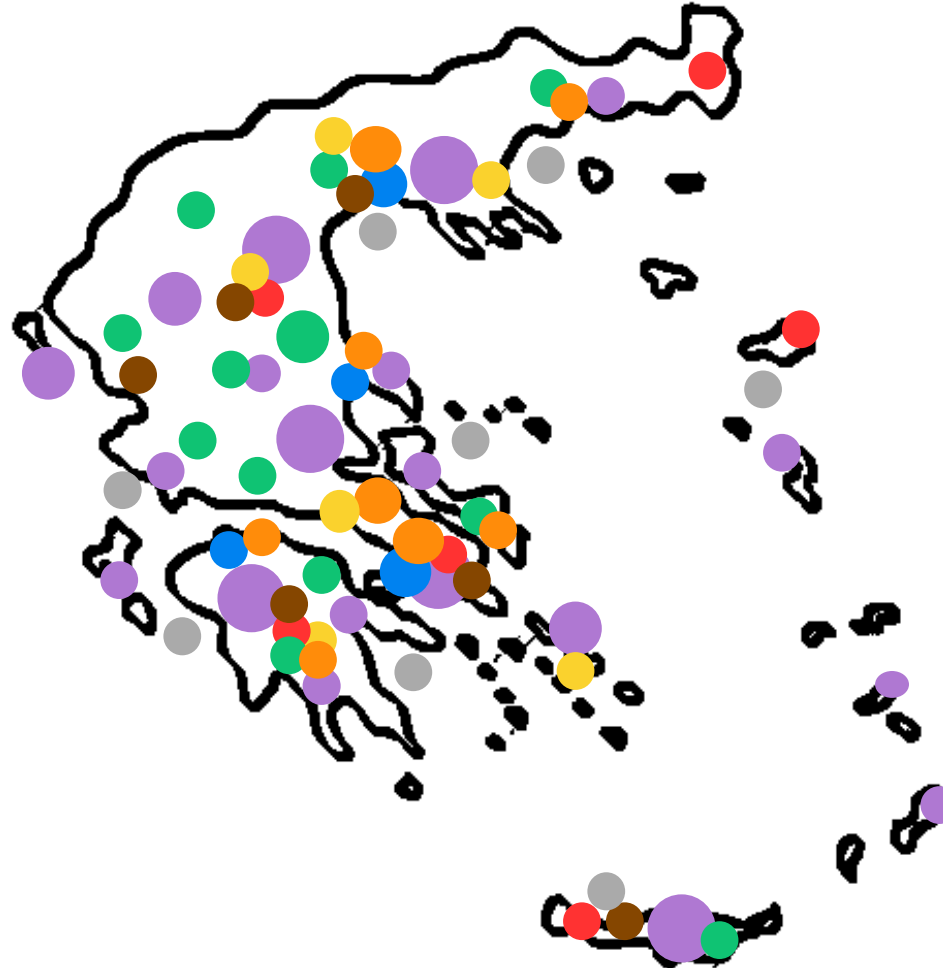
Immersive tourism,
entertainment &
culture experience



Agro &
Livestock
management



Industry 4.0
(e.g. predictive
management,
robotics)



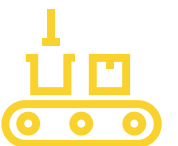
- Smart surveillance
- Hazard detection



- Advanced logistics
- Immersive retail



Advanced mining
operations
(eg. remote
operations, robotics)



Fishery management

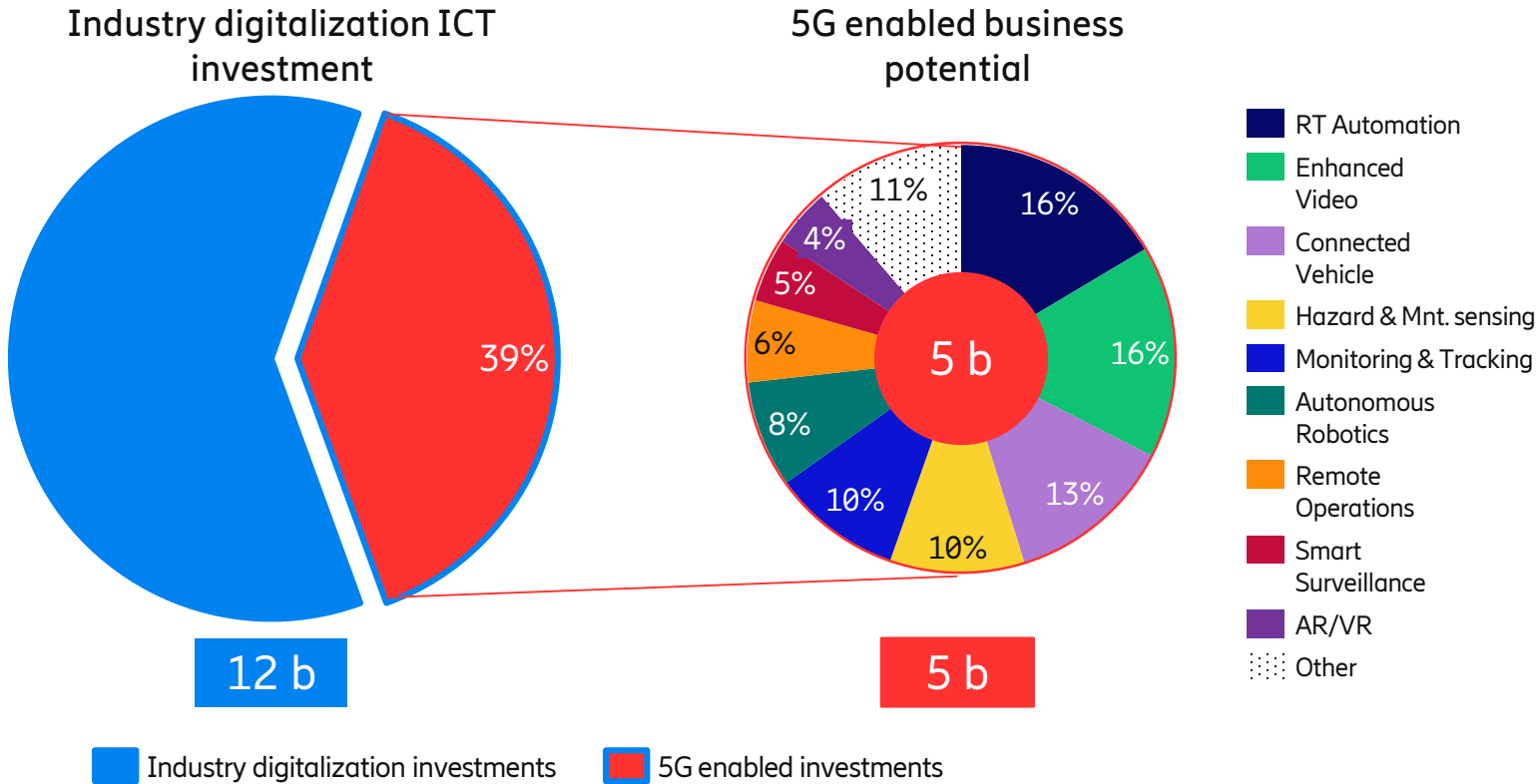


Ambitious public policies and adequate regulatory framework key to unlock around \$5 b by 2030 in Greece


Key policy enablers

- Amount and timeline for 5G spectrum release
- Gov't backing & infrastructure policy
- CSP commitment to 5G launch
- Industry proof-of-concept trials

5G addressable revenue per Industry and Use Case (2030, \$US)



In summary



5G

- 5G is a game changer
new players, new value chains, new roles
- 5G for consumer is not only lower cost per GB
consumers are looking for new applications and services with a premium experience that 5G can enable
- 5G represents an opportunity to exploit and boost
Industrial IoT
- Ericsson is the global 5G technology and innovation leader,
and the Technology partner of choice for Greece

