



PRESS RELEASE
MARCH 23, 2010

MOBILE DATA TRAFFIC SURPASSES VOICE

- Historic milestone for mobile industry
- Based on Ericsson measurements in live networks
- 24/7 Internet connection, a necessity in life

Mobile data surpassed voice on a global basis during December of 2009, Ericsson announced today at the CTIA Wireless 2010 convention in Las Vegas. This finding is based on Ericsson (NASDAQ:ERIC) measurements from live networks covering all regions of the world.

Ericsson's findings show that data traffic globally grew 280% during each of the last two years, and is forecast to double annually over the next five years. The crossover occurred at approximately 140,000 Terabytes per month in both voice and data traffic. The data traffic increase is contributing to revenue growth for operators when more and more consumers use data traffic generating devices such as Smartphones and PCs. During the same period, Ericsson measurements show that traffic in 3G networks surpassed that of 2G networks.

"This is a significant milestone with some 400 million mobile broadband subscriptions now generating more data traffic than the voice traffic from the total 4.6 billion mobile subscriptions around the world," said Hans Vestberg, Ericsson President and CEO, speaking at a management briefing in Las Vegas. "Our view that the appeal of anywhere, anytime connectivity would drive mobile broadband growth is confirmed by the real world measurements under taken by Ericsson."

Social networking sites on mobile devices and mobile broadband-based PCs now account for a large percentage of mobile data traffic. For example, over 200 mobile operators in 60 countries are deploying and promoting Facebook mobile products, with over 100 million active users accessing Facebook through their mobile devices.

Supporting this view is a recent Ericsson consumer insights study showing that as much as 80% of mobile broadband users demand anytime, anywhere access. It has become part of daily life. The study was based on 4,580 consumers in six mature markets. It also finds that as mobile data traffic increases, the mobile broadband connection is becoming as personal as the mobile phone. 80% of respondents said they would not share their laptop with anyone and 65% would not share their mobile broadband connection.

With the new consumer behavior mobile networks will need to be dimensioned for data as well as voice. This is expected to require significant network modernization and transformation to all-IP technologies and new support systems – areas where Ericsson is well positioned to help operators to benefit from these great opportunities.



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NOTES TO EDITORS:

Our multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 80,000 employees generated revenue of SEK 206.5 billion (USD 27.1 billion) in 2009. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on OMX NASDAQ, Stockholm and NASDAQ New York.

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UPCOMING EVENTS

Ericsson's Capital Markets Day, Stockholm, Sweden, May 5-6

Ericsson Business Innovation Forum, Shanghai, China, May 17-18

For more information please contact the Ericsson Media Relations Team.
