



Bytes to Experience

The next phase of communications in the AI era

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On a global basis, the telecom industry is struggling...

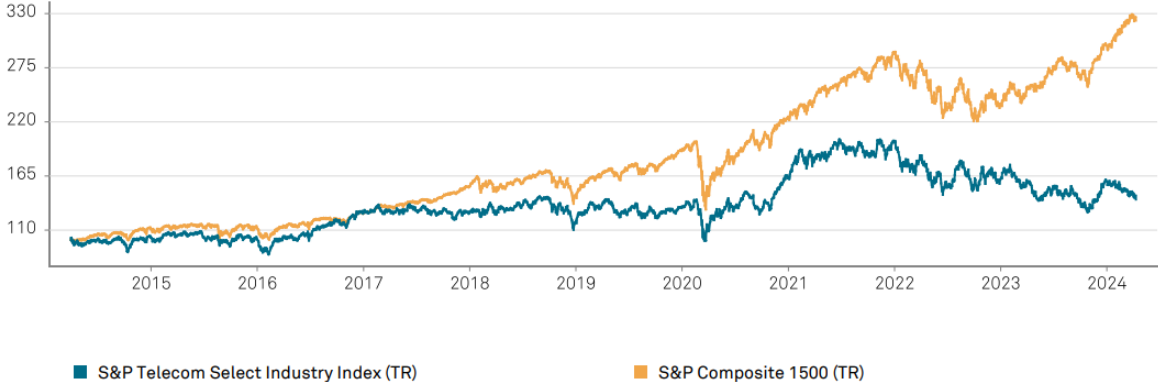
Underperforming other industries for more than a decade....

S&P Telecom Index for US Telecom companies

Historical Performance

Depending on index launch date, all charts below may include back-tested data.

* Data has been re-based at 100



...with no end in sight

SP overall: anemic industry growth*

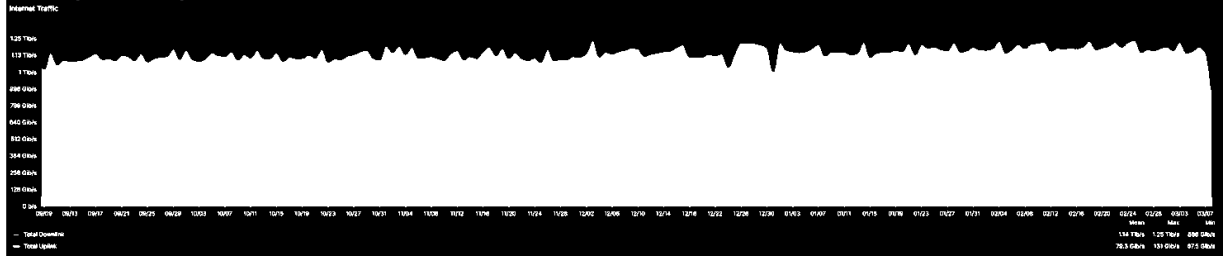
CAGR 0.4%
2016 - 22

CAGR 2.9%
2022 - 28F

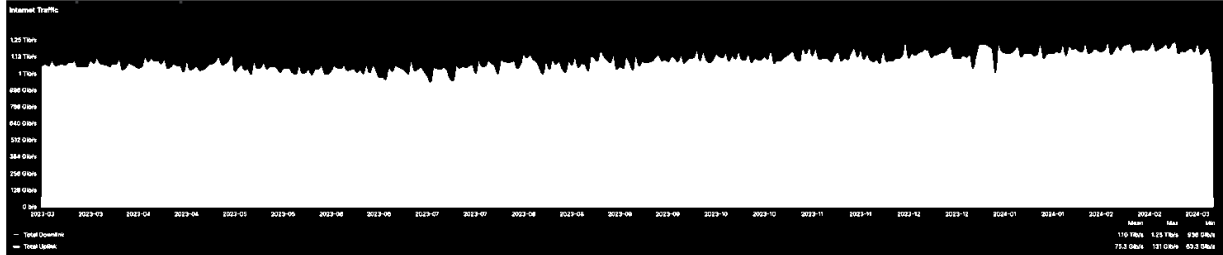


Bandwidth growth has slowed to a crawl

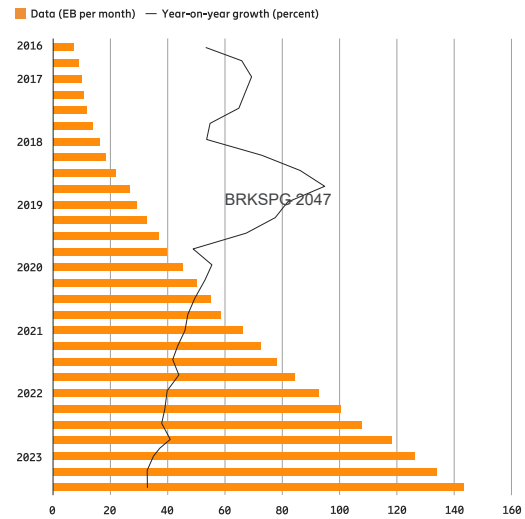
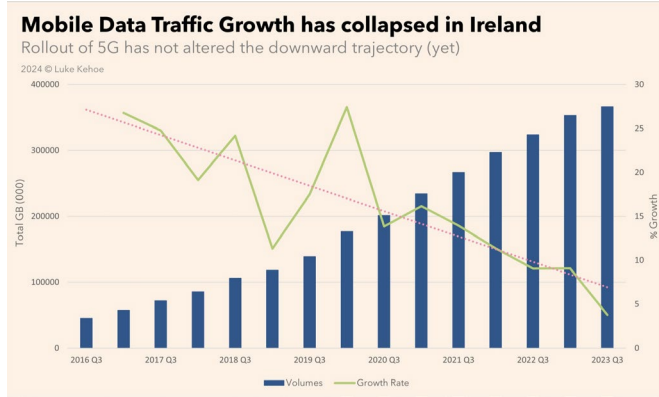
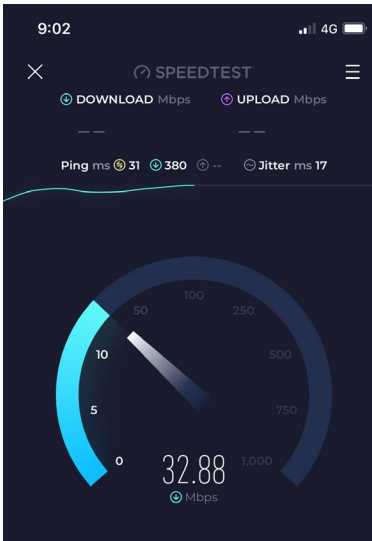
European Operator : Last 6 months



European Operator : Last 12 months

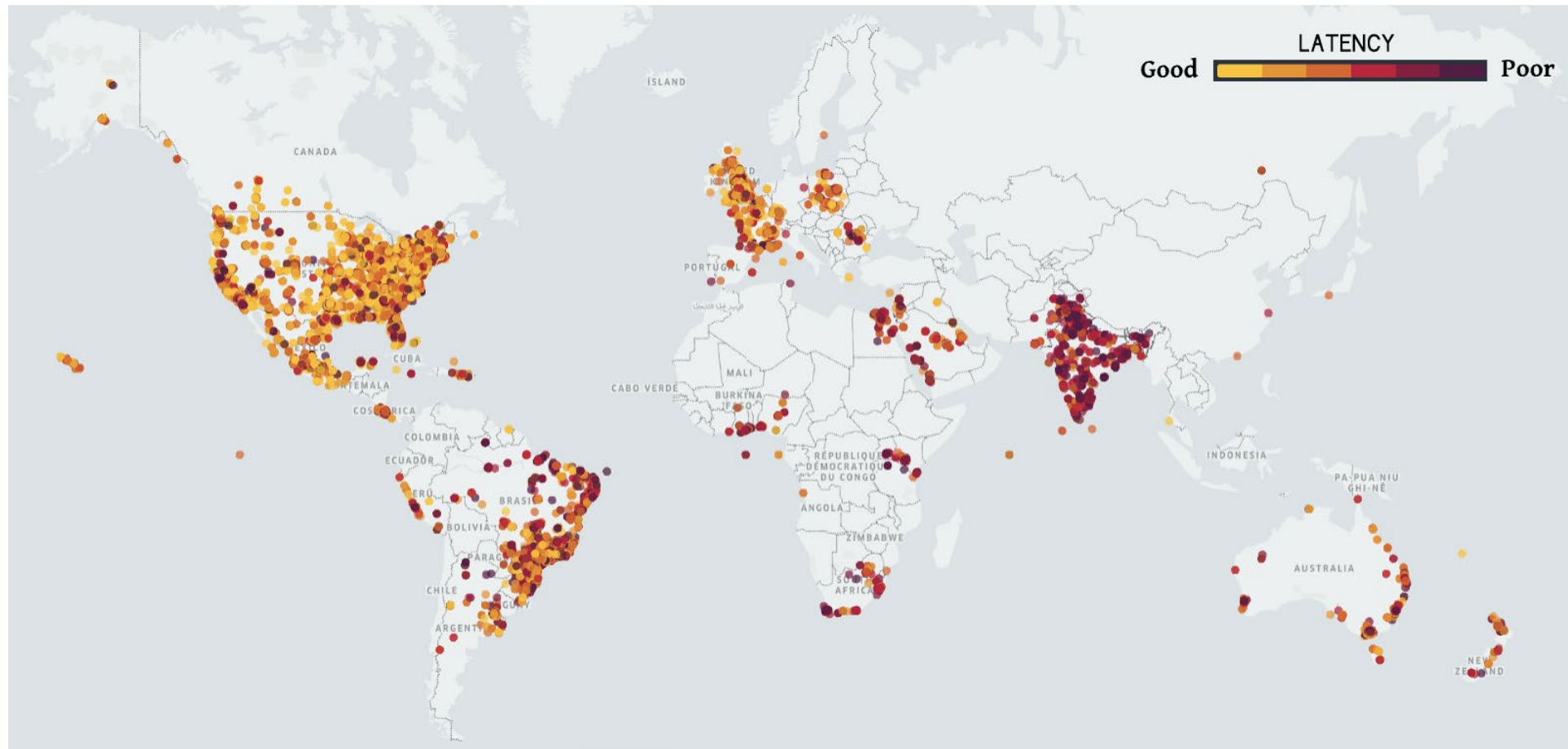


- Traffic growth has slowed down dramatically
- There are good reasons : The highest useful stream today is ~30MBps (8K RT Video Stream); even 4G is good enough
- Measurements across the world show that cell sites are peaking at 3Gbps and averaging at 700Mbps throughput
- Yet QoE is still very variable



Source : [Ericsson](#)

There is work to be done: Latency on Mobile Networks is noticeable



Telco innovation exemplified

Can you spot the innovation?

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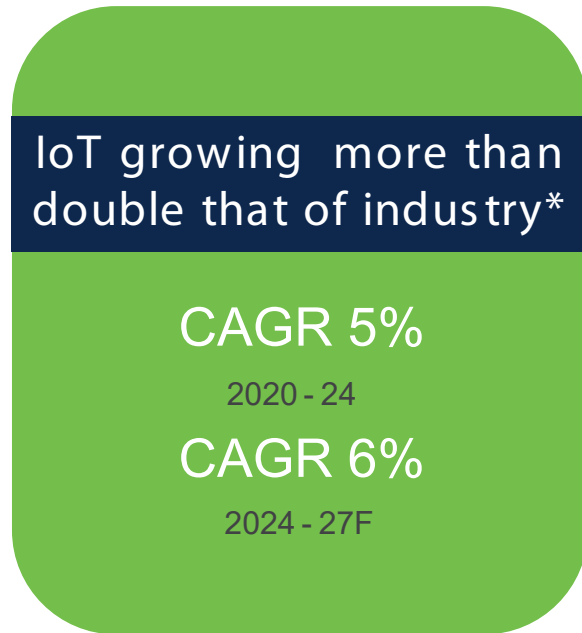
BESTÄLL

Se vad som ingår! >

Mobilabonnemang STOR
22GB

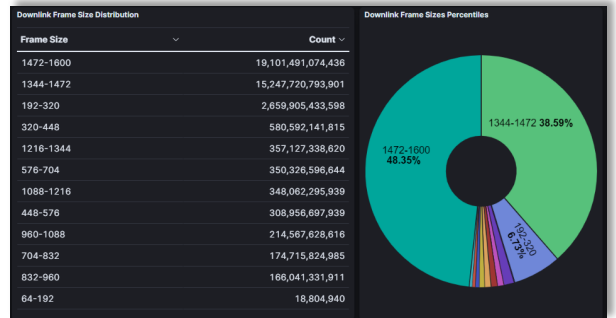
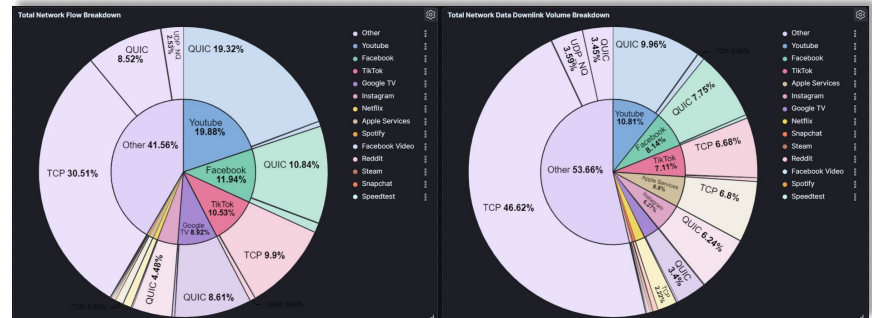
Hjälp

...but the devil is in the details 😊

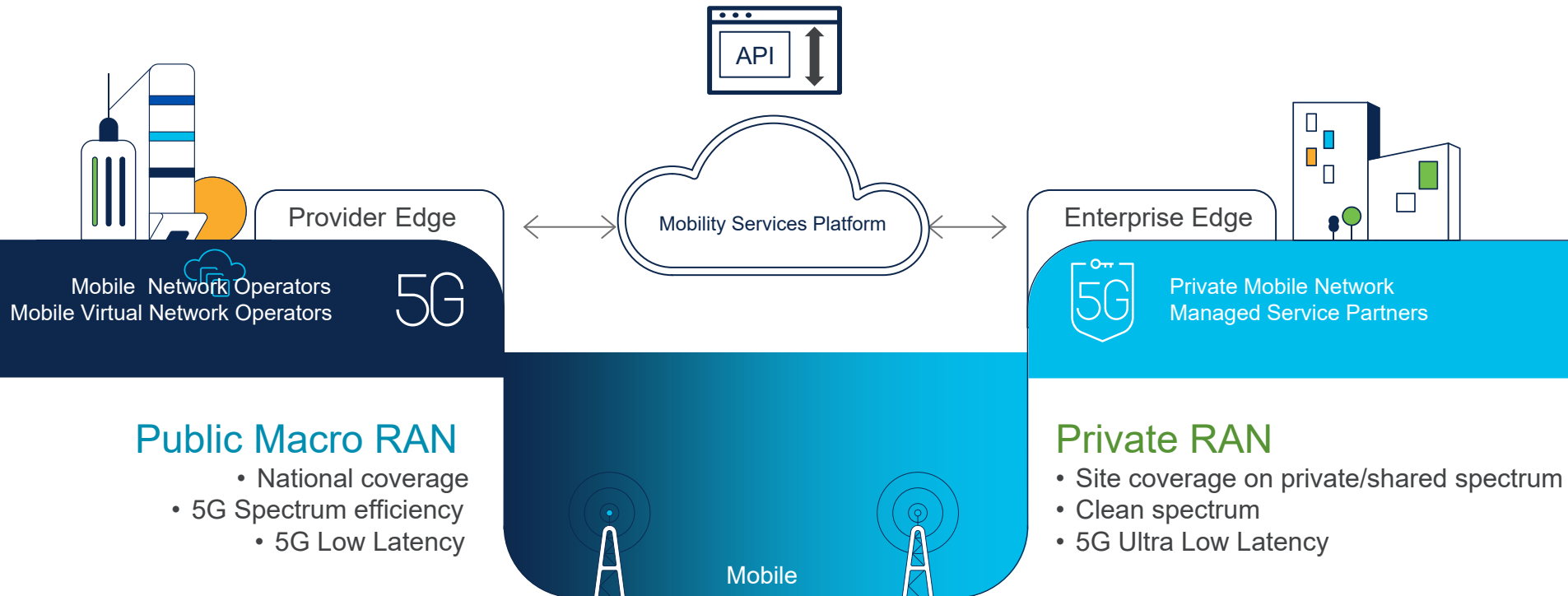
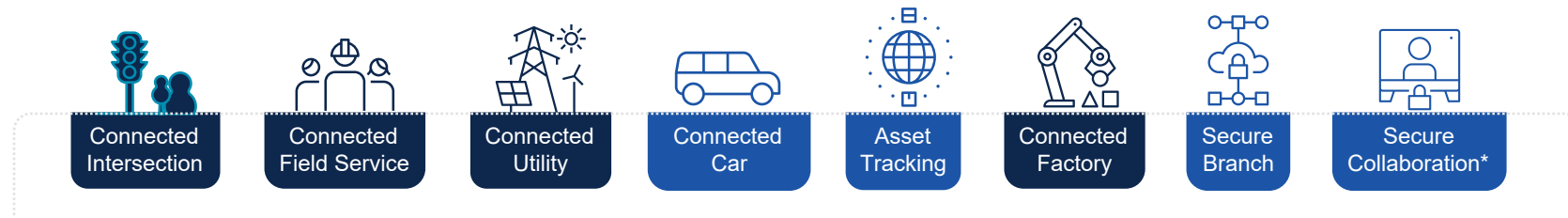


A byte is worth more under different circumstances

The new network currency is actionable data



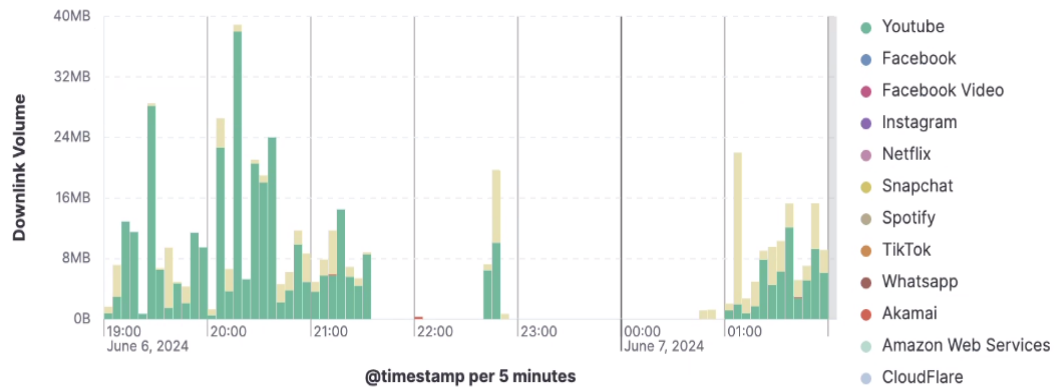
Billable use cases



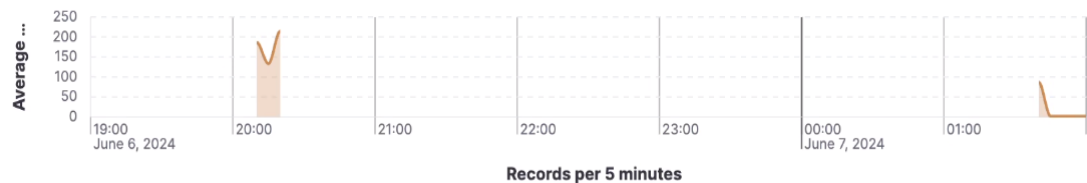
And user application quality of experience

User Details

DNS Breakdown



Latency over Time



Cells Visited

Cell Identifiers	CX Score	Throughput (Kbps)	Downlink	Uplink	Flows
0x2c69717	2.6	582	478.0MB	3.56MB	718
0x2782715	2.4	660	12.9MB	0.00B	2

Average Throughput

2.0

Mbps

Average Throughput Variati...

565

Kbps

Average Latency

140

ms

Average Jitter

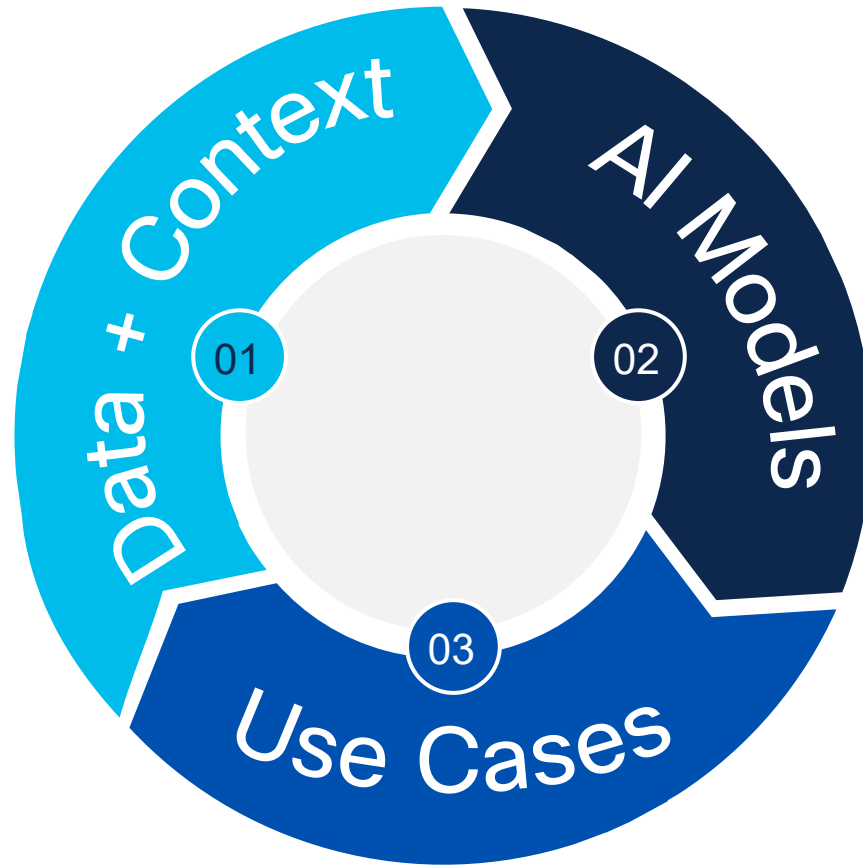
96

ms

Top DNS

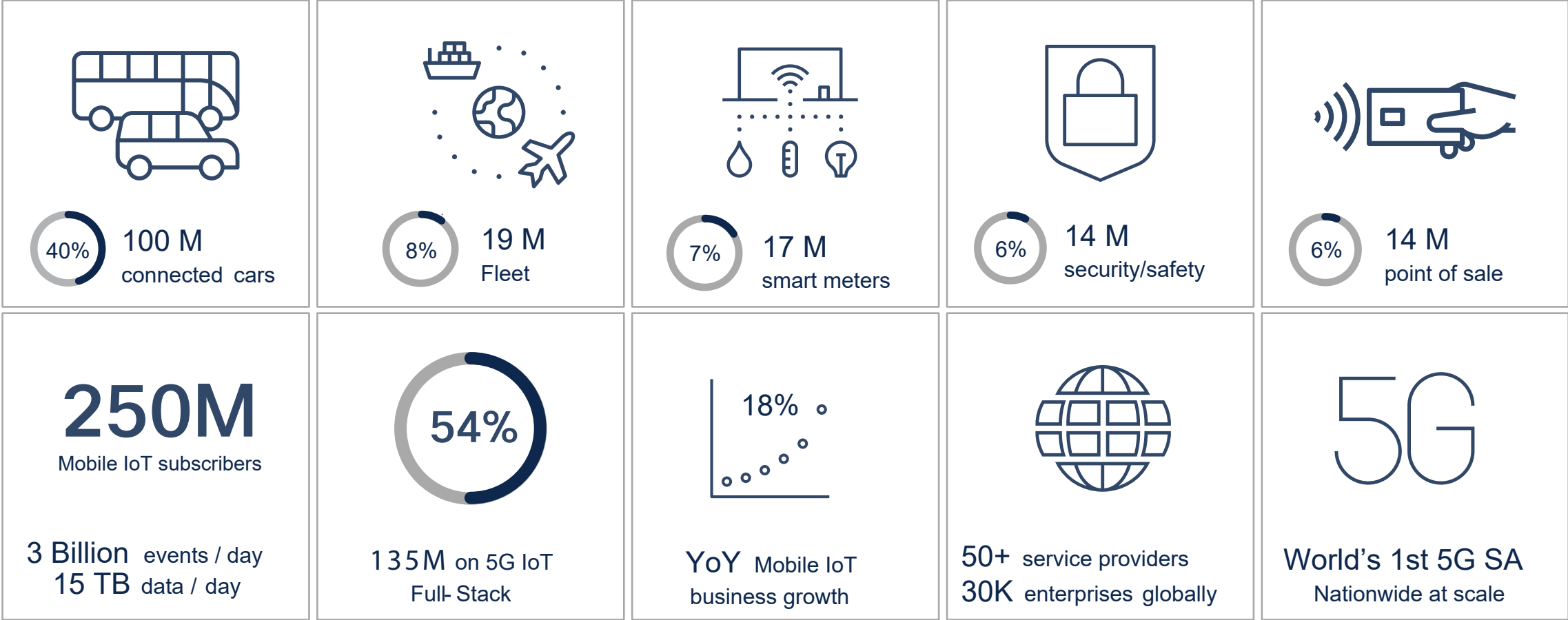
DNS	Downlink Volu	Uplink Volume	Flow Count
rr1.sn-jv90p-nw0s.googlevideo.com	49.6MB	578.1KB	46
rr2.sn-jv90p-nw06.googlevideo.com	47.4MB	0.0B	6
rr3.sn-5uaezonez.googlevideo.com	38.2MB	0.0B	30
rr5.sn-5uaeznss.googlevideo.com	34.4MB	864.8KB	15
rr5.sn-5uaezonez.googlevideo.com	33.1MB	0.0B	20
rr2.sn-8xgp1vo-5ual.googlevideo.com	23.3MB	182.2KB	10
i.ytimg.com	23.1MB	19.7KB	123
rr5.sn-jv90p-nw0l.googlevideo.com	21.9MB	77.9KB	4
rr3.sn-jv90p-nw0s.gvt1.com	21.4MB	447.4KB	9
rr4.sn-jv90p-nw06.googlevideo.com	20.6MB	37.7KB	48
rr1.sn-jv90p-nw0s.gvt1.com	17.9MB	146.0KB	28
rr4.sn-q4f16nsr.googlevideo.com	16.3MB	0.0B	19

Data needs to have meaning to drive value



Serving Enterprises in Partnership with CSPs

Driving real world impact at scale





The bridge to possible