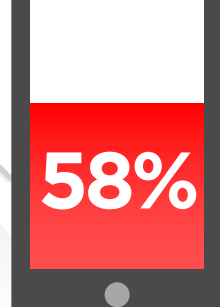
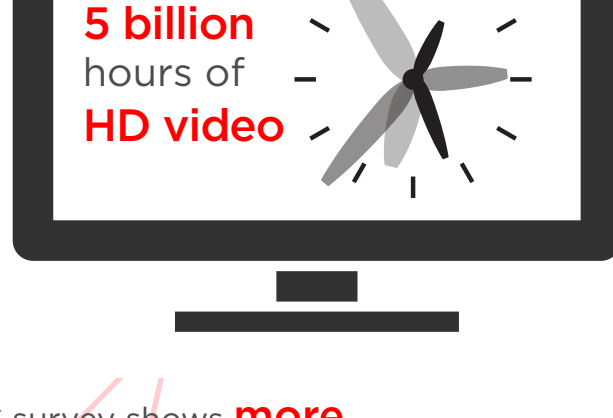
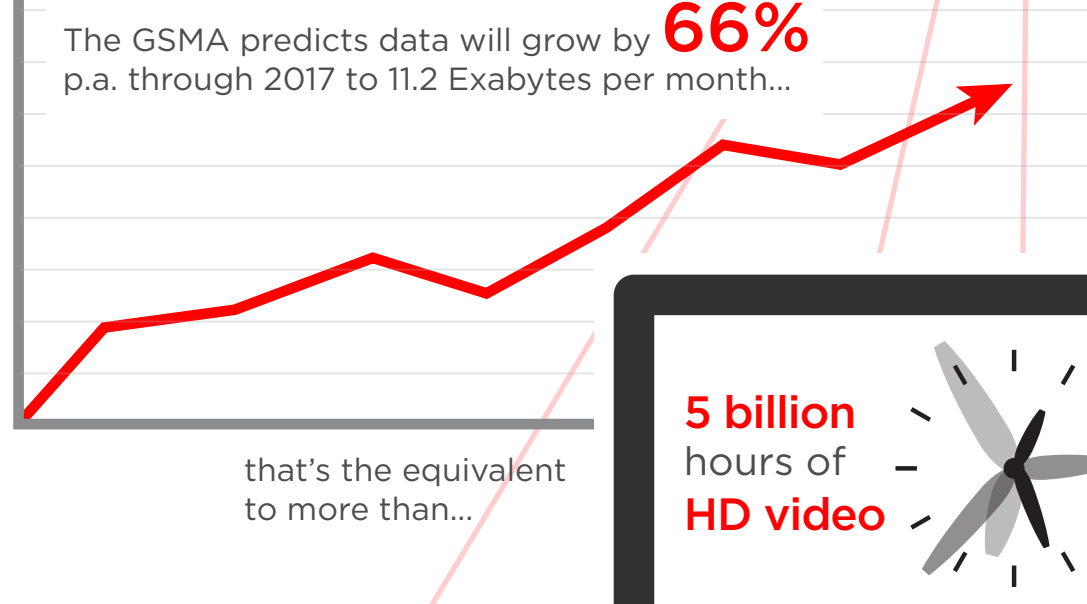


# THE MOBILE LANDSCAPE

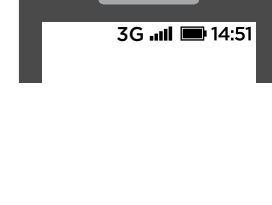
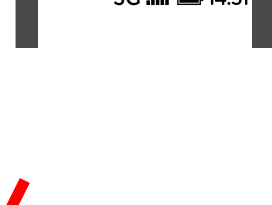
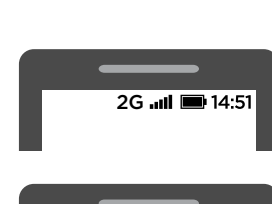
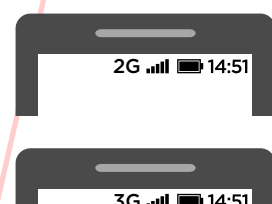
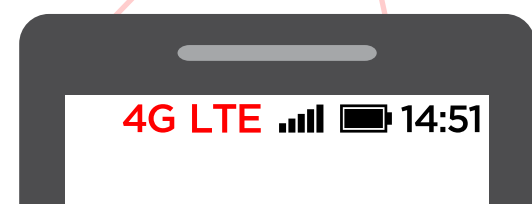
## Data usage and collaboration

will form this year's mobile landscape.

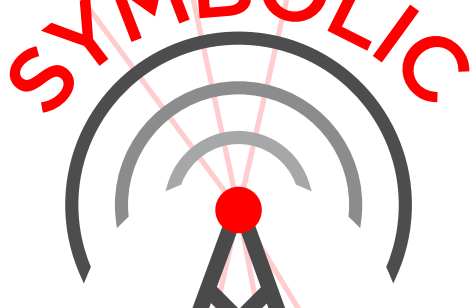


SAP's MWC survey shows **more than half** of respondents say that operator revenue will be driven by data usage and new services such as RCS, 4G and LTE.

LTE/4G networks will account for **1 in 5** Mobile Broadband subscriptions by 2017 (versus 1 in 25 in 2012), according to the GSMA.



The GSMA predicts this could be a



year in which **mobile data** surpasses the load from voice calls.



Equinix predicts low latency will be key for maintaining mobile data and app performance, improving customer experience and retention.

This year's **buzzwords** were

**M2M**  
machine-to-machine

**BIG DATA**

"**Big Data**" is transforming business models and creating new revenue opportunities for MNO's, reducing churn and increasing Customer Lifetime Value.

SAP's MWC survey shows

**28%**



of respondents expected eBay, Apple and Amazon to be among the anticipated leaders of future successful mobile payments offerings just 1% behind traditional banks.

11m

According to Informa Telecoms & Media,

**installed small cells will grow**

from today's 11 million units to 92 million units in 2016.

**92m**

GSMA research shows M2M will achieve...

**27%**

growth by

**2014**

## Advertising

2013 will see announcements of **operator partnerships** both with other operators as well as ad networks.



Between **20 and 30%** of all mobile display advertising inventory is currently being traded via real-time bidding.

## Globalisation

Flurry estimates that by the end of February 2013, China will have 246 million devices compared to 230 million in the U.S.



**246 million** devices



**230 million** devices

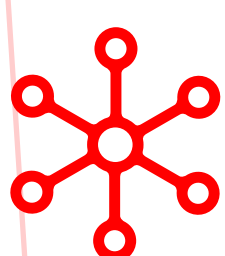


Proximity-based communications will bring minimal network costs, connecting more suppliers with the general mobile community.

"Change is **FAST** and **HUGE**:

The next **10 years** will "**dwarf**" the last 10 in terms of **disruption**."

Rajeev Chand, Rutberg & Company

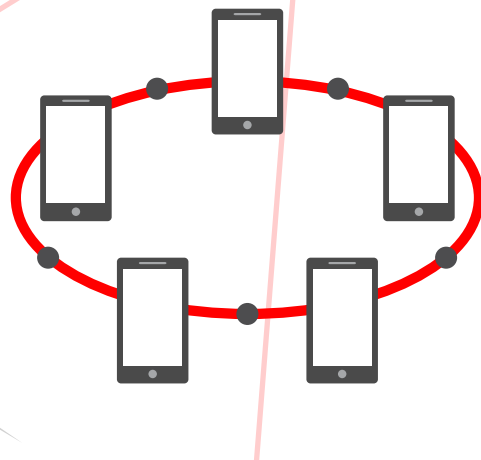


Data centres can respond to change. In just 24 hours, they can be deployed and customers can access new apps, partners, suppliers and software.

"Mobile operators are developing **new models** - both with other parts of the mobile ecosystem and with each other - to seek out win-win opportunities **to deliver innovation** for the customer."

## COLLABORATION

Trading and building new revenue streams could be quicker and more cost effective than ever before.



The mobile ecosystem will contribute **\$10.5tn** to global GDP over the **5 years** 2013-2017.



For service providers and enablers to expand in this mobile landscape, they must work together as an **ecosystem** using the data centre to fuel **collaboration, innovation** and new **revenue**.

With **Equinix data centres** this can be achieved, along with quicker access to **global markets**.



**"To fully reap the rewards of this new mobile market maturity, providers and enablers must come together with greater proximity."**

YOUR DATA CENTRE IS A STRATEGIC ISSUE

**MAKE YOUR MOVE**

+44 (0)845 373 2900

www.equinix.co.uk



EQUINIX