AT&T Global Forum Presentation
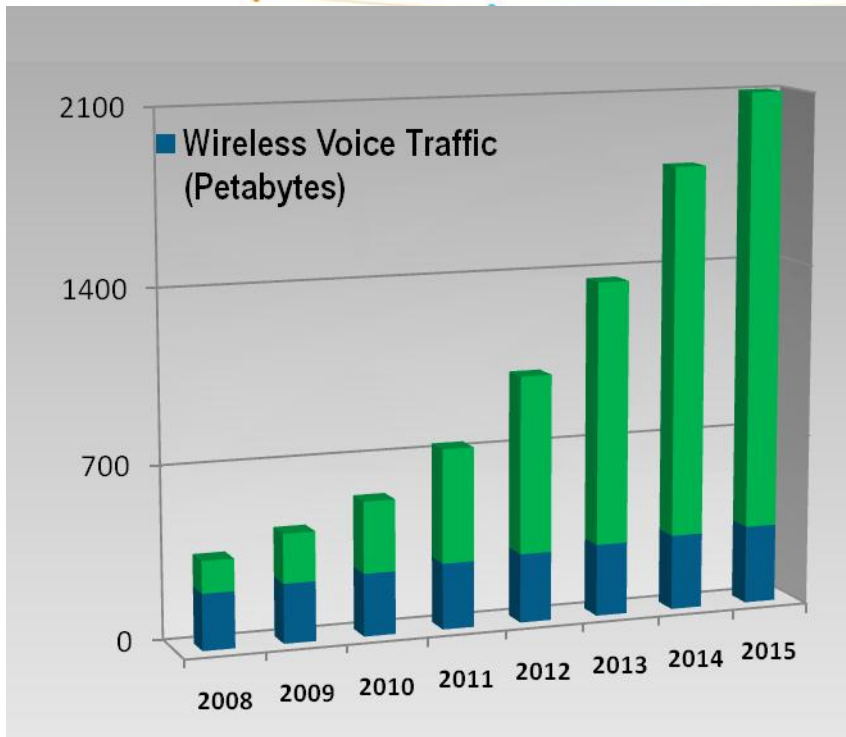
8 November 2011

Rethink Possible®

Mobile broadband = catalyst

- Pay-as-You Drive
- Push to Talk
- B2B2C; 2D Barcodes
- Location & Presence
- Line of Business Apps
- Mobile Enterprise Applications
- Mobile Digital Media Solutions
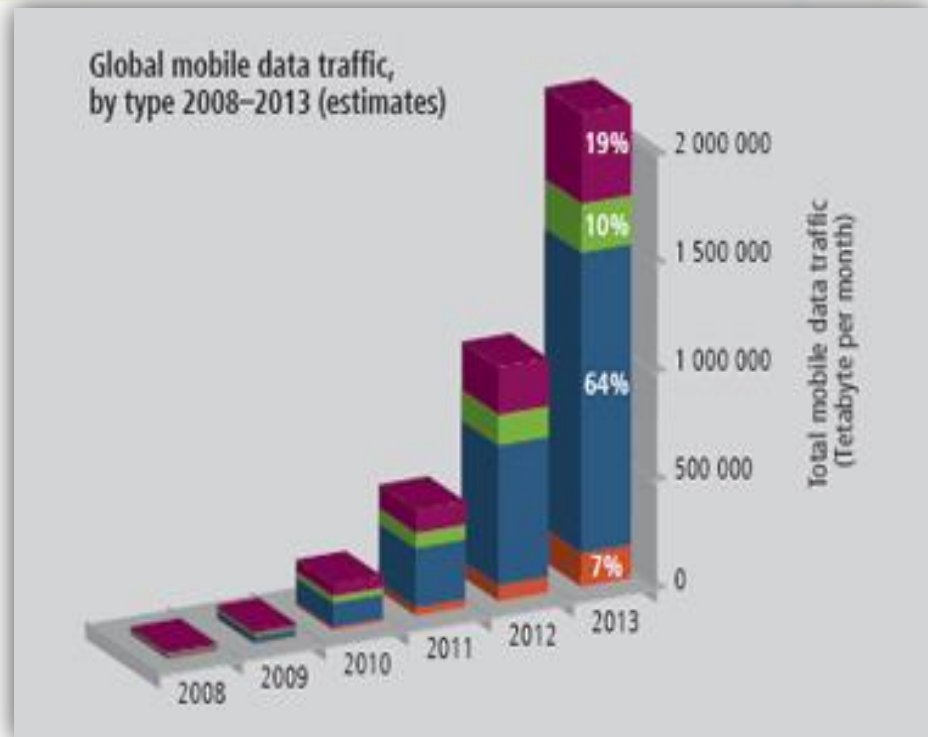- Asset Tracking
- M-Health
- Smart Grid

Consumer Behavior Is Changing
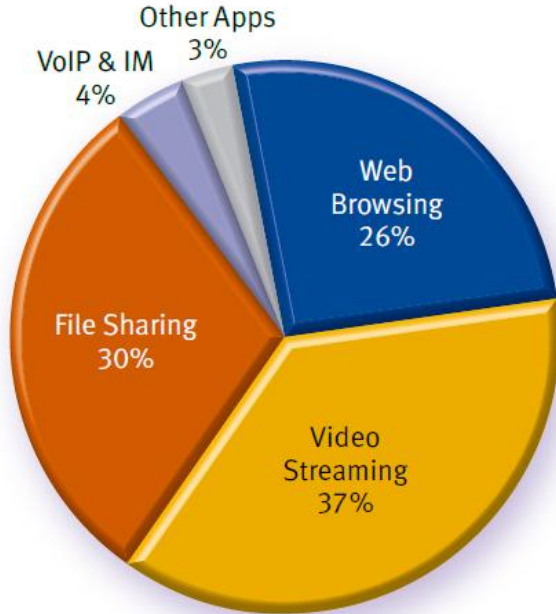## *How, What, When, & Where We Connect*

Source: Frost & Sullivan Industry Forecast

Source: Cisco, graph at:
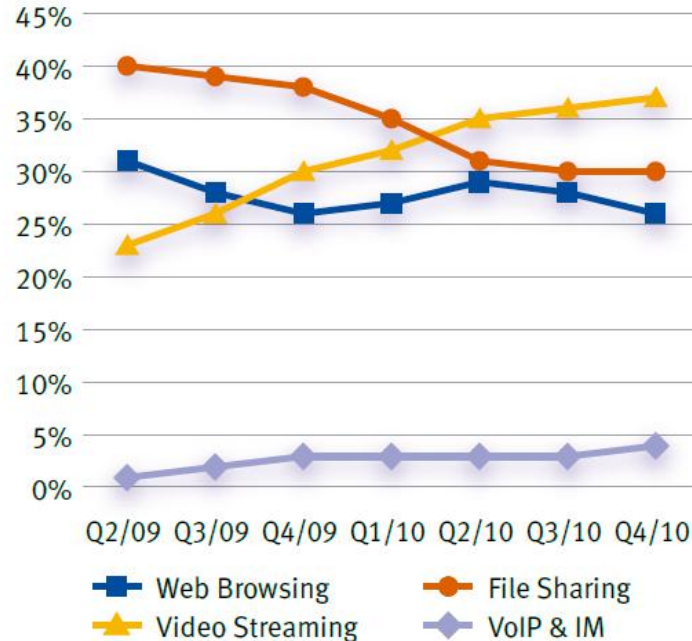*www.itu.int/net/itunews/issues/2010/06/35.aspx*

High performing apps and devices demand ever improving speed, bandwidth, reliability and security

Mobile data usage broken down by top applications, H2/10

Mobile data usage trends broken down by top applications, Q2/09-Q4/10

Source: Allot Mobile Trends 2H2010 Global Mobile Broadband Traffic Report

Cloud computing enabling range consumer services…

E-Mail, Messaging, Productivity
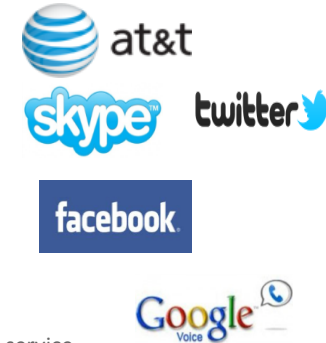
Online-Backup

Photo Sharing

Mobility/Devices
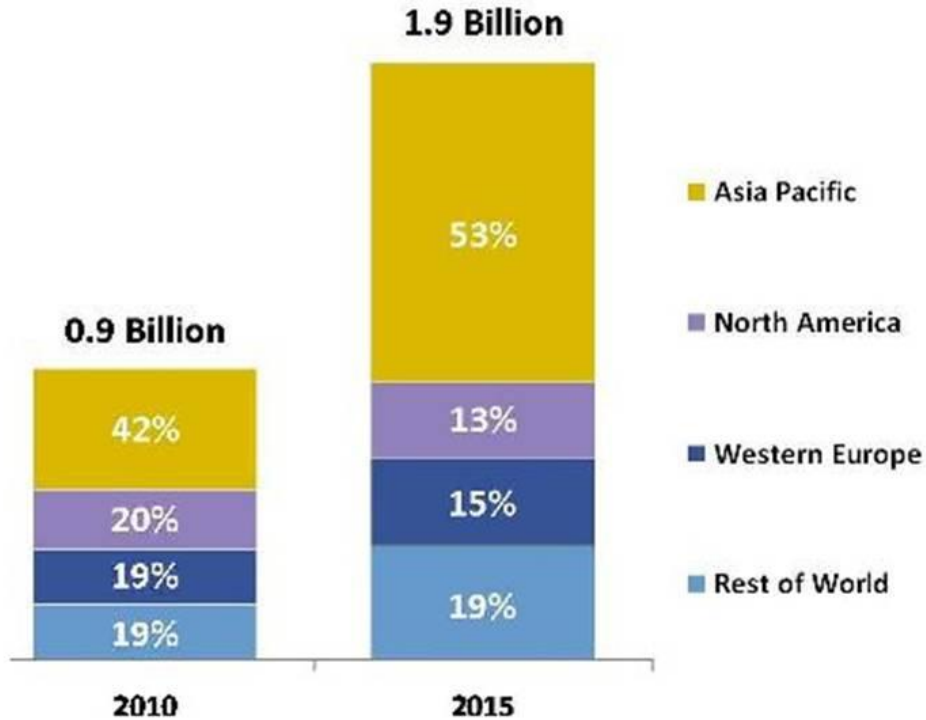
Entertainment

Communication

Note: List intended to provide representative examples and it not intended to be all inclusive or an endorsement of an particular service.

The rise of social…

GLOBAL SOCIAL NETWORK USERS BY REGION, 2010 VS. 2015

Raises series of public policy concerns...

Security	Cross- border data flows	Privacy	Online Safety
▪ Information sharing between government and private sector ▪ Industry security standards and "best practices" ▪ Data breach ▪ Law enforcement access ▪ Identity management ▪ International cooperation	▪ Jurisdiction over cloud services; ▪ Cross-border data flows	▪ Privacy of subscriber data ▪ Data ownership/control ▪ Privacy frameworks (OECD, APEC)	▪ How to best protect families and kids when using the Internet and other technology

Thank You!