

AT&T Global Forum Presentation

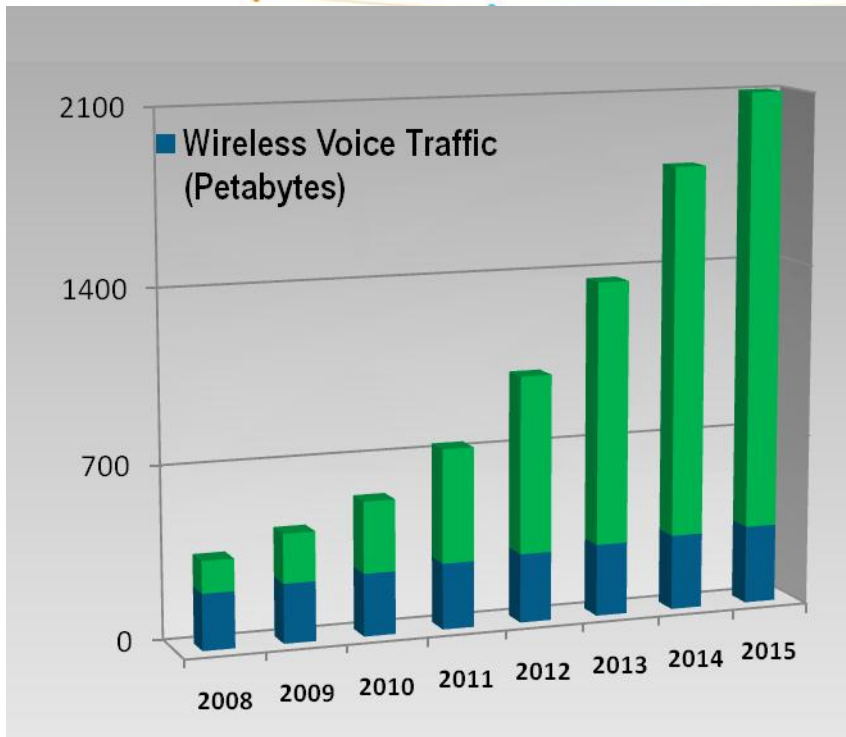
8 November 2011

Mobile broadband = catalyst

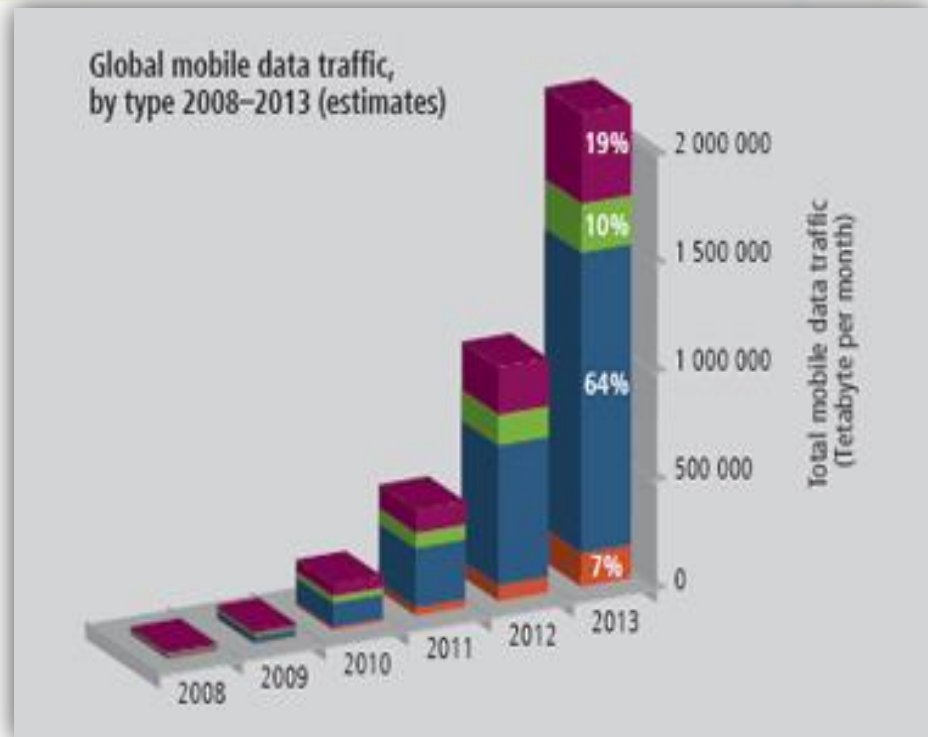


Consumer Behavior Is Changing

How, What, When, & Where We Connect



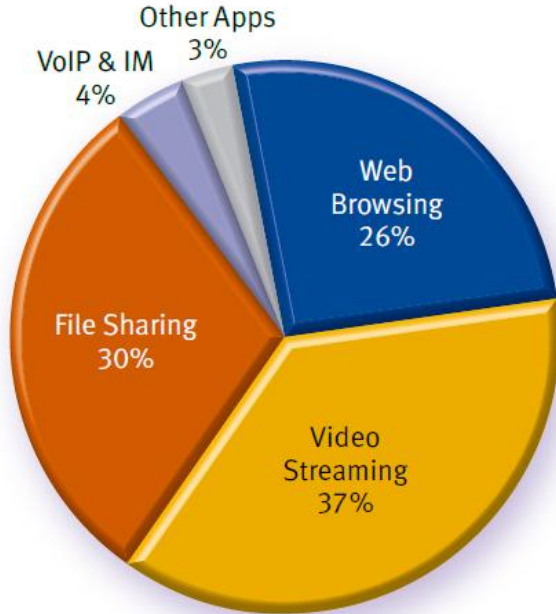
Source: Frost & Sullivan Industry Forecast



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

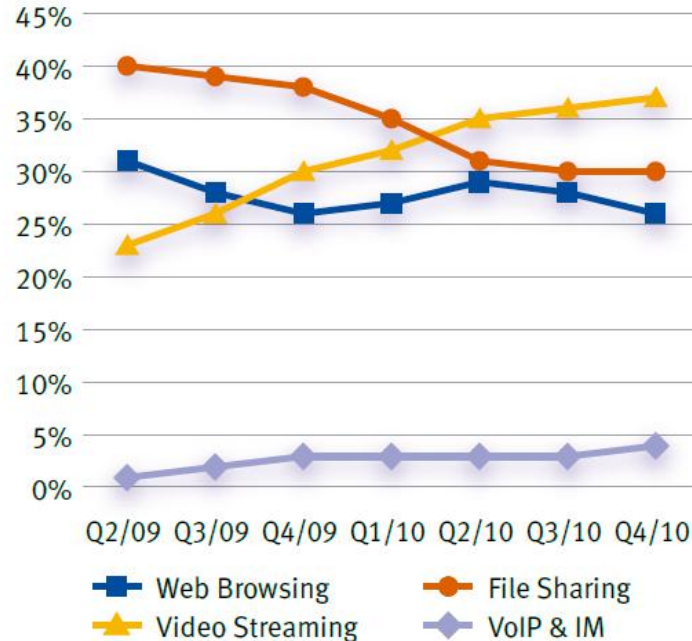


High performing apps and devices demand ever improving speed, bandwidth, reliability and security



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

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



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



Cloud computing enabling range consumer services...

E-Mail, Messaging, Productivity



Online-Backup



Photo Sharing



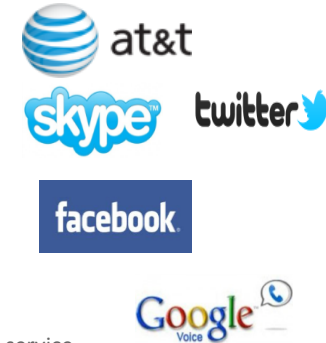
Mobility/Devices



Entertainment



Communication

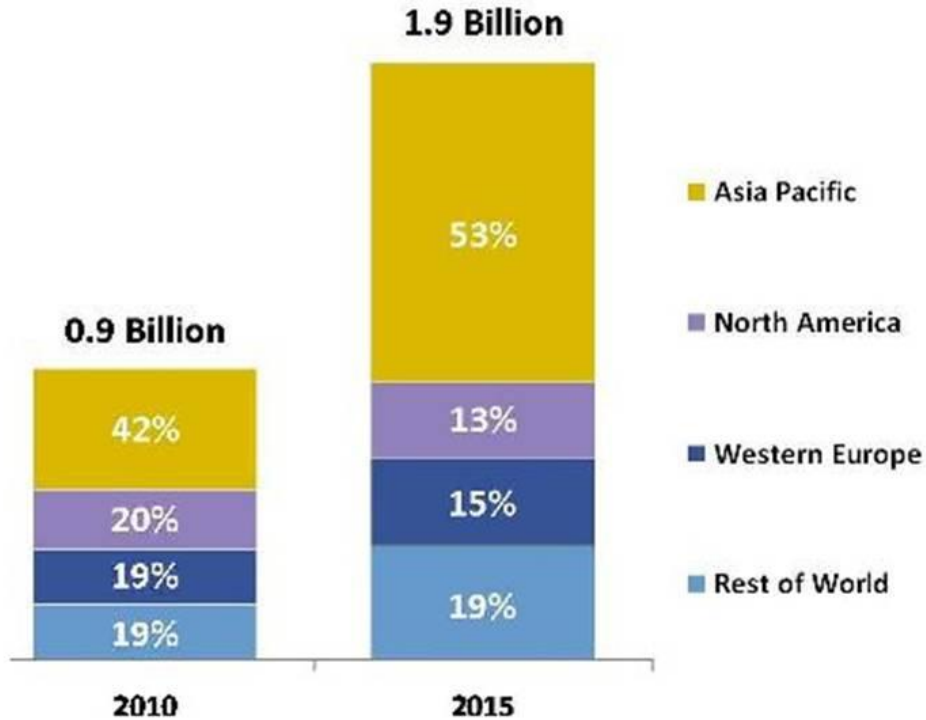


Note: List intended to provide representative examples and it not intended to be all inclusive or an endorsement of an particular service.



The rise of social...

GLOBAL SOCIAL NETWORK USERS BY REGION, 2010 VS. 2015



Source: <http://www.b2cmarketinginsider.com/trends-news/research-shows-facebook-and-other-social-networks-will-double-users-in-5-years-02745>



Raises series of public policy concerns...

Security

- Information sharing between government and private sector
- Industry security standards and “best practices”
- Data breach
- Law enforcement access
- Identity management
- International cooperation

Cross- border data flows

- Jurisdiction over cloud services;
- Cross-border data flows

Privacy

- Privacy of subscriber data
- Data ownership/control
- Privacy frameworks (OECD, APEC)

Online Safety

- How to best protect families and kids when using the Internet and other technology



Thank You!



at&t

