



PRESS RELEASE
AUGUST 12, 2010

GLOBAL MOBILE DATA TRAFFIC NEARLY TRIPLES IN 1 YEAR

- Latest measurements show mobile data grew 10 times faster than voice
- Mobile broadband adoption accelerating with introduction of high performance networks
- Operators to increase profitability and competitive differentiation with mobile broadband

Mobile broadband currently accounts for only 10% of total mobile subscriptions but a rapidly increasing majority of the traffic. Ericsson's (NASDAQ: ERIC) measurement of actual traffic in networks around the world show that global mobile data has nearly tripled in the last year, growing more than 10 times faster than voice. Mobile data traffic continues to grow exponentially even after the historic cross over point in December 2009 when data first exceeded voice, as reported by Ericsson earlier this year

According to Ericsson statistics, global measured mobile data traffic stands at nearly 225,000 terabytes per month as of the second quarter of 2010.

"The growth and benefits of mobile broadband are undeniable," said Ericsson's Senior Vice President, Chief Technology Officer & President of Ericsson Silicon Valley Håkan Eriksson. "The business model for mobile broadband is becoming one of increasing profitability and competitive differentiation through superior quality of service. Operator's focus on end-to-end converged IP networks is key to addressing the dramatic traffic growth, while reducing costs and improving the user experience. For consumers, mobile broadband is transforming the way we communicate and prosper as a society."

With Ericsson's recent announcement of the delivery of its two millionth base station (out of an industry-wide installed base of five million), the company continues to extend its global leadership in mobile broadband. Ericsson has supplied the majority of HSPA networks operating at speeds of 14.4 Mbps or higher and is the only supplier participating in all major 4G/LTE network builds currently underway. Today there are over five billion mobile subscriptions worldwide and Ericsson envisions 50 billion connected devices by 2020.

NOTES TO EDITORS:

Håkan Eriksson profile, video and press photos:

www.ericsson.com/ericsson/corpinfo/management/hakan_eriksson.shtml

Press release: Mobile Data surpasses voice

www.ericsson.com/thecompany/press/releases/2010/03/1396928

Our multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room



PRESS RELEASE
AUGUST 12, 2010

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.

www.ericsson.com

www.twitter.com/ericssonpress

www.facebook.com/technologyforgood

www.youtube.com/ericssonpress

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Public & Media Relations

Phone: +46 10 719 69 92

E-mail: media.relations@ericsson.com

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: investor.relations@ericsson.com