

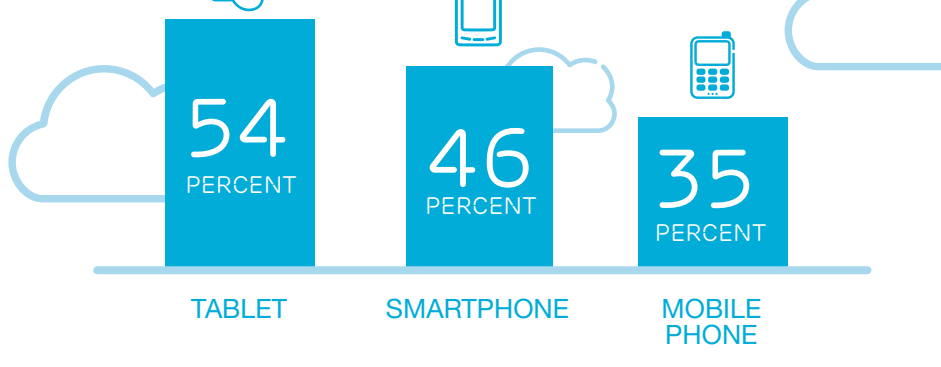


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TEN HOT CONSUMER TRENDS 2013

Ericsson ConsumerLab has identified the hottest consumer trends for 2013 and beyond

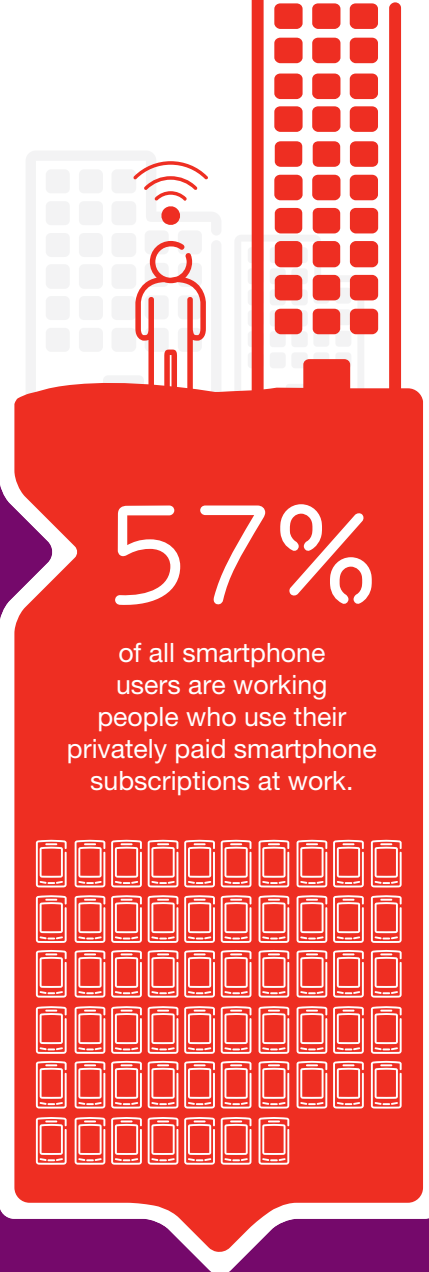
1. CLOUD RELIANCE RESHAPES DEVICE NEEDS



More than 50 percent of tablet users and well above 40 percent of smartphone users in the USA, Japan, Australia and Sweden appreciate the improved simplicity of having the same apps and data seamlessly available through the cloud on multiple devices. Other products – from cars to cameras – will also increasingly require access to the internet.

3. BRING YOUR OWN BROADBAND TO WORK

People bring their own smartphones with their favorite apps – and their personal smartphone subscriptions – when they go to work.



2. COMPUTING FOR A SCATTERED MIND

Consumers increasingly switch from computers, made for concentrated work desk use, to devices used spontaneously in parallel with the flow of daily events. Purchase intent is higher for tablets compared to desktop PCs, and for smartphones compared to laptops.



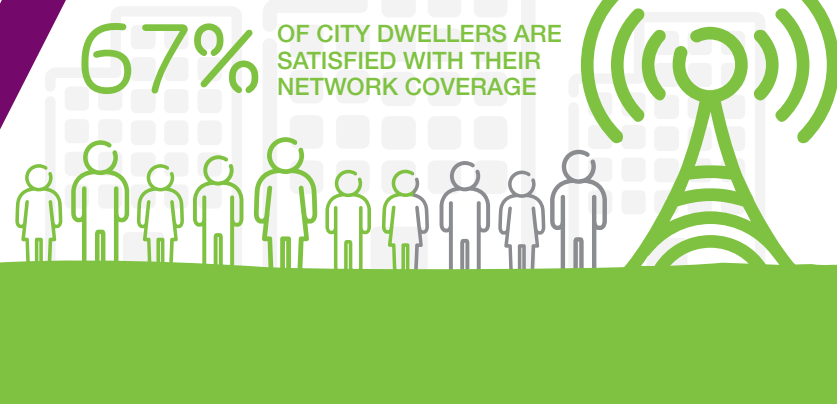
5. PERSONAL SOCIAL SECURITY NETWORKS

As a result of economic turbulence, consumers increasingly place their trust in personal networks and communities. LinkedIn is taking over where the traditional employment agency falters, and Twitter can replace sending out your CV.



4. CITY DWELLERS GO RELENTLESSLY MOBILE

Mobile network coverage is the fourth most important driver of satisfaction with city life. Overall, 67 percent of city dwellers are contented with coverage. Satisfaction is particularly high in Delhi, Berlin and New York.

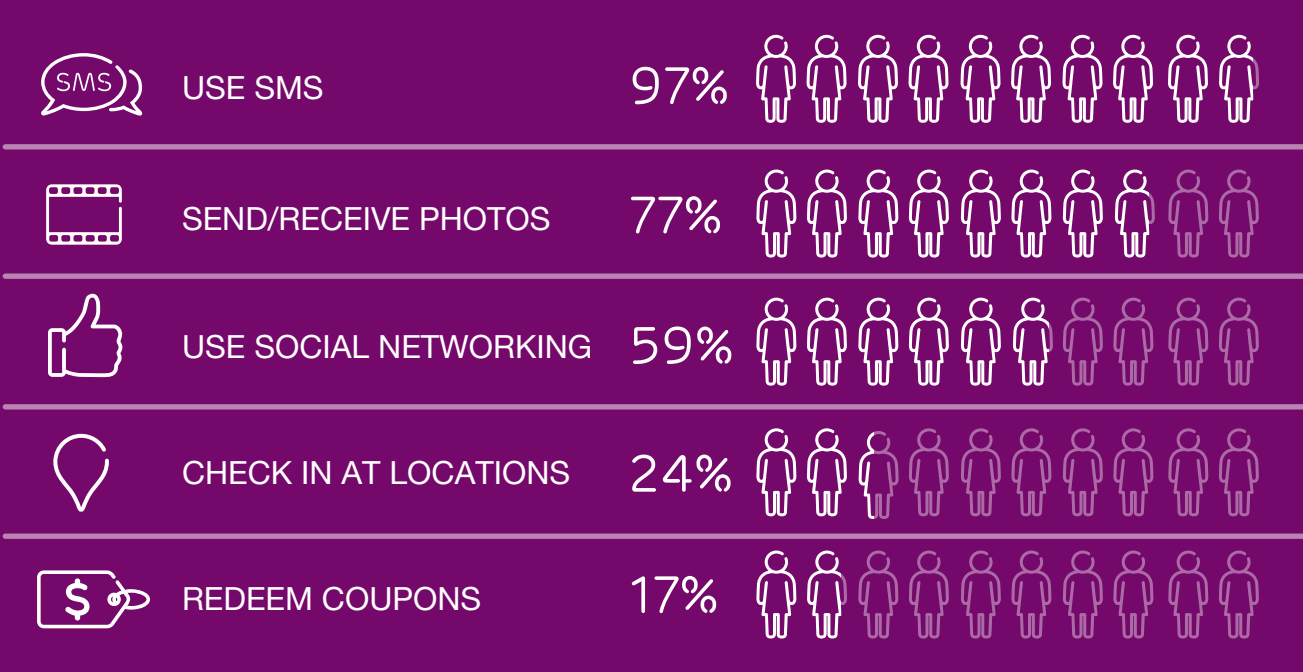


MOBILE NETWORK COVERAGE IS THE **FOURTH** MOST IMPORTANT DRIVER OF SATISFACTION WITH CITY LIFE

6. WOMEN DRIVE SMARTPHONE MARKET

Women drive mass market smartphone adoption.

In each of the below areas, usage figures for men lag behind those for women.



7. CITIES BECOME HUBS FOR SOCIAL CREATIVITY

City center dwellers have significantly more friends online than people in suburban areas. 12 percent of them say that the main reason for using social networks is to connect and exchange ideas with others. This makes it the third most common reason for social networking.



PRIME DRIVERS FOR USING SOCIAL NETWORKS

8. IN-LINE SHOPPING

32 percent of smartphone users already shop with smartphones. They now want to combine the benefits of shopping in-store and online. They want to see products, get information and make price comparisons, as well as receiving purchases immediately without having to queue up at the cash register.



32% SHOP ON THEIR SMARTPHONES



CONSUMERS WANT TO COMBINE THE BENEFITS OF SHOPPING IN-STORE AND ONLINE

62% use social forums while watching video and TV.

42% of those who use social forums or chat services while watching discuss things they currently watch on a weekly basis.

>30% are likely to pay for content in a social context.

9. TV GOES SOCIAL

10. LEARNING IN TRANSFORMATION

Learning is transformed through both internal and external forces. Young people bring their personal technology experience into the classroom, driving a bottom-up pressure. Simultaneously, governments and institutions look for new ICT solutions in order to be more efficient.



YOUNG PEOPLE BRING THEIR PERSONAL TECHNOLOGY EXPERIENCE INTO THE CLASSROOM

