Drivers for IPv6 in Mobile Broadband

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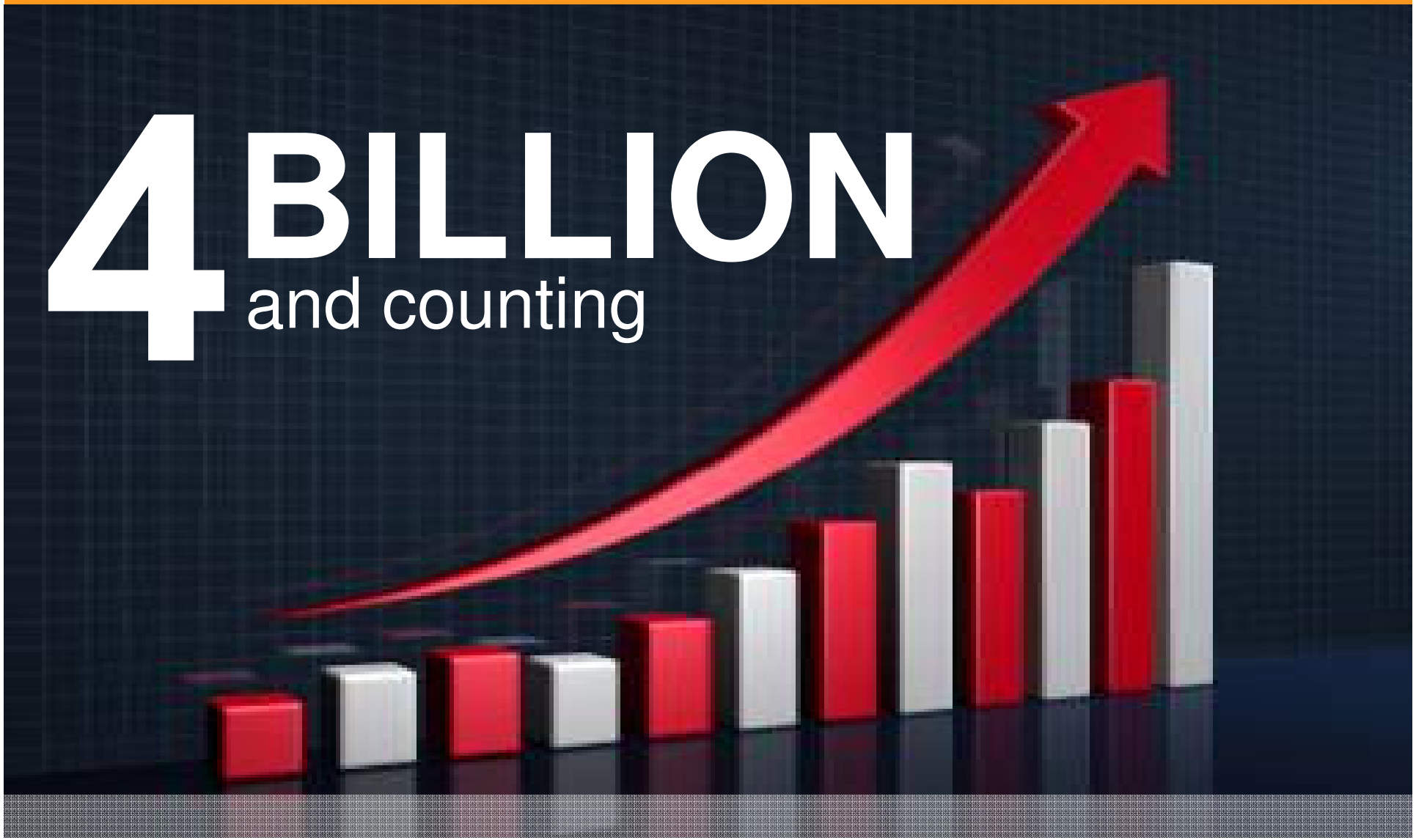
Head of Mobile/FMC Segment

Overview

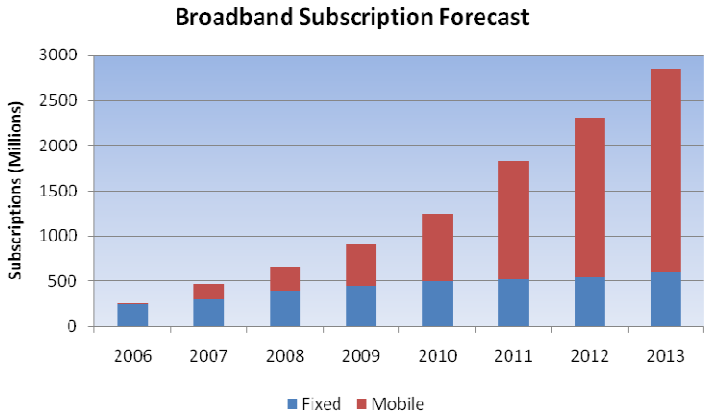
Stats
Trends
Security

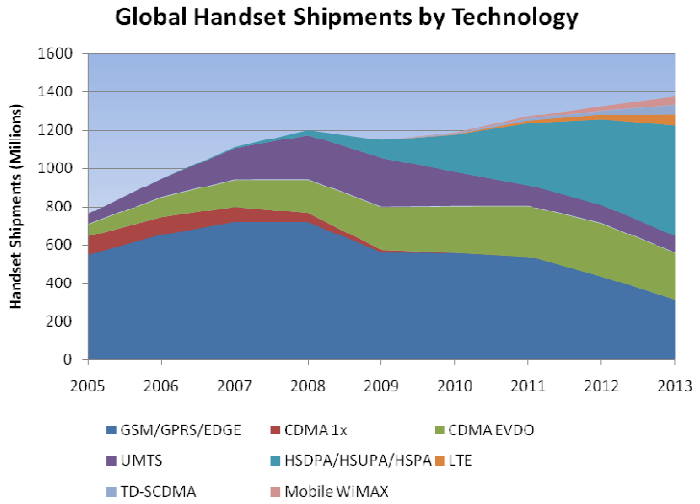
STATISTICS
TRENDS
All IP Networking

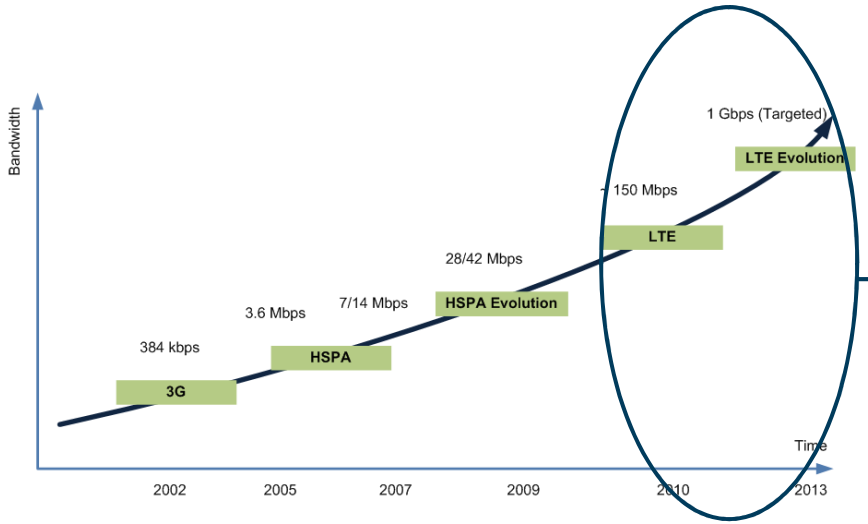
Mobile Subscriber Forecast



Mobile Broadband – Subscriber Growth, Smart Phone shipments and technology evolution







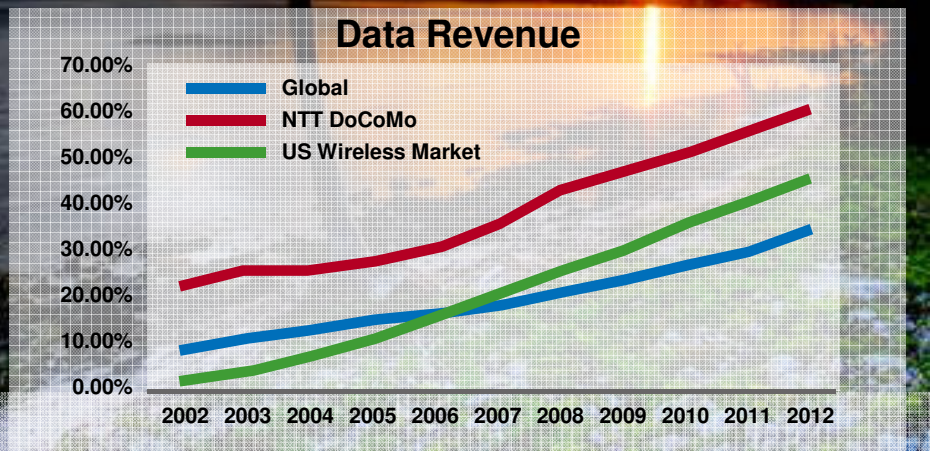
LTE stands for Long Term Evolution – Technology to provide all IP networking; In other words, IP from Mobile terminal to support growing mobile broadband needs

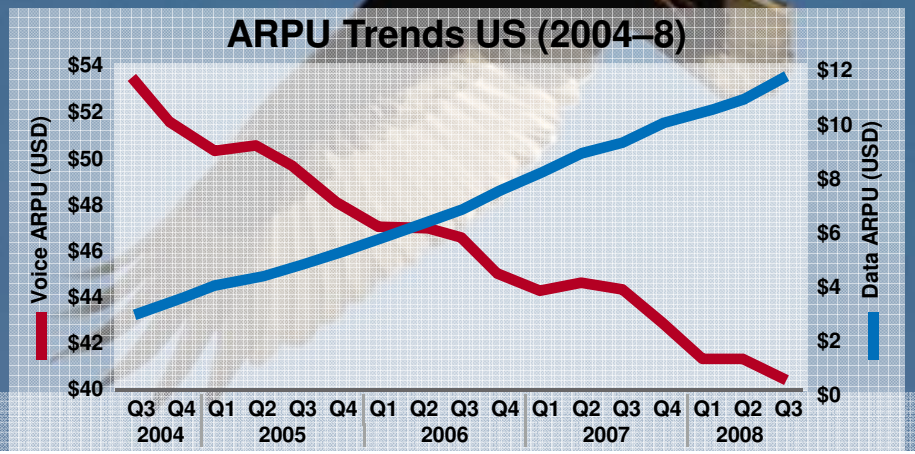
Source: Ericsson, ABI

Mobile ARPU

VOICE

DATA





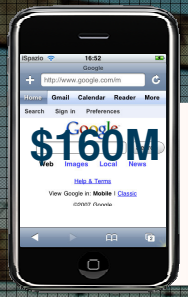
Source: Chetan Sharma Consulting

Mobile Advertisement $

verizon wireless

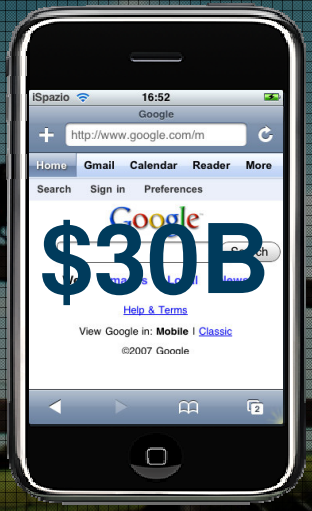
Today

$30B



2011

$20B



$30B

Juniper NETWORKS

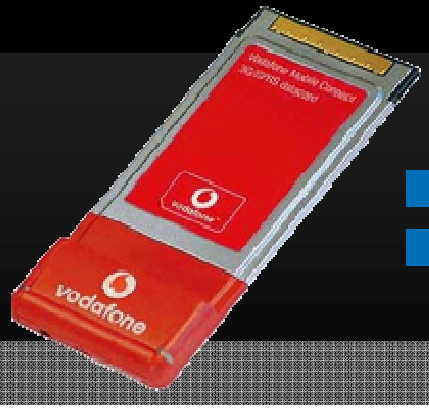
Mobile Data Growth

mobile web
is growing

8x

faster than
PC-based web

(Nielsen Online)



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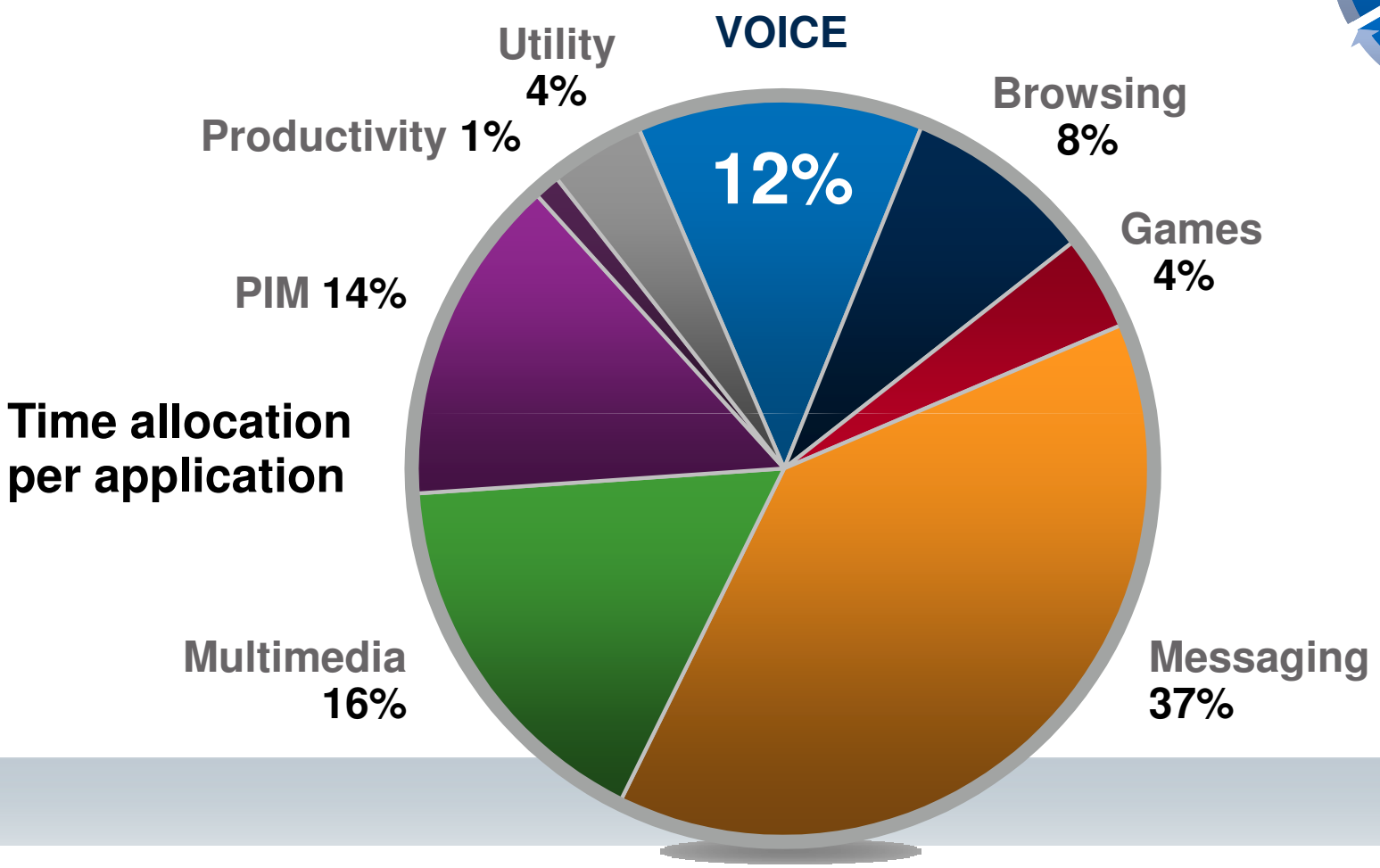
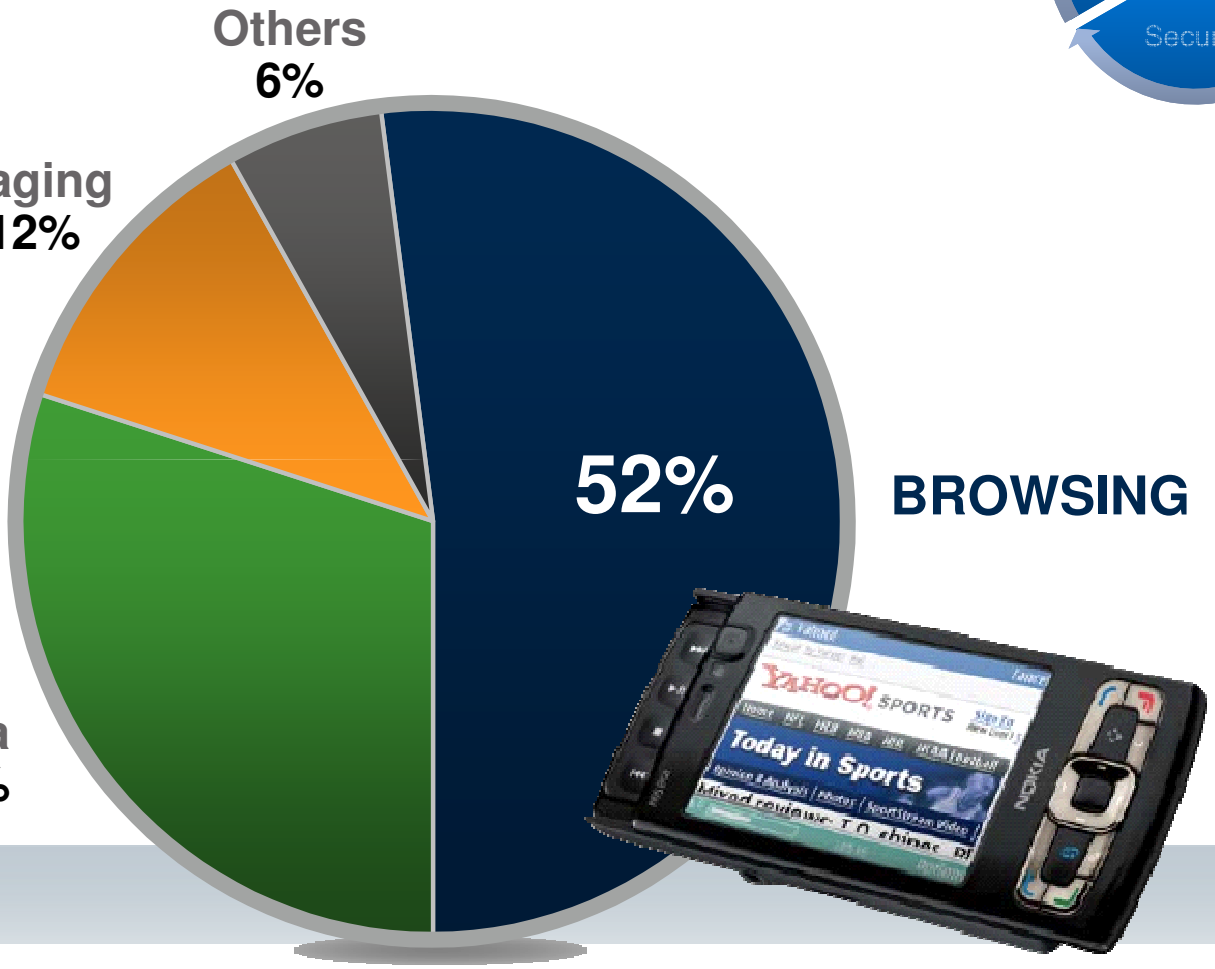
Smart Phone - User Behaviour



Voice is 12% of usage

Mobile Data

Data traffic per application



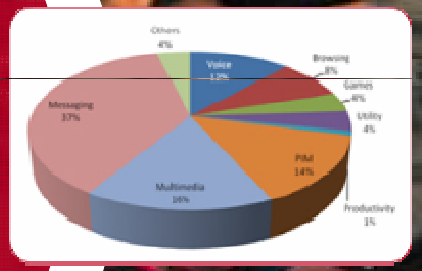
Browsing on your mobile is a reality

Mobile Cycle

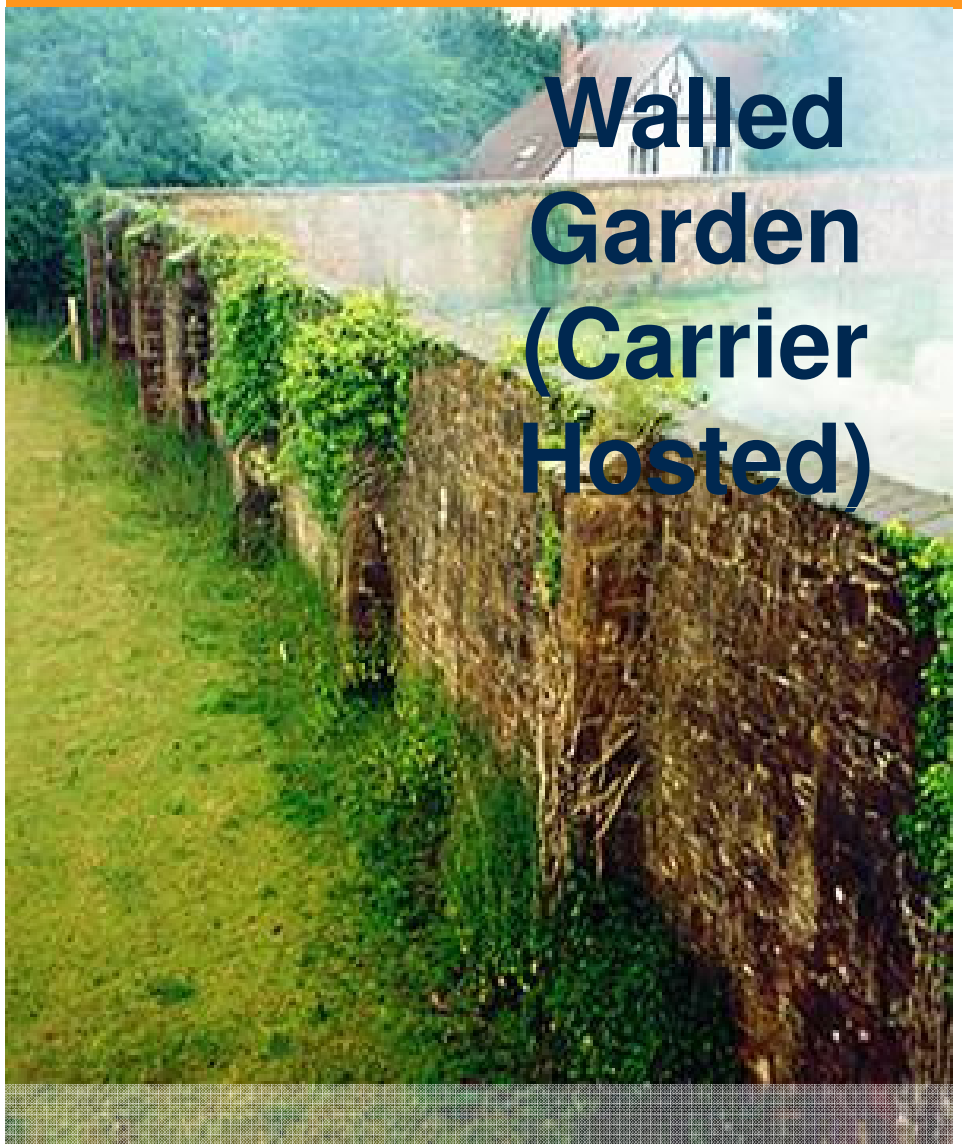
Consumers

Content

Capacity



Mobile Services



Open Garden

at&t
YouTube
OpenEdge
Google
skype
twitter
betavine
FriendFinder
find your friend
vodafone
O2
Litmus
BETA

Mobile Application Fragmentation

iTunes

android

Telstra

BusinessWeek

The Battle of Mobile Software Apps

The profusion of online "app stores" for mobile-phone software programs is a nightmare for developers trying to pick which platforms to target

loopt

reQall

skype

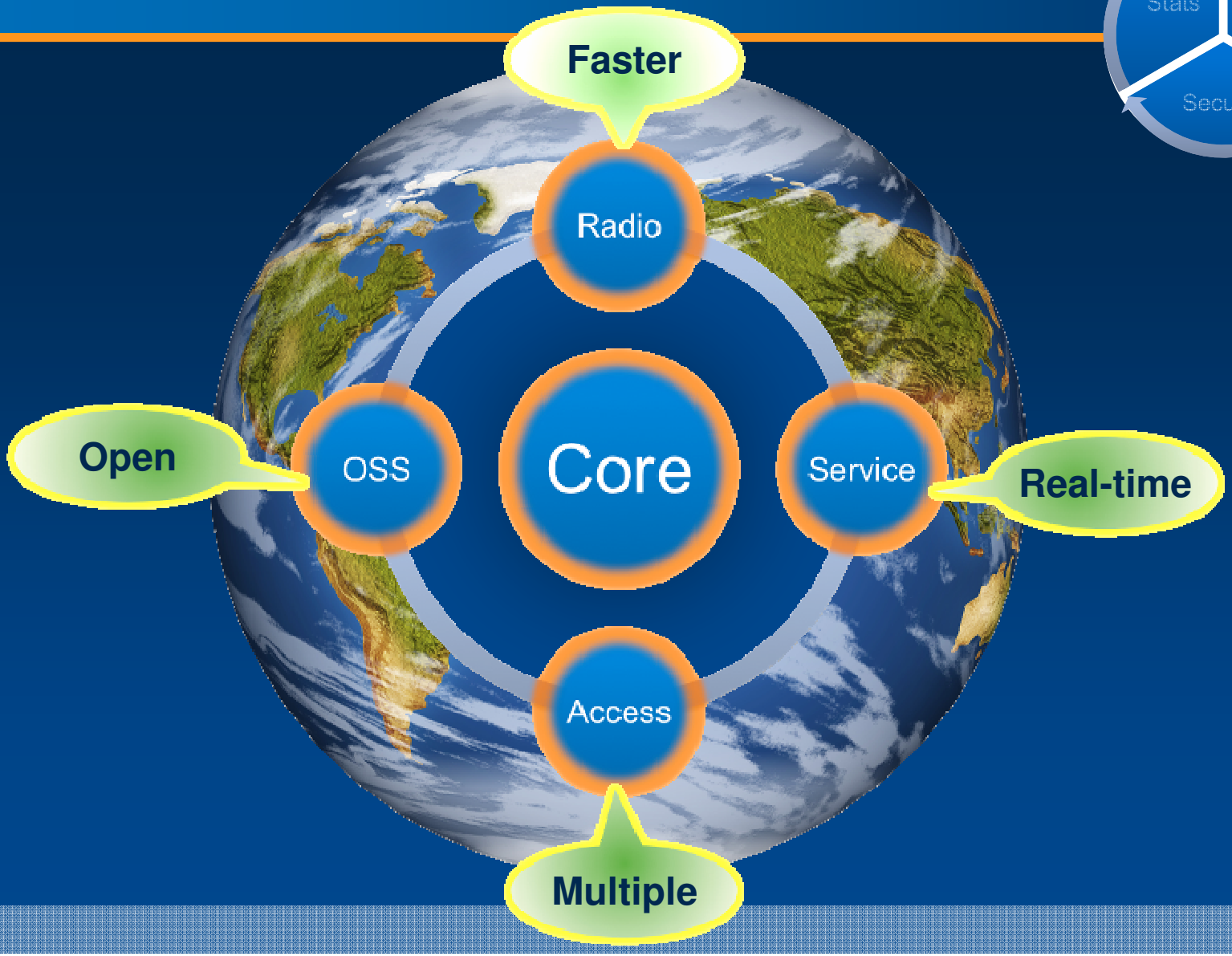
NOKIA
Connecting People

ovi

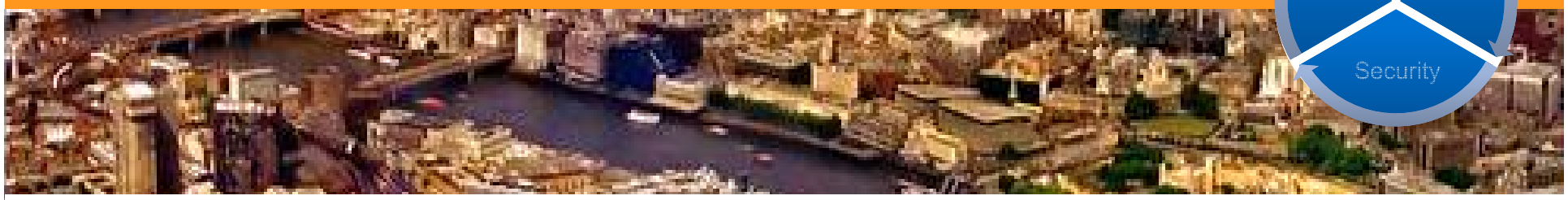
Windows Mobile

Juniper NETWORKS

Mobile Networks moving all IP

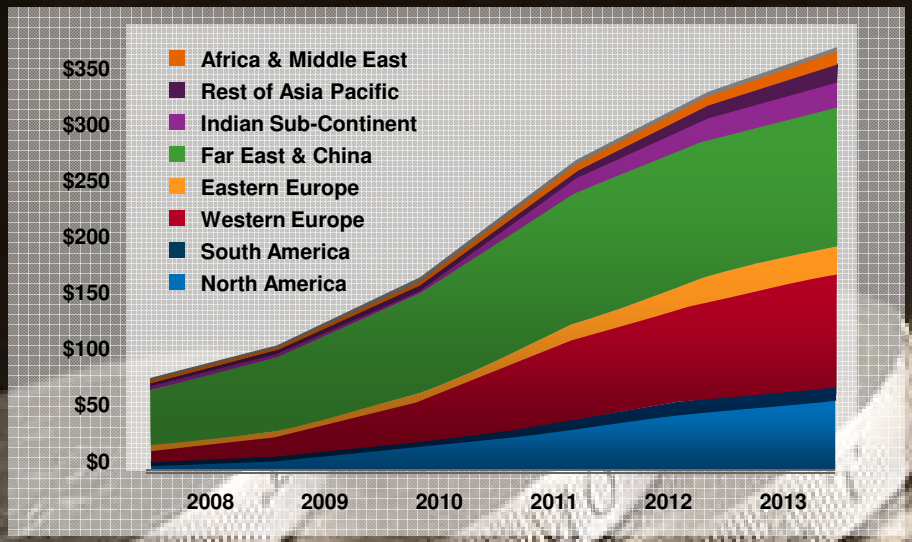


Mobile Location

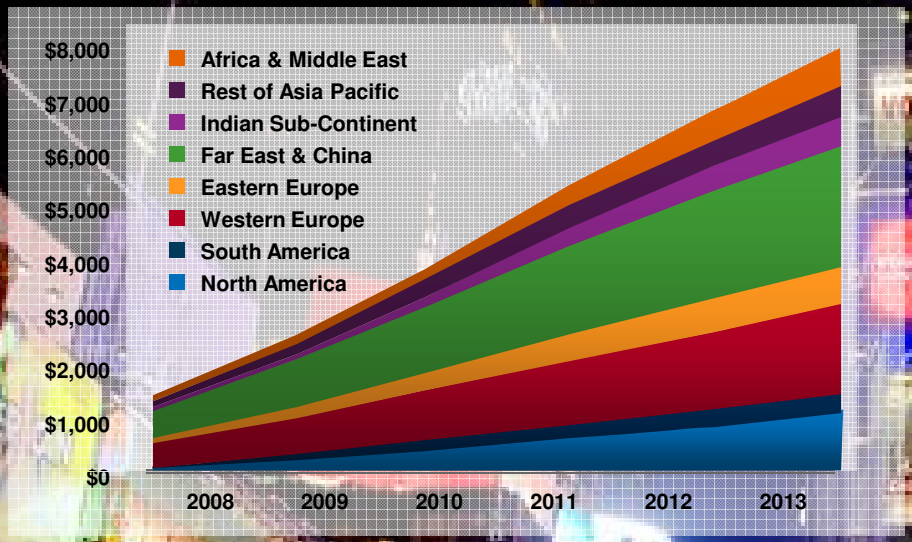


CONTEXT

Mobile Commerce



Mobile Advertising



SMS

MMS

TV

INTERNET

IN-CONTENT

ON-PORTAL

IDLE-SCREEN

IPv6 Security for Mobile essential

Summary

- **IPv6 becomes critical for LTE (4G) technology due to:**
  - **Advanced Terminals, Rich Content, User Behaviour, increased adoption of new radio technologies such as LTE**
  - **Over 1Billion subscribers are expected to be mobile broadband subscriber, that would use IP based smart phones for Internet applications**
  - **These trends push for IP address depletion in mobile for ubiquitous access of rich content from any place and any where using the same device**

THANK YOU