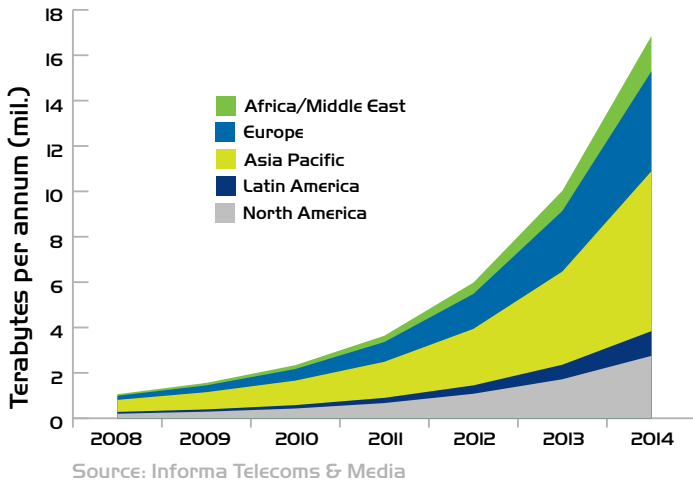


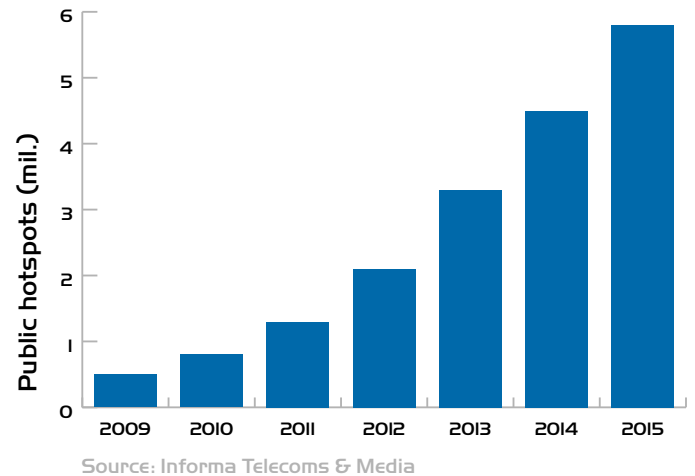
Global Developments in Public Wi-Fi

WBA Industry Report, 2011 – Key Findings

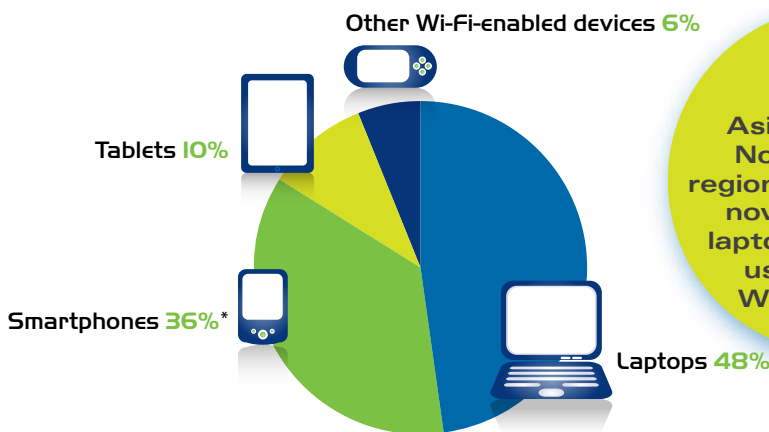
1 Global mobile data traffic



2 Global number of public hotspots



3 Devices used in Wi-Fi hotspots



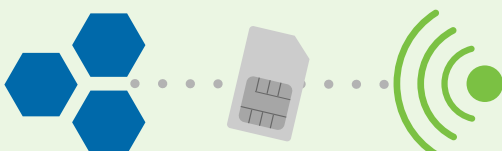
fact
In the Asia-Pacific and North America regions, smartphones now outnumber laptops as devices used in public Wi-Fi hotspots

Benefits of Wi-Fi hotspots

- The greater emphasis on quick-to-consume “snackable” content on the go plays to Wi-Fi’s strengths.
- Mobile operators see Wi-Fi as a complementary access network able to intelligently offload much of the rapidly growing volumes of data traffic.
- For fixed-line operators, Wi-Fi offers a means to bundle wireless access for customers when away from base.

4 Next generation hotspots

The WBA’s next generation hotspot initiative is currently being trialed worldwide. The program aims to eliminate many of the barriers to take-up with a next generation Wi-Fi offering that allows users to seamlessly roam between cellular and Wi-Fi networks using their mobile handset’s SIM card as authentication.



i The WBA’s operator membership includes seven of the top ten mobile operator groups, serves over 390 million customers and has rolled out more than 290,000 hotspots worldwide.

The aim of the Wireless Broadband Alliance is to secure an outstanding user experience through the global deployment of next generation Wi-Fi.