

# **4G – The Commercial story**

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The Tele2 logo is displayed in a bold, black, sans-serif font. The letters are thick and blocky, with a modern, slightly stylized appearance. The '2' is particularly large and prominent, with a small vertical line through its center. The overall design is clean and professional.

# Background



Decline in 3G dongle market,  
the need for individual mobile  
internet is replaced by smartphones

4G



In market with high penetration  
of low speed DSL-connections;  
there is a big opportunity to  
deliver high speed Mobile  
Broadband for households



The smartphone-boom has  
completely changed the users  
internet behavior and almost  
completely replaced the need  
for “traditional” mobile  
broadband

# Background

As the (Smart)phone has become a necessity in peoples every day of living, the demand for coverage and high speed data connectivity is ever increasing



## Swedish facts:

- Average user spend 133 minutes per day online
- 83 % of Swedes uses the internet at home
- 100% increase in users accessing internet via mobile phone 2011 vs 2010
- 88 % of Swedes have access to the internet

Source: iis.se

TELE2

# 4G is more than just a network

## Benefits for Tele2

- Increased customer intake
- Improved quality perception
- Higher ARPU
- Lower production costs



# Campaigns – 4G Tour

503	HALMSTAD
576	LANDSKRONA
415	TROLLHÄTTAN
35	SÖDERTÄLJE
102	NYKÖPING
442	UDDEVALLA



VÄXJÖ	455
KARLSKRONA	497
VARBERG	493
GÄVLE	172
KALMAR	413
UMEÅ	639

4G Tour around Sweden to demo and  
sell



# Campaigns – 4G Tour



**Byt upp dig till 4G idag!**

Skaffa Bredband Large 4G med Hemtelefoni för 298 kr/mån. Just nu bjuder vi på de två första månadsavgifterna!

**Hemtelefoni**

**Bredband 4G**

Just nu 100 kr/mån i rabatt första halvåret!

Två trådlösa telefoner ingår!

Trådlös 4G-routare ingår!

**Byt upp dig till 4G idag!**

Just nu 100 kr/mån i rabatt första halvåret!

**Volym**

Teckna Volym med Samsung Galaxy S II LTE.

**TELE2**

**Nu har 4G kommit till din stad!**

**Bredband 4G**



# Campaigns - 4G a natural part in all our Marketing

**4G-surf ingår i alla våra abonnemang!**



The image shows three TELE2 product boxes: 'Kompis' (orange), 'Volym' (red), and 'Mackis' (pink). Each box features a black goat's head. A green circular badge with '4G TELE2' is placed over the 'Volym' box.

**Allt ingår.**  
Självklart även 4G-surf.

Nu har alla våra mobilabonnemang supernatligt 4G-surf! Skaffa till exempel nya Samsung Galaxy S III 4G med Volym Låg för bara 389 kr/mån. Då kan du ringa i 300 minuter, skicka 300 SMS och 300 MMS varje månad. Dessutom ingår 1 GB surf.

**Med Volym Låg 389 kr/mån**

**Volym**

**4G TELE2**

**Samsung Galaxy S III 4G**



The image shows a red 'Volym' product box with a black goat's head. A white Samsung Galaxy S III 4G phone is displayed next to it. A green circular badge with '4G TELE2' is also present.

**Har du ADSL hemma? Byt!**  
Nästa generations bredband är här – 4G

**Bredband 4G**  
Medum 15 Mbit/s  
**199kr/mån**

**Högre hastighet • Lägre pris • Enkelt**

**Lägg till: Hemtelefoni 49kr/mån**  
Med 10 minuter gratis samtalskostnad i månaden

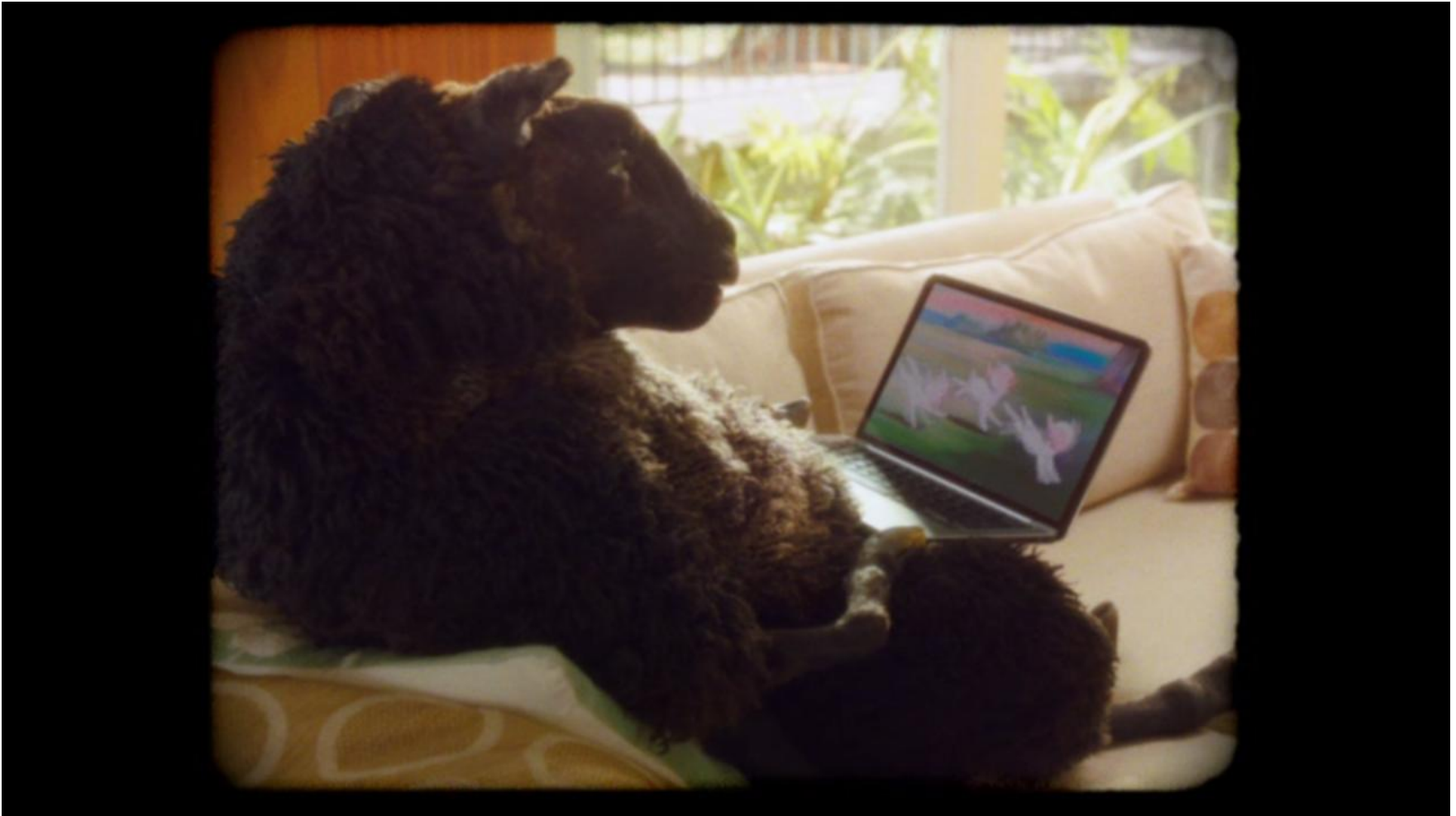
**Hemtelefoni**



The image shows two product boxes: 'Bredband 4G' (green) and 'Hemtelefoni' (blue), both featuring a black goat's head. A black cordless phone is displayed in front of the 'Hemtelefoni' box. A red circular stamp with 'SA HÄR GÅR PRISER' is visible on the phone.

# Campaigns – TV

- This is how easy it is to get started!



**TELE2**

# Appendix

# Key factors of success

The DSL-connections are often bundled with fixed phone service

Therefore one of the key factor in being able to replace, primarily DSL-connections, has been to offer fixed phone service via mobile network.

Imitating the fixed service

The threshold for changing from fixed to mobile in your home connection is big. Therefore the ambition has been to imitate the fixed services both in hardware and in service, but at a lower price.

Challenge of having data limitations

Fixed services offer unlimited amount of data at flat rate; something that “cannot” be offered in mobile services due to production costs. Transparency in what you can and cannot do with the data limitations towards market has erased this issue for customers.

Meeting customer expectations

By adapting commercial speeds to e.g limitations in devices and network – it has been possible to over-deliver on customer expectations.

Innovating the mobile broadband market

By identifying a gap in the market and changing the way mobile broadband is sold and promoted we managed to turn intake and revenues on the mobile broadband product.

# Router

Manufacturer: Huawei

Model: B593

- Network: 4G/3G/2G
- Speed (up to):
  - 4G: downlink 100 Mbit/s, uplink 50 Mbit/s
  - 3G: downlink 42 Mbit/s, uplink 4.6 Mbit/s
- 20 meters reach of WiFi
- Firewall, DLNA support, Online upgrades
- 4G Frequencies: 800/900/1800/2100/2600MHZ
- Up to 32 simultaneously connected devices

In other words: just like a regular router!



# Campaigning

- Purpose:
- Replace your ADSL
- Advertise broadband rather than mobile broadband
- Add fixed phone service via mobile network
- Offer:
- Subscription: Medium, 23EUR
- Add fixed phone service for 5.75EUR
- Customer Satisfaction Guarantee – try the product free for 14 days
- Media:
- TV, Print and online - countrywide
- Supported with around the country tour with local print and billboards.

## Har du ADSL hemma? Byt!

Nästa generations bredband är här – 4G



Högre hastighet • Lägre pris • Enkelt



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