

Telefonica

Digital Transformation and the Road to 5G

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WHAT COULD YOU DO IF?

YOUR USERS CAN CONNECT ANYWHERE AT ALL

THE COST OF A CONNECTED "THING" IS VERY LOW

THE CAPACITY OF THE CONNECTION IS NOT A CONSTRAINT

THE SPEED OF THE CONNECTION IS NOT A CONSTRAINT?

O2'S NETWORK SERVES THE NATION

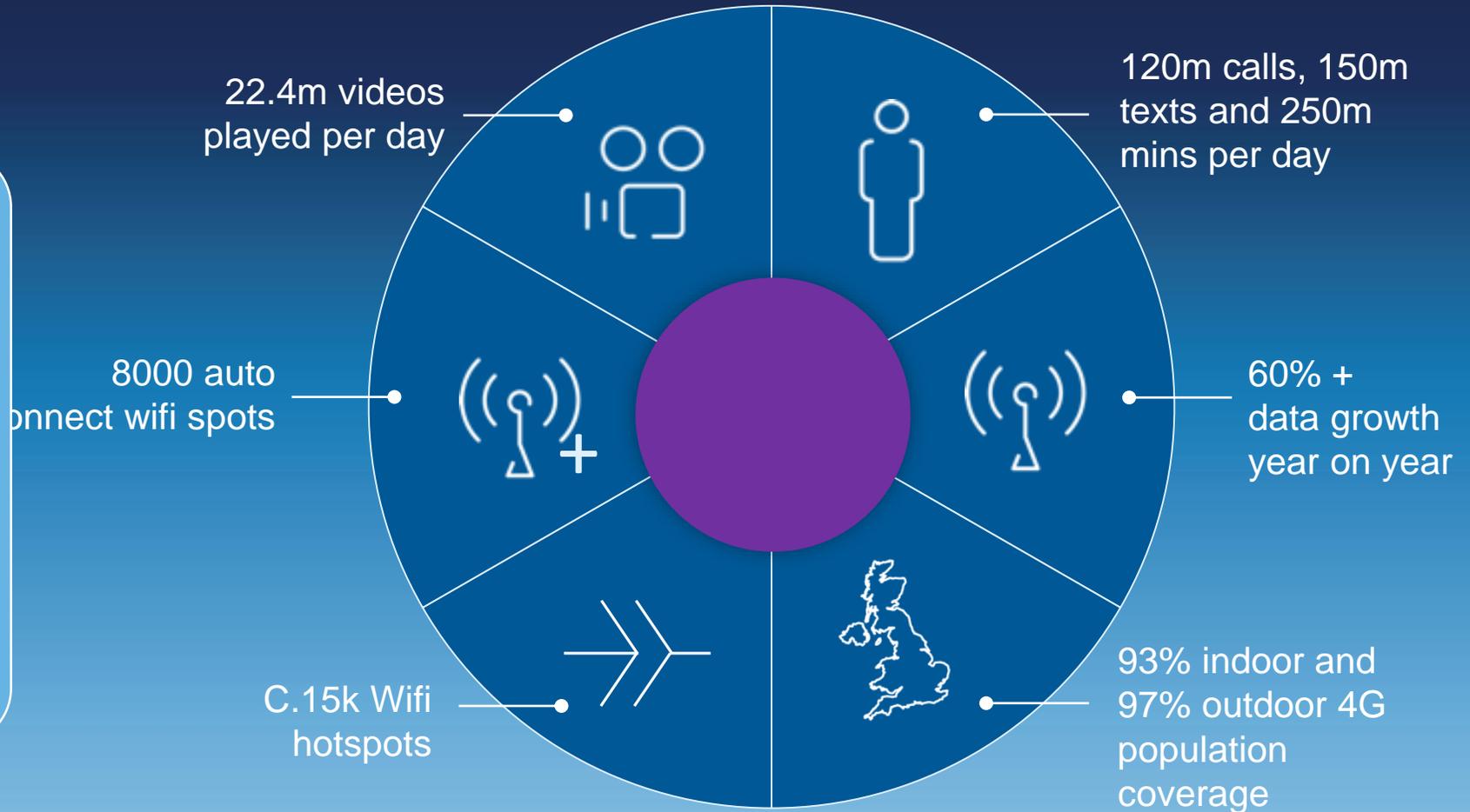
25.5 million customers

450,000 business customers

4m Machine to Machine devices

Over 4.6m MVNO customers

All powered by the O2 Network



AND COVERS THE NATION

From Carrickfergus to Beverley, our unprecedented network modernisation journey has moved from towns and cities out towards more rural places in the UK - in some cases bringing data to customers for the first time

- UK's largest network infrastructure improvement project - a five year modernisation programme
- Continuously upgrading all our existing 2G/3G networks at the same time as rolling out a **brand new 4G network**
- Our network sharing agreement with Vodafone (**Beacon**) lets us consolidate infrastructure, plan our network **efficiently**, and **accelerate** our 4G roll out
- Sympathetically installing small and midi cells to deliver coverage to **villages** and **rural roads** with limited coverage
- Fastest network rollout ever. In almost 4 years, we're carrying over three quarters of all data traffic on 4G
- A separate London plan to manage the distinct challenges presented in the capital.



By the end of 2017 we are targeted to achieve:

98%

population indoor coverage on **3G** and **4G**
(and we're the only operator to have that Regulatory commitment to Ofcom)

90%

geographical landmass coverage

THE ROAD TO 5G

Delivering 5G will take evolutionary, not revolutionary. What matters is who you can connect to, not how you connect



The number of public wifi hotspots is set to reach 14 million by 2018.

O2 wifi is a core part of our network – giving free access across the UK.



Re-purposing existing 2/3G spectrum can provide additional capacity without the need to move to 5G.



In-building coverage solutions boost signal in your home or office. They enhance your coverage either through your own broadband or separate connectivity.



As a network, we're committed to innovation and creating new and improved technologies to benefit our customers. That's why we've created a 5G manifesto, pledging to fast track innovation in Europe, with a commitment to run a 5G proof of concept by 2020

ST. HELEN'S DEMONSTRATED THE POSITIVE IMPACT A DIGITAL PROGRAMME CAN DELIVER

The Digital Communities project reached

42,697 people in St Helens

1200

people visited the hub

40+

events held at the Hub

81%

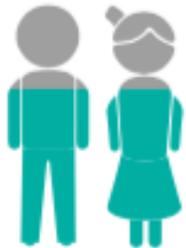
thought Hub events were great

15%

uplift on the Digital High Street index

65%

thought the project was a good idea



Hello St Helens



8

businesses given new digital technology

Successful Case Studies:

“Thanks to Digital Communities we’re no longer wasting precious time travelling across Merseyside to and from the office to type up notes; we’re seeing more patients each day, and for longer – and our staff are already more motivated as a result.”

Dan Butler, Managing Director,
Unite Healthcare



