

The future of telecommunications

Zurich, 3 April 2008

Media background discussion

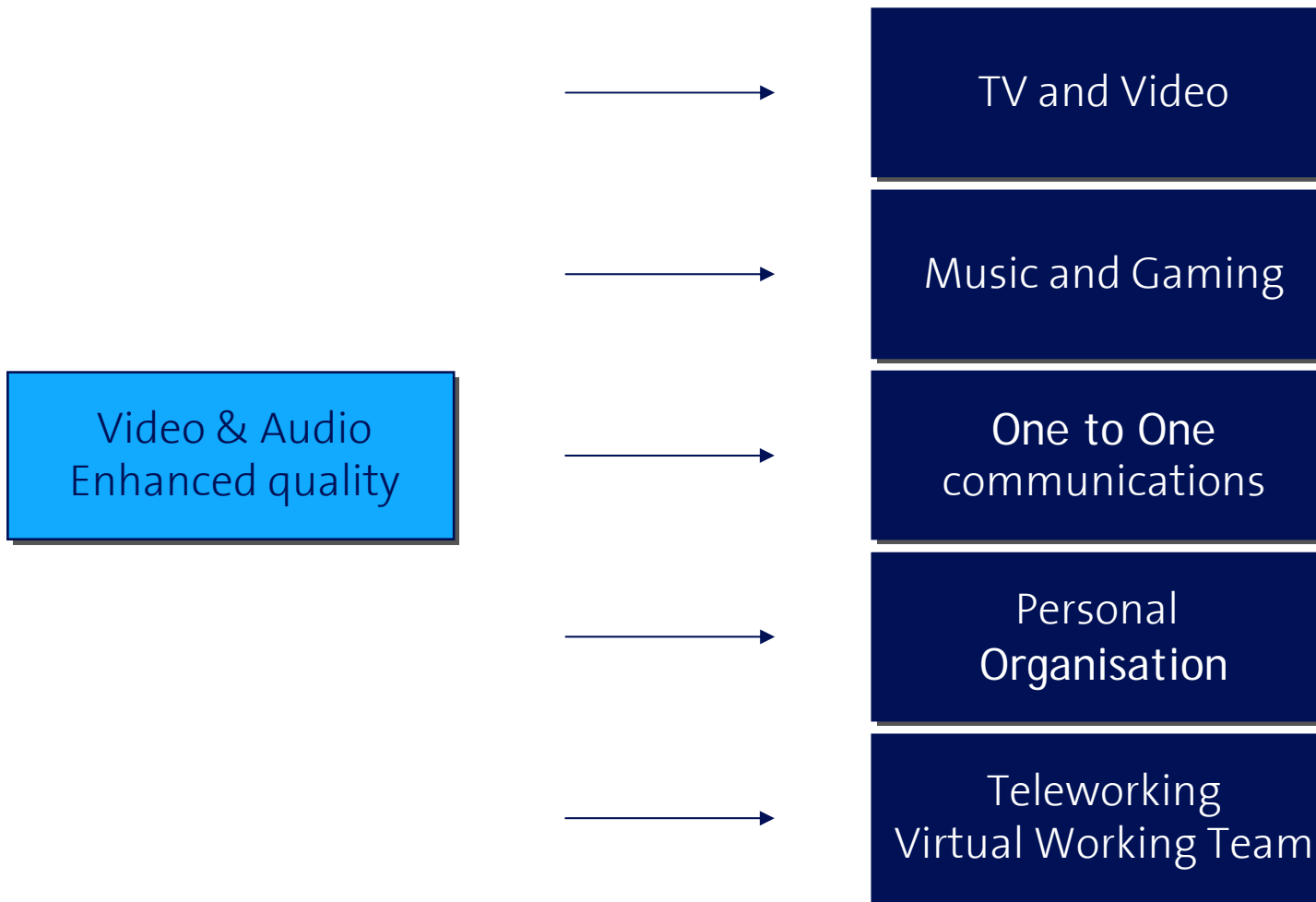
Frédéric Gastaldo, head of strategy
Swisscom (Switzerland) Ltd.



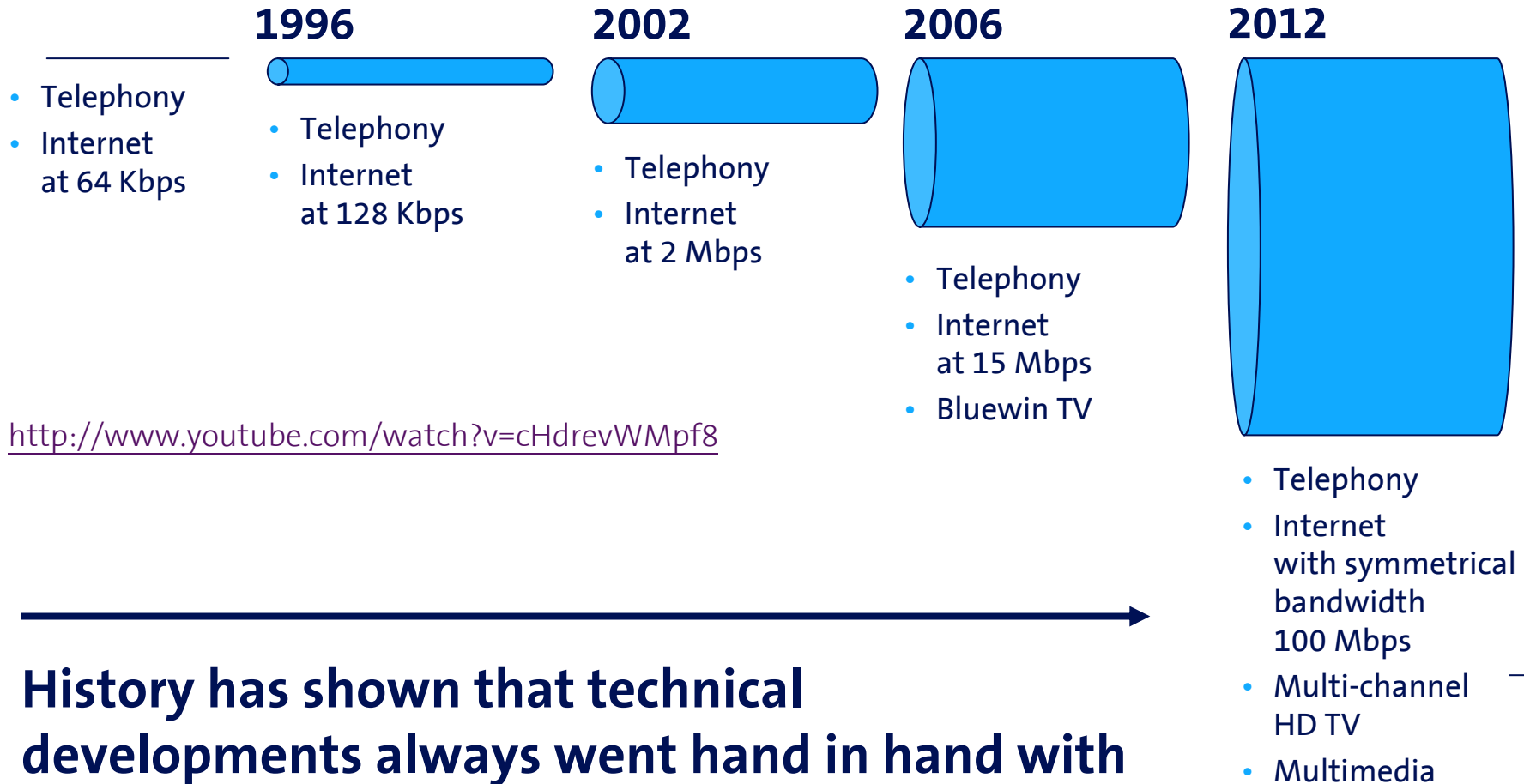
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- Communications requirements – yesterday, today, tomorrow
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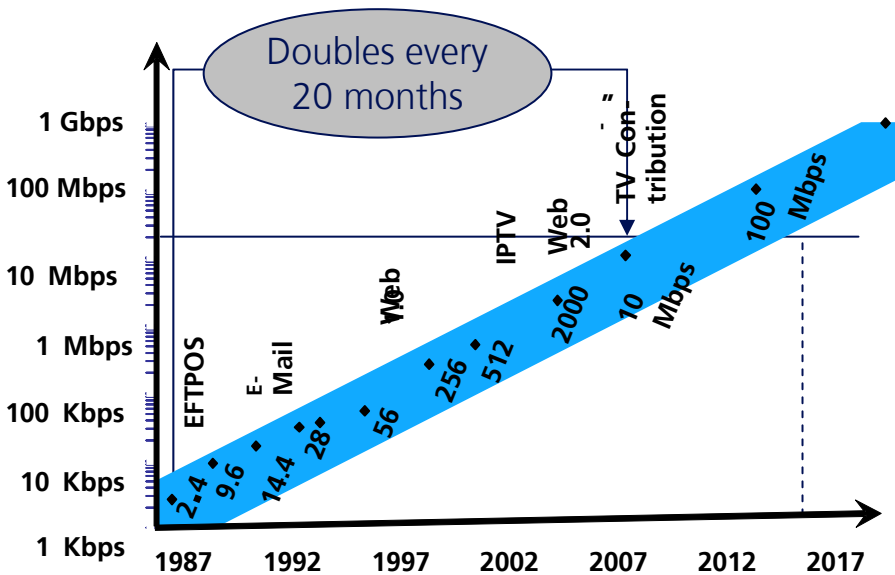
Applications – yesterday, today, tomorrow



Communications requirements – yesterday, today, tomorrow



Bandwidths – yesterday, today, tomorrow

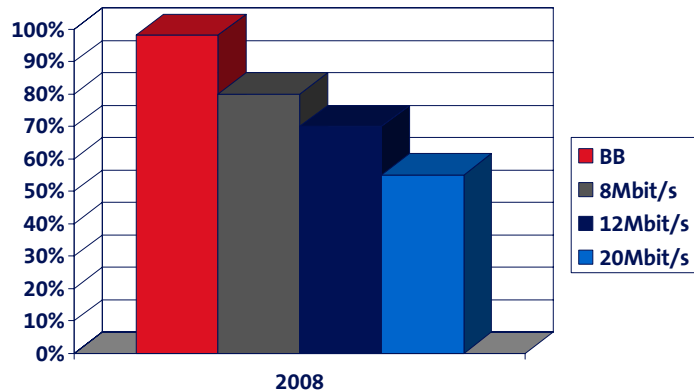


Driving forces

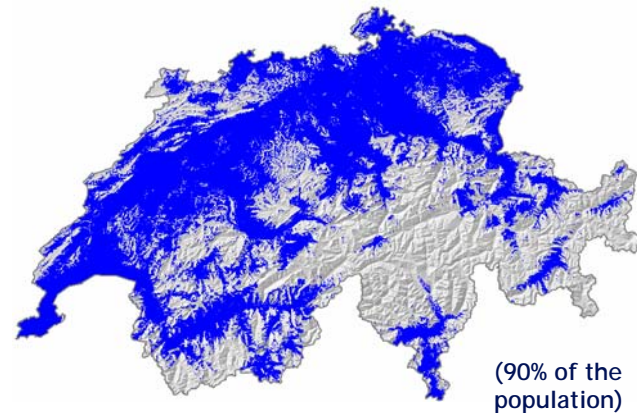
- **More bandwidth per application:** Continual improvement in quality of media (picture resolution, sound etc) and electronic equipment (screens etc).
- **More symmetrical bandwidth** (downstream/ upstream): Services and applications with user-generated content
- **More bandwidth per household:** Consumer behaviour is increasingly tending towards the simultaneous usage of different media
- **Slight time delay in transmission:** Due to increasing interaction, increasing demand for little delay

The Swisscom broadband network

Fixed line network coverage Switzerland



HSPA coverage Switzerland by mid 2008



Questions?
