



ERICSSON



# PATENTING STRATEGIES

## GLOBAL R&D NETWORKS

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# SOME MOBILE TELECOM HISTORY

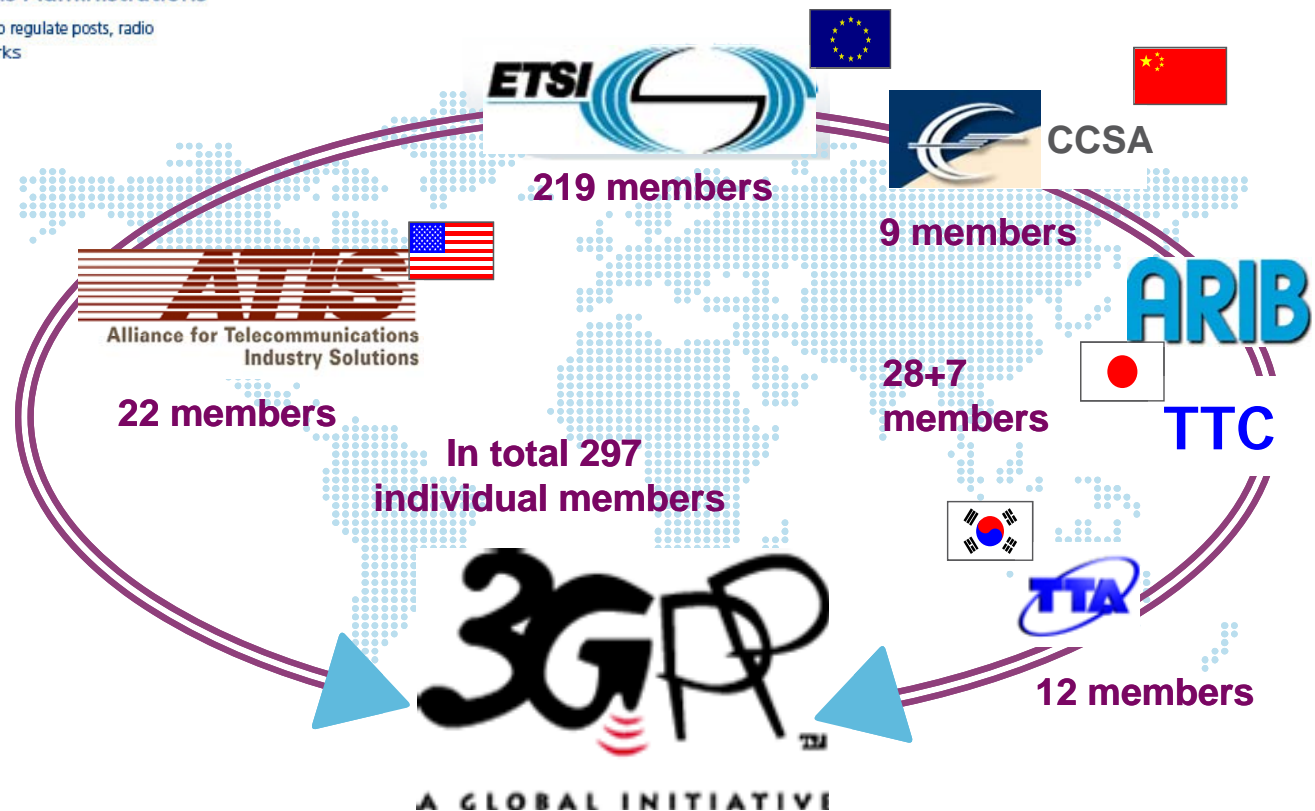


- › 1982, CEPT formed the **G**roupe **S**péciale **M**obile committee, in Paris
- › 1986, Paris testbed
- › 1989, CEPT created ETSI
- › 1998, 3GPP was established, joining ETSI and 5 other Organizational Partners



European Conference of Postal and Telecommunications Administrations

- 48 European countries cooperating to regulate posts, radio spectrum and communications networks



# 3GPP – INDIVIDUAL MEMBERS

## SOME EXAMPLES



# MARKET GROWTH

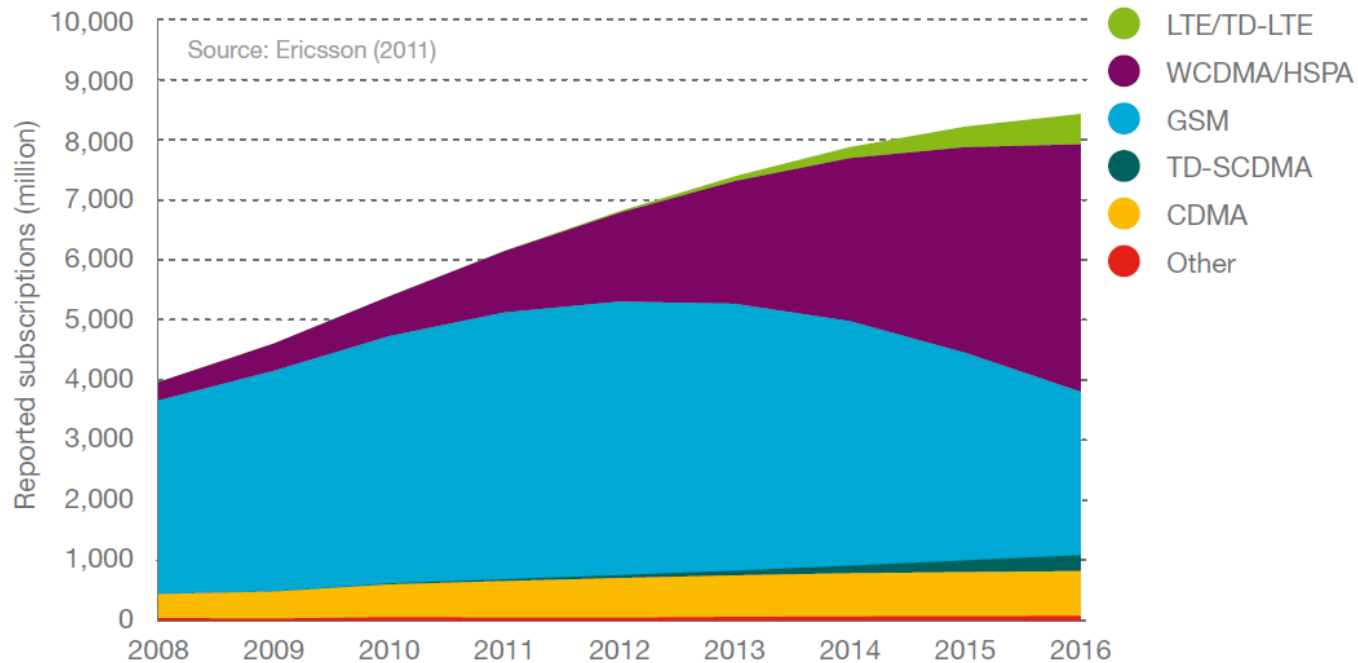


DOUBLING THE BROADBAND SPEED FOR AN ECONOMY INCREASES GDP BY 0.3 PERCENT

80 NEW JOBS ARE CREATED FOR EVERY 1,000 NEW BROADBAND CONNECTIONS

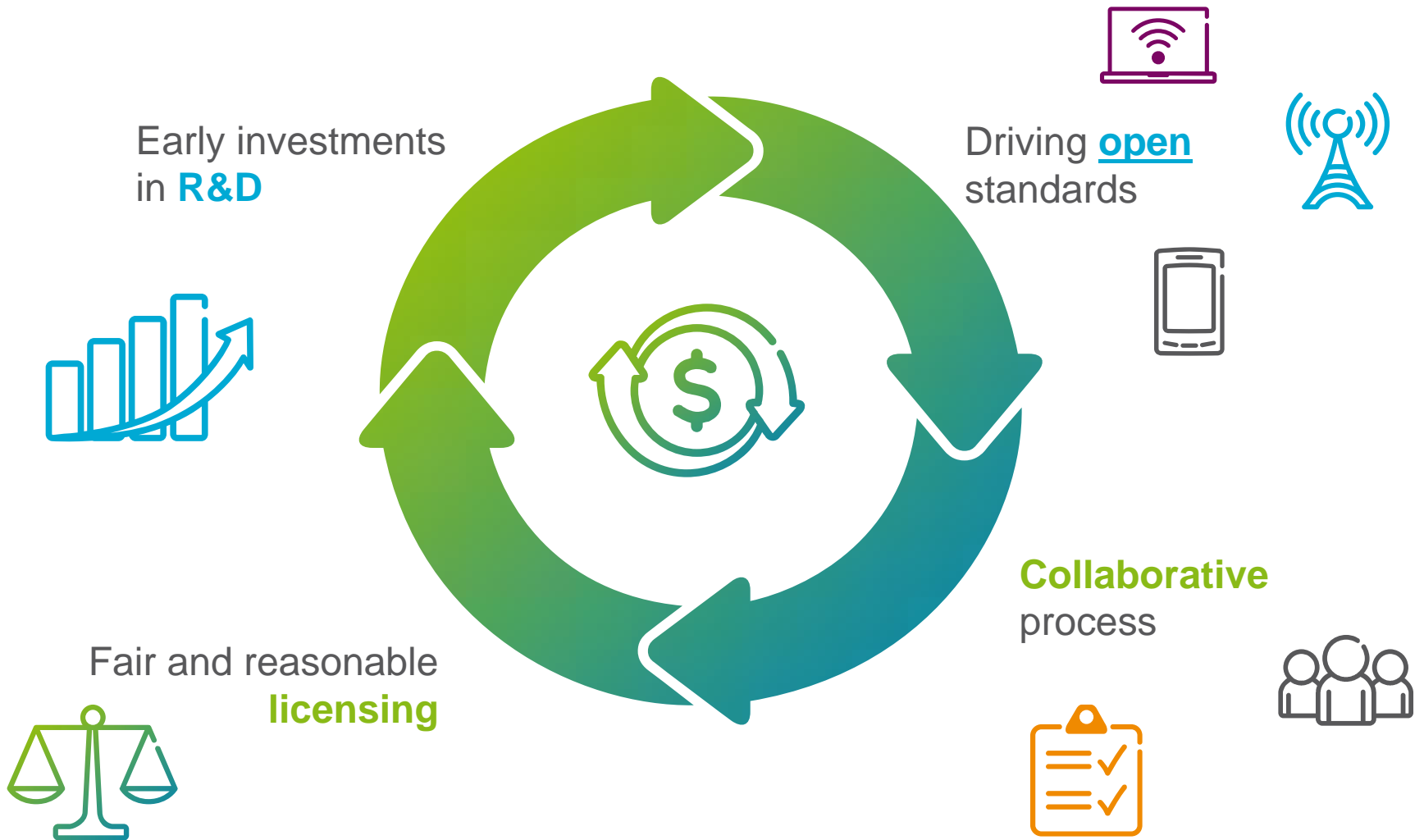
FOR EVERY 10 PERCENT INCREASE IN BROADBAND PENETRATION THE GDP GROWTH IS AROUND 1 PERCENT

## Mobile subscriptions by cellular standard



Jointly developed technology has generated a mass-market in record time

# PATENTS AS MARKET ENABLERS TELECOM SECTOR



# 3 THINGS ABOUT STANDARDS



**Need for  
availability**

**Need for  
ongoing  
investment**

**3GPP  
standards  
are complete  
blueprints**

# VALUE OF STANDARDS



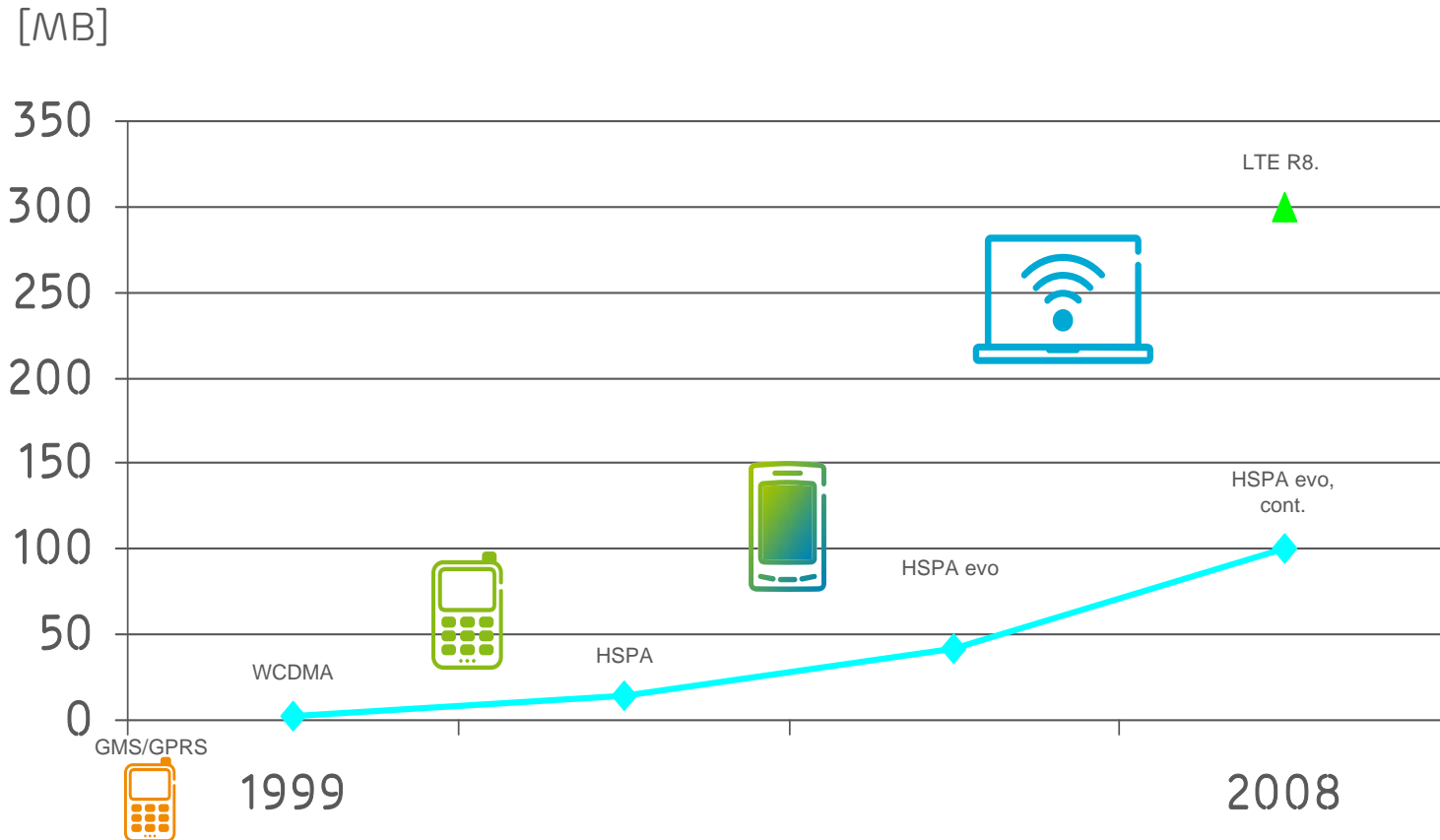
Phone & SMS



email



Mobile Broadband



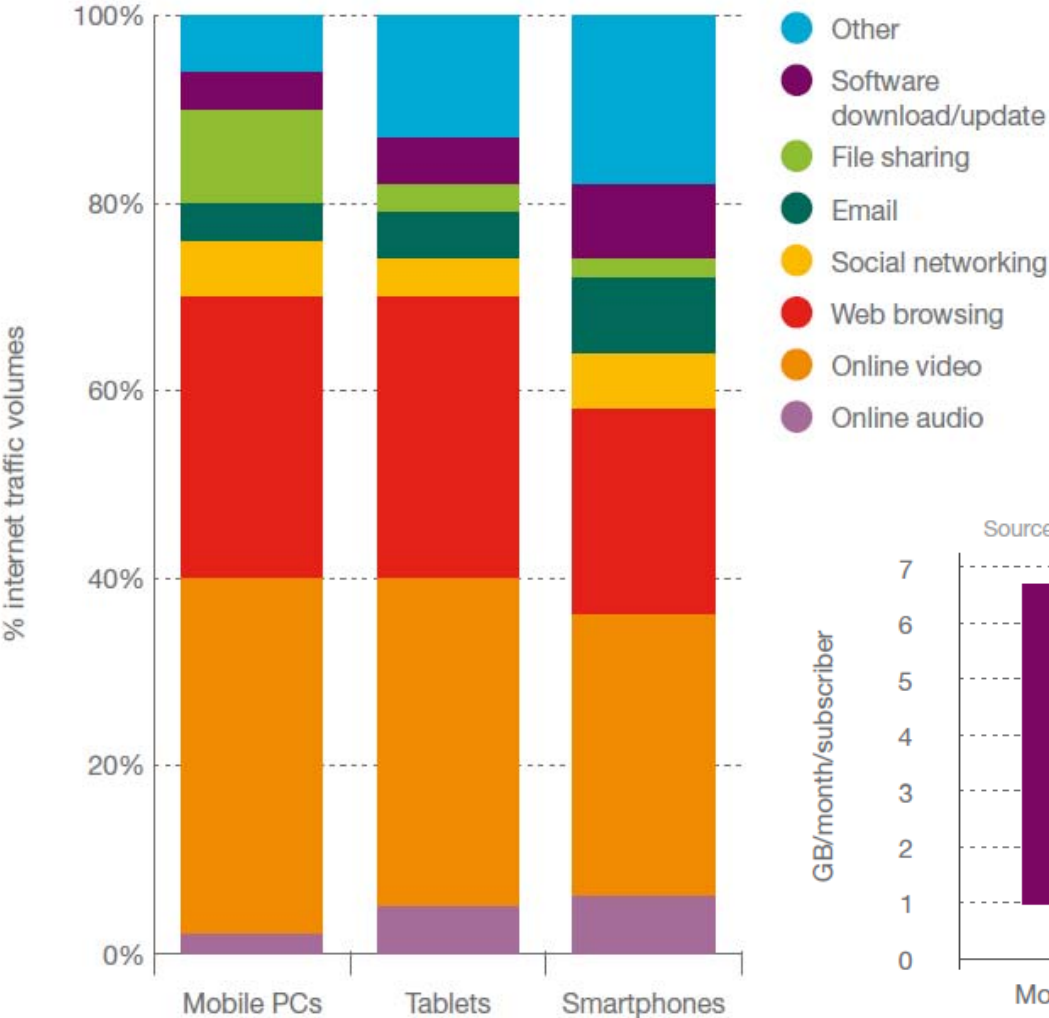
Continued investment in standards increases performance

# END USER VALUE



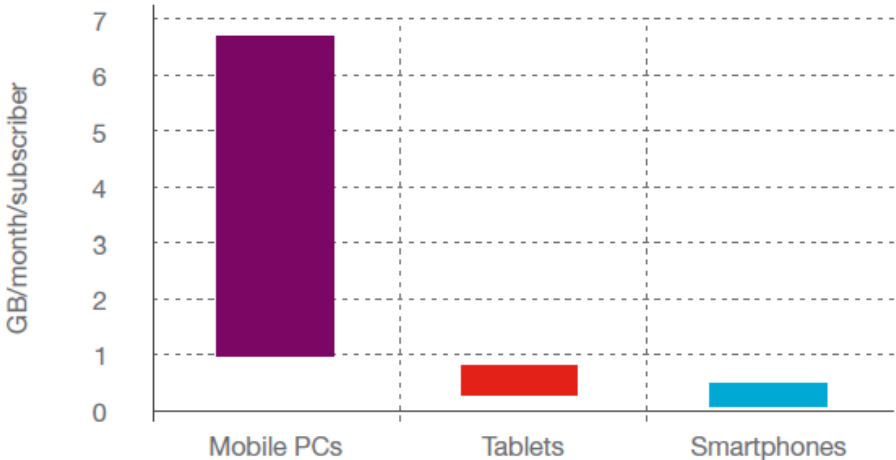
**Application internet traffic volumes by device type**

Source: Ericsson (2011)



**Spread of monthly traffic volumes in 3G mobile broadband networks per subscriber, by device**

Source: Ericsson (2011)

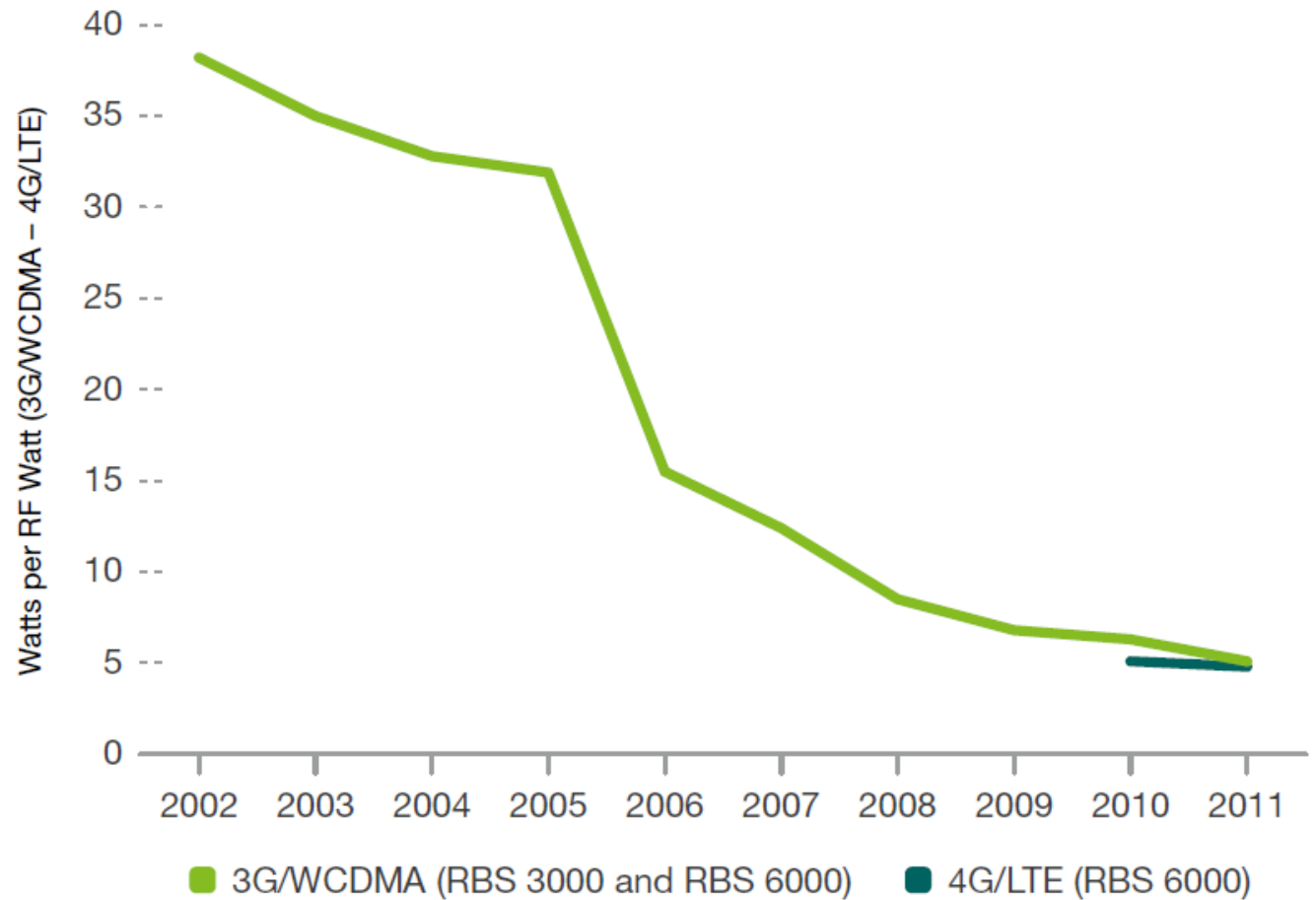




# ENVIRONMENTAL VALUE



## POWER CONSUMPTION PER UNIT OUTPUT POWER



# 3GPP OPEN INNOVATION



Best Technologies  
Consensus selection



**Requirements** agreed early

**Collaborative research**

Technology **sharing**

Consensus **selection**

**Joint** technology ownership

> 50 companies claim rights



Need for fair, reasonable and non-discriminatory licensing

# FRAND LICENSING



- › FRAND commitment means **no blocking** patents
- › **Market accessible** to new entrants, at reasonable cost
- › FRAND royalties give incentive for further **innovation**



Patents are the currency of mobile telecom technology trading

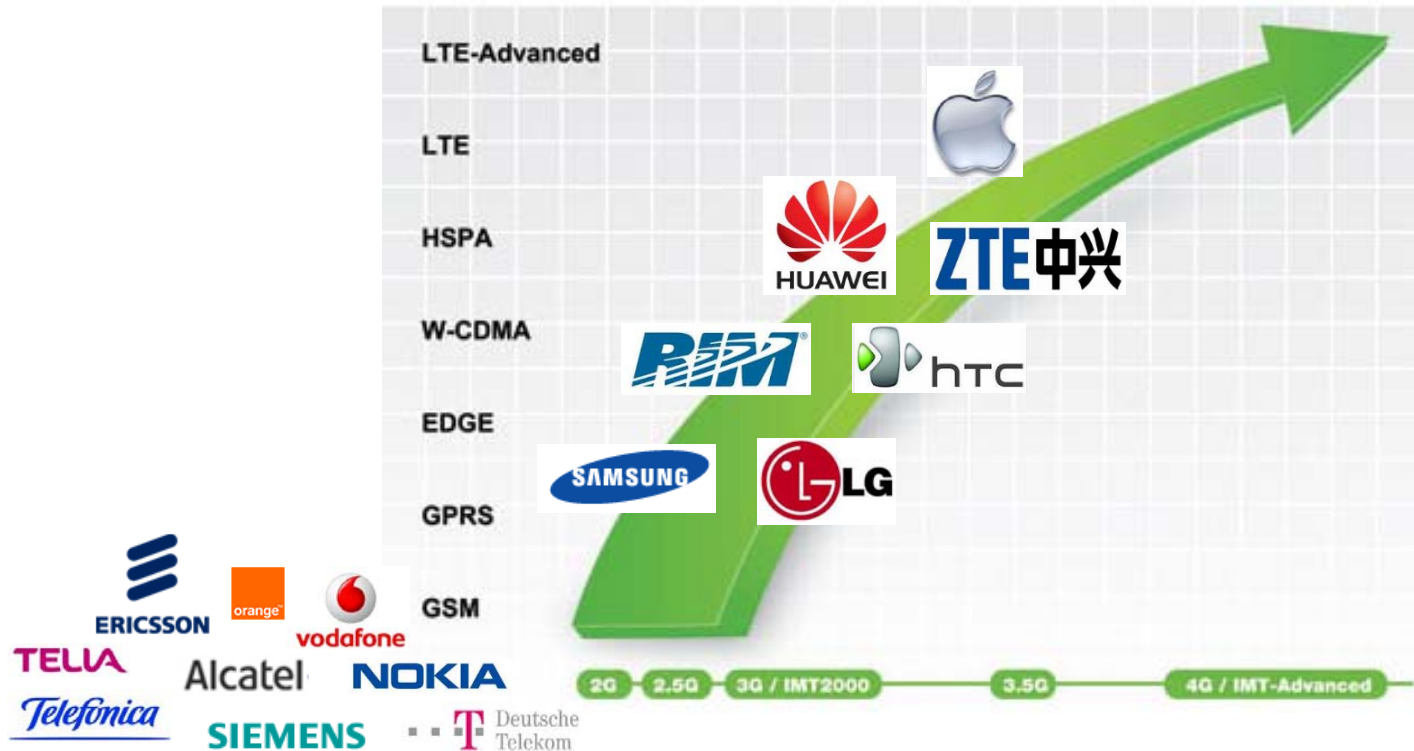
# 3GPP R&D NETWORK



Thriving eco system

New members joining

Great Consumer choice



FRAND enables successful open innovation on a global scale



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