

TELCO TRENDS FOR 2016 BY TELENOR RESEARCH



CUSTOMERS WILL 'CO-CREATE' SERVICES

Customers are increasingly digital savvy, demanding and empowered. This puts demands on companies to deliver superior digital customer experiences, and be more aligned with the customer's changing behaviour than ever before.

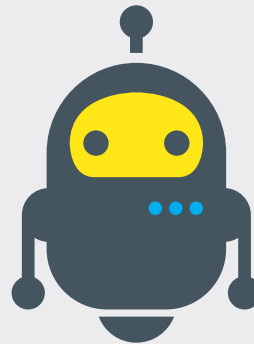
MORE IOT SERVICES WITH LPWA

Future Internet of Things (IoT) devices need low cost and low power consuming networks. Low Power Wide Area networks enable a future smart society with many new and exciting IoT services and platforms.



SOFTWAREIZATION

Networks as software rather than hardware will take off as technologies such as Network Function Virtualization (NFV) and Software Defined Networking (SDN) will enable new ways of designing and operating networks.



DEEP LEARNING

As they get more deeply integrated into digital services and devices, machines will understand more digital content. We will experience this through new services, better digital assistants, search results and suggestions, and more relevant ads.

DATA FOR SOCIAL GOOD

Telecom big data will be used more in 2016 to tangibly help society - for the purpose of social good



LEVELING OUT THE PLAYING FIELD

In 2016 governments and regulatory authorities will have to deal with an intensifying debate on how to adjust the traditional legal frameworks to the new competitive digital environment and a growing sharing economy

