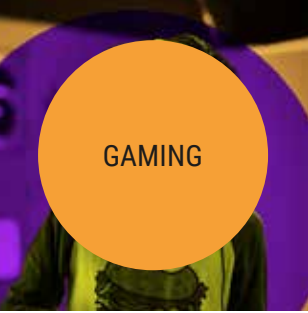


SEGMENT	USER CASE	DOMINANCE	RELEASE: YEARS	PUBLIC NETWORK AVAILABILITY WINDOW 1: 2022 (R15)	PUBLIC NETWORK AVAILABILITY WINDOW 2: 2-3 YEARS (R16/R17)	PUBLIC NETWORK AVAILABILITY WINDOW 3: 4-6 YEARS (R17/R18)	PRIVATE NETWORK TIME (YEARS)
 <p>GAMING</p>	Mobile / cloud gaming	PRIVATE PUBLIC	2019 2024	NOT LIKELY BASIC SERVICES LIMITED AREAS < 200 PLACES	Enhanced experience in major cities	Further enhancements beyond major cities	4 3 2 1
	Richer, and wire-free VR and AR experiences	PRIVATE PUBLIC	2019 2024	NOT LIKELY BASIC SERVICES LIMITED AREAS < 200 PLACES	Enhanced experience in major cities	Further enhancements beyond major cities	4 3 2 1
 <p>PRODUCTION AND DISTRIBUTION</p>	Production at remote and rugged locations	PRIVATE PUBLIC	2019 2024	NOT LIKELY BASIC SERVICES LIMITED AREAS < 200 PLACES	Limited number of places located in major cities	Few places outside major cities.	4 3 2 1
	Expanding engagement with viewers / extending the viewer experience	PRIVATE PUBLIC	2019 2024	NOT LIKELY BASIC SERVICES LIMITED AREAS < 200 PLACES	Enhanced services in limited number of places located in major cities	Few places outside major cities	4 3 2 1
 <p>SPORTS, EVENTS AND PERFORMING ARTS</p>	Remote collaboration, performances and teaching	PRIVATE PUBLIC	2019 2024	NOT LIKELY BASIC SERVICES LIMITED AREAS < 200 PLACES	Enhanced experience based features in major cities	Further enhancements beyond major cities	4 3 2 1
	Venue management: IoT	PRIVATE PUBLIC	2019 2024	NOT LIKELY BASIC SERVICES LIMITED AREAS < 200 PLACES	Venues located outside major cities	Most places in the UK	4 3 2 1
 <p>ART, TOURISM AND HERITAGE</p>	Enhanced visitor experience: AR / VR experiences to provide richer, immersive experiences	PRIVATE PUBLIC	2019 2024	NOT LIKELY BASIC SERVICES LIMITED AREAS < 200 PLACES	Enhanced experience in major cities.	Further enhancements beyond major cities.	4 3 2 1
	Venue management: IoT - analytics to manage crowds	PRIVATE PUBLIC	2019 2024	NOT LIKELY BASIC SERVICES LIMITED AREAS < 200 PLACES	Many areas beyond major cities	Most places in the UK	4 3 2 1