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Digital Natives

– Driving the Converged Information and Communication Market

Telecom, media and internet are coming together to create a whole new ecosystem, the multimedia market place. By using their respective strengths and enablers, they give consumers new possibilities to enjoy, socialize, communicate and consume but also to make things more convenient and efficient.

These three industries are now merging at a fast pace. Several of them can offer the same services i.e. Internet can carry voice, Telecom can carry and show media content and Media can be used for access to the Internet.

The usage of Internet has developed from being mainly information and content oriented to becoming more and more communication and people related. Compared to two years ago today's consumers are much more open towards using Internet on the mobile phone and the fact that communities constitute the main arena where young people interact, get together and socialize makes the online 'digital appearance' extremely important.

The driving forces behind this multimedia market are digital natives who are born into digital technology. They are used to the immediacy of hypertext, downloaded music, phones in their pockets – available 24/7, a library on their laptops, connectivity anytime anywhere. The life arc of a typical 21-year-old entering the workforce today has, on average, included 5,000 hours of video game playing, exchange of 250,000 e-mails, instant messages, and phone text messages, 10,000 hours of mobile phone use. To that you can add 3,500 hours of time online. (Source: FT, 2006)

Stefan HEDELIUS, Vice President Multimedia and System Integration, Ericsson Central Europe, was born 1969 in Stockholm. He studied economics at the University of Stockholm, and started his career at Ericsson in Stockholm, Sweden, in 1996 as Project Manager with responsibilities for mobile network implementation projects in the Middle East Market. In 1997 Hedelius moved to Ericsson Bern, Switzerland to take on a position as Programme Manager working with the 2nd and 3rd GSM license projects. After finalizing his work in Switzerland he had assignments for Ericsson in Hungary, Czech Republic and Brazil as Project Manager where he gained experience in driving larger projects as well as marketing and sales. In 2000 he returned to Switzerland where he held several management positions. Within the DACH (Germany, Austria and Switzerland) market Hedelius was responsible for driving business development projects together with mobile operators in the area of increasing mobile voice business as well as being responsible for the business intelligence and analyses. When Hedelius in 2004 got the opportunity to work for Ericsson in Austria as Vice President and Key Account Manager with the responsibility for Marketing and Sales for the ONE account he successfully completed this task by building successful business in the area of mobile broadband and multimedia. Having had several senior management positions in the area of Project Management, Business Development and Marketing and Sales in many countries Hedelius has wide experience from the international Telecom Industry. With this background he is now Vice President Multimedia and System Integration for Ericsson in Central Europe based in Vienna, Austria. In this role he is responsible for Ericsson Multimedia portfolio ranging from mobile music and mobile TV, IPTV, revenue management, messaging and all service layer products, the



Ericsson enterprise portfolio, business consulting and system integration capabilities for all Ericsson and 3rd party products. Hedelius is also the Chairman of the board for the Swedish School of Vienna. E-mail: stefan.hedelius@ericsson.com.