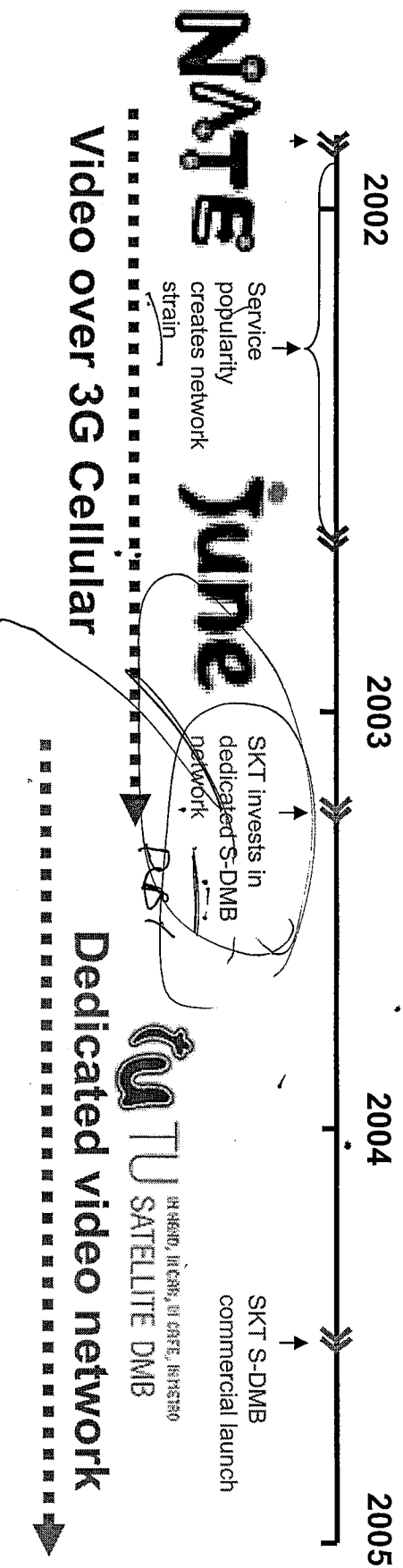


SK Telecom Case Study – Streaming Video Strains 3G Cellular Network

ROVA



- SKT's 'June' streaming video achieves 1M subs in just 8 months
- Unanticipated demand with flat rate forces usage-based pricing

Demand Drives Requirement of Dedicated Network