### Use Case – The Connected Tablet: A Thales survey

#### To find out how consumers (people like you and me) are using mobile internet on the move - and what they are willing to pay for it.

#### Current pricing options don’t meet consumer expectations

- Current long-term monthly contracts are too costly and not adapted to consumer needs.
- Consumers don’t want to have to pick one MNO and get locked into a long-term plan.
- The benefits of cellular connectivity aren’t clearly articulated.

#### Consumers’ on-the-go needs mainly involve unplanned, infrequent situations, but too much effort is usually required to properly establish connectivity.

- To add one-step connectivity on top of the price of a £200/$300 Wi-Fi-only tablet: How much would they willing to pay?

#### The solution: “One-step connection”

The “one-step connection” function enables consumers in the E.U. to simply switch-off Wi-Fi and connect to the mobile internet on the move, with a simple one-step process.

#### A panel of end users assessed the one-step connection tablet

They identified 4 main benefits:

- **User-centric**
  - The benefits of cellular connectivity aren’t clearly articulated.
  - Consumers don’t want to have to pick one MNO and get locked into a long-term plan.
  - The benefits of cellular connectivity aren’t clearly articulated.

- **Flexible**
  - There is no commitment to a lengthy contract.
  - Consumers can then easily manage their broadband connectivity.
  - The “one-step connection” functionality connects tablets to the 3G/4G thanks to a built-in SIM.

- **Great value!**
  - Consumers can then easily manage their broadband connectivity.
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- **Excellent**
  - End users want full control of their own connectivity.
  - Consumers can then easily manage their broadband connectivity.
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#### When you Wi-Fi is down and you need connectivity

- While traveling: Keeping in touch and entertained.

- When your Wi-Fi is down and you need connectivity.

- Anytime: Staying in touch.

#### How it works:

- **Public Wi-Fi:** 5% of users assessed the one-step connection tablet.
- **3G/4G mobile broadband:** 65% would consider the one-step connection.

#### What kind of tariff would they consider?

- **Worldwide:** 65% would be happy to receive advertising in exchange for free connectivity.
- **Advertising funded/managed:** 52% would prefer to deal with their existing network provider.

#### What kind of tariff would they consider?

- **Advertising funded/managed:** They like the simplicity of paying the same price whether they use it or not.

#### How would they prefer to find a connectivity tariff?

- **Price:** 22% would prefer to find a connectivity tariff online and search for a pay-as-you-go SIM.
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#### How would they prefer to find a connectivity tariff?

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#### Which benefit appeal most?

- **Advertising funded/managed:** They feel in control of their connectivity.
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