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This Week's Stories

Google's \$2.7 Billion Antitrust Fine

June 29, 2017

Google was fined a record \$2.7 billion by European antitrust officials on June 27 for breaking competition rules by giving its own shopping service priority placement in search results and relegating rivals to where consumers were less likely to click. Here's how that could affect Europe's already fraught relationship with Silicon Valley.

Anti-American Bias?

Google is the latest in a long line of U.S. companies to face stiff penalties from European antitrust officials; others include Facebook, Microsoft and Intel (although Google's fine was by far the biggest). In 2015, President Obama suggested the bloc's scrutiny of Silicon Valley companies was a form of protectionism, sparking discussion of anti-American bias.

Rising Tensions

But the E.U.'s top antitrust official Margrethe Vestager rejects those claims, and she has data to prove it. Per commission figures, U.S. companies account for just 8% of all antitrust and cartel fines since 2010, while 60% are against E.U. firms. And experts say perceptions of anti-American bias are just a symptom of the fact that the world's largest IT companies, which deserve tough regulatory scrutiny, happen to be American. Still, the June 27 ruling could further strain relations between the U.S. and Europe, especially in the wake of President Trump's decision to withdraw from the Paris climate accord.

Future Headaches

Google has denied the commission's claim, and might appeal its decision in court. Meanwhile, Vestager's action establishes Google as a near monopoly in online search, a precedent that could pave the way for further actions against the Internet giant.

[time.com](#)

Google's 2017 Diversity Report Shows Progress Hiring Women, Little Change For Minority Workers

June 29, 2017

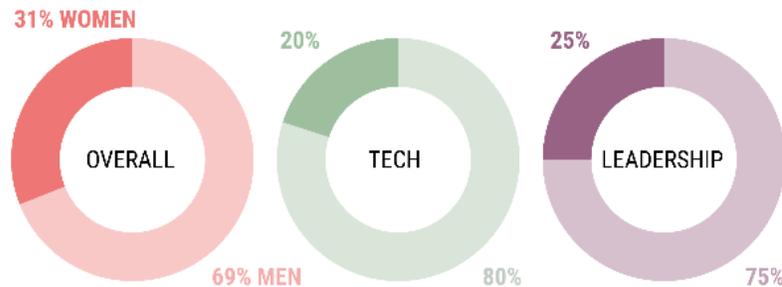
Google released its new diversity report today, for the fourth year in a row. The tech giant, whose parent company Alphabet lands at 27 on this year's Fortune 500 list, has voluntarily released demographic data about its workforce each year since 2014 as part of its efforts to create a more inclusive culture — a process that employees say has been “slow but real.”

The company also announced that Danielle Brown will become Google's new vice president of diversity. Brown previously worked as the chief diversity and inclusion officer at Intel. She left the company very recently, but hadn't yet announced that she'd be joining Google.

"To push our work forward, we're thrilled that Danielle Brown will be joining Google as our new Vice President of Diversity," wrote Eileen Naughton, Google's Vice President of People Operations in a blog post accompanying the diversity report. "She'll start in July, and comes with the deep conviction that Google provides a platform where she and the team can make a real impact internally and across the tech industry."

Women in Google's Global Workforce

▶ Google released 2017 diversity data for their workforce. It shows that while the percentage of women employees at the company is increasing, men are still overrepresented, especially in tech and leadership roles.



Source: GOOGLE'S EEO-1 DATA
GRACE DONNELLY/FORTUNE

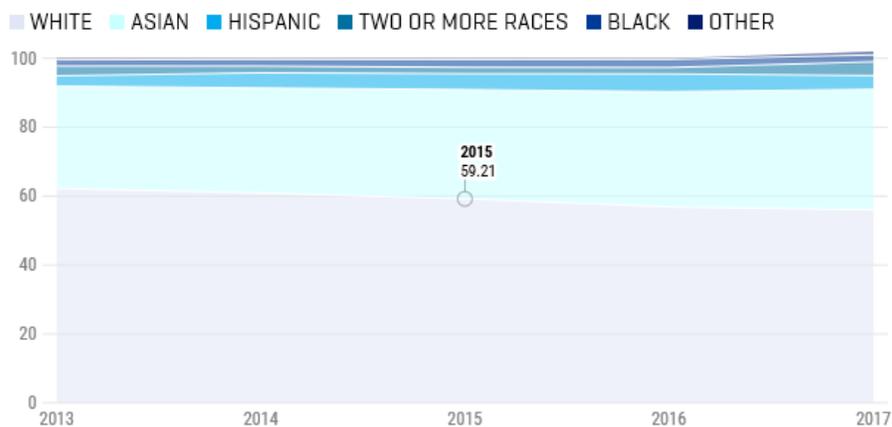
The updated workforce data shows that women make up 31% of all employees at Google. Twenty percent of Google tech workers are women, up from 17% three years ago. And women hold one in four leadership roles at the company.

Progress for increasing representation for racial and ethnic minorities among Google's workforce has been slower. While Google released summary stats about women in its global workforce, the race data is based on its EEO-1 Report which includes only its U.S. employees.

The number of Black U.S. employees remained stagnant over the past year at 2% of the total workforce and 1% of tech workers. The number of Hispanic and Latinx employees also saw little change, increasing from 3% to 4% over the last year.

Diversity at Google

In 2017, 91% of Google employees are White or Asian.



Because 2017 percentages are rounded, the numbers sum to more than 100%

SOURCE: Google's EEO-1 Reports

FORTUNE

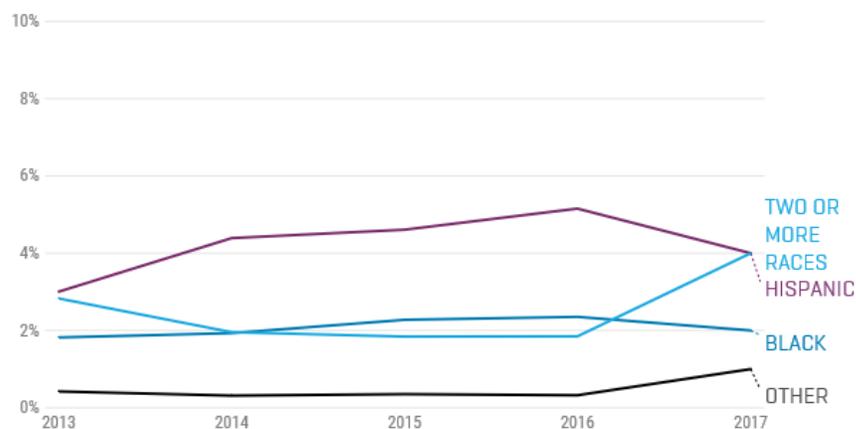
Diversity among new hires at the company was relatively flat as well.

In 2016 women were 21% of the hires in tech roles while Black and Hispanic or Latinx candidates made up 3% and 4% of all new hires, respectively.

Google's overall workforce is 56% White, 35% Asian, 4% two or more races, 4% Hispanic or Latinx, 2% Black and less than 1% American Indian or Alaskan Native, and Native Hawaiian or Pacific Islander. On its report, Google groups the last two categories together under the heading "Other."

Demographics of Google's Workforce

Google has released annual diversity data since 2014, but the numbers show that progress in hiring more employees from underrepresented groups has been slow.



SOURCE: Google's EEO-1 Report

FORTUNE

According to an Equal Employment Opportunity Commission report on diversity in the tech industry, tech firms hire a larger share of White, Asian, and male employees than the private sector overall.

Black and Hispanic or Latin workers make up 14.4% and 13.9% of the private workforce overall, respectively. In the tech sector as a whole they are 7.4% and 8% of employees.

Women are also underrepresented, making up just 36% of tech employees compared to 48% of all workers.

The lack of inclusion for women and minorities in tech is recognized as a problem across the tech industry. But studies have shown that when actual data isn't shared about worker demographics, tech employees tend to overestimate the diversity of the workforce.

As one of only 16 companies on the Fortune 500 list that makes their employee demographics public, Google is taking an important step in becoming a more inclusive company. Naughton said in a blog post that Google's employees, products and business are at stake when it comes to getting diversity and inclusion right.

"We all welcome the conversation and the scrutiny," she wrote. "It helps us raise the bar in terms of this important work and our commitment to it."

fortune.com

Everything To Know About The Latest Worldwide Ransomware Attack

June 27, 2017

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"One of the major differences between the two attacks is that the most recent event does not yet appear to be susceptible to a hardcoded "kill switch." That means it may prove harder to overcome."

Meet the sequel to WannaCry, the wide-ranging ransomware attack that crippled businesses around the globe last month.

On Tuesday, another widespread ransomware attack began halting unprepared businesses in their tracks. The new attack uses the same method of propagation as WannaCry: A leaked hacking tool called Eternal Blue, which has been linked to the U.S. National Security Agency.

One of the major differences between the two attacks is that the most recent event does not yet appear to be susceptible to a hardcoded "kill switch." That means it may prove harder to overcome.

Security experts have been warning organizations that failed to apply security patches to their Microsoft Windows-based computer systems that it was only a matter of time before another digital siege surfaced. It seems their predictions have borne true.

What Has Happened?

A wave of ransomware attacks spread like wildfire on Tuesday. Many Microsoft Windows-based computers—specifically, ones not protected against a vulnerability in a Microsoft messaging protocol called SMB-1—began seizing up worldwide, locking employees out of their desktops, and displaying ransom notes.

Unable to access their files and folders, workers and managers were greeted by on-screen demands for payment of \$300 in Bitcoin, a digital currency often used by cyber extortionists because it's easy to send and hard to track.

Who Has Been Affected?

The attack struck organizations in the U.S., Australia, Italy, Germany, Poland, Ukraine and Russia. Costin Raiu, director of global research at Russian security firm Kaspersky Labs, posted a bar graph on Twitter showing the geographic distribution of victims, according to what his firm could measure. (Kaspersky's customer base skews towards Russian-speaking countries, which might explain the spread.)

Some of the affected companies include Maersk (amkby, +1.00%), the Danish shipping giant, Rosneft, the Russian oil company, WPP, the British advertising agency, and Merck (mrk, -0.09%), the U.S. pharmaceutical giant. There are reports that the attack has also affected banks, hospitals, governments, airports, and other organizations.

What Is Petya?

Initial analyses suggested that the latest wave of attacks involved malware based on Petya, a type of ransomware that first surfaced last year. Further investigations have disputed this analysis. In lieu of a better name, some cybersecurity firms, such as Kaspersky, have begun referring to the latest malware as "NotPetya."

Jeremiah Grossman, chief security strategist at the cybersecurity firm SentinelOne, told Fortune there isn't enough evidence yet to uncover the malware's provenance. "This outbreak has similar characteristics as Petya, such as infecting the MBR [Master Boot Record, an important component of

Microsoft computer hard drives] and encrypting the entire drive, however, it is not clear yet that this is a Petya variant," he said.

How Did This Happen?

Companies that failed to patch their systems against the Microsoft vulnerability were open to this attack. It's still not clear what the initial attack vector was. But once inside, the worm could spread across computer networks via the hole in Microsoft SMB-1.

It seems that many of the organizations affected by the malware operated industrial systems. These machines can be hard to patch because they run critical processes are difficult to take offline. "Organizations like these typically have a hard time patching all of their machines because so many systems simply cannot have down time," said Chris Wysopal, cofounder and chief tech officer of Veracode, an application security firm purchased by CA Technologies earlier this year.

What Can Businesses Do To Protect Themselves?

There are a few simple steps businesses can take, as the cybersecurity firm Palo Alto Networks (panw, +0.13%) explains on its "threat brief" blog. First, apply Microsoft patch MS17-010. Second, block connections to Microsoft Windows' port 445, the part of the operating system associated with the vulnerable protocol. And finally, maintain regular data backups, and use them to restore systems.

Should You Pay The Ransom?

This is a continual source of debate in the information security community. The general belief is, no, you should not pay the ransom. For one, there's no guarantee extortionists will return your files. Second, funding cybercriminals will encourage them to develop similar attacks in the future.

Still, sometimes companies take a gamble and pay up in the hopes that the criminals will restore access to their files and information. In this case, it appears as though customers will not be able to reclaim their data even if they do pay up. Posteo, the email service chosen by the attackers, said it blocked the account they created, meaning the extortionists have lost their channel to communicate with victims and hand over decryption keys. Despite this, the attackers' Bitcoin wallet had already received 28 transactions equaling 3 Bitcoins, or more than \$7,000, as of 3 P.M. ET on Tuesday.

fortune.com

Products & Services

AMC Launches A \$5 Per Month Ad-Free TV Streaming Service – But Not For Cord Cutters

June 29, 2017

Cable network AMC today announced the launch of a new streaming service called AMC Premiere, which allows subscribers to pay \$5 per month for access to commercial-free versions of its current TV shows, along with uncut movies, while also allowing customers to stream new TV episodes at the same time as they're airing on television. There is, however, one big catch: AMC Premiere is not for cord cutters. At least, not yet.

Yep, that's right. For now at least, you have to be a pay TV subscriber to use AMC Premiere — and specifically, a Comcast Xfinity TV customer.

“That’s because launch of the new service is currently tied to a deal with Comcast, whose Xfinity TV customers will be able to stream the service via their set-top boxes as well as the Xfinity Stream website and mobile app.”

That's because launch of the new service is currently tied to a deal with Comcast, whose Xfinity TV customers will be able to stream the service via their set-top boxes as well as the Xfinity Stream website and mobile app. In the months ahead, authenticated Comcast customers will be able to watch via AMC.com and the AMC mobile apps, too.

The service represents a new way for a TV network to make money as cable TV audiences decline.

There really isn't an offering like this in the streaming TV market. While there are over-the-top live TV services (e.g. Sling TV, Vue, DirecTV Now, etc.), ad-free on-demand streaming services (e.g. Hulu, Netflix, Amazon, HBO Now) and authenticated "TV Everywhere"-powered services, there isn't one that's designed as a live TV + on-demand + ad-free upgrade for cable TV customers.

Comcast is receiving a share of the subscription revenue that AMC Premiere generates as part of the deal's terms. However, the agreement doesn't prevent AMC from offering Premiere to other providers in the future, nor does it prevent the network from expanding to serve the cord-cutting market, if it chose.

We understand that AMC doesn't currently have plans to go over-the-top with Premiere — it sees it more as an upgrade option for pay TV customers. But it does plan to bring it to more cable companies, satellite providers and telcos in the future. (Whether or not that means it will eventually cut deals with TV providers like Dish or AT&T, which now operate their own cord-cutter-friendly streaming services, is less clear.)

The idea with AMC Premiere, more broadly, is to target AMC's super fans — those addicted to its top shows like "The Walking Dead" or "Into the Badlands," for example. On Comcast today, 19 million customers watch the AMC channel — some sliver of those may pay the nominal fee to ditch the ads and watch on more devices.

As for AMC Premiere itself, it's offering ad-free versions of all current-season AMC programming, including "The Walking Dead," "Fear the Walking Dead," "Preacher," "Into the Badlands," "The Son," "Turn: Washington Spies," "Talking Dead," "Talking with Chris Hardwick," "Talking Preacher" and "Comic Book Men." ("Loaded" is the only current season show not available here.)

AMC Premiere is also augmented with a selection of uncut movies designed to complement its original series, plus extra content like uncut and bonus scenes from AMC shows, trailers and other pre-premiere content. AMC will continue to add more original content as the service evolves, like exclusive interviews with casts and showrunners, and other behind-the-scenes footage.

We understand the network is also considering producing content directly for this platform, though it hasn't announced specific plans in that area as of yet.

techcrunch.com

Google Photos' AI-Powered Sharing Is Now Available

June 28, 2017

You can also share access to your photo library.

Google is making good on its promise of AI-assisted photo sharing. A Google Photos upgrade arriving this week uses machine learning to suggest pictures based on both your own sharing habits, the people in the photos, and whether or not they're part of a "meaningful moment," such as a party or a wedding. You might not have to remember to share photos of your best friend when you get home from a big weekend shindig. You can customize who receives the photos, of course, and fellow Google Photos users can get reminders to add their photos to the relevant album.

The update is also a big deal if you always want to share snapshots. There's now an option to share your photo library, whether it's the whole thing or snippets based on specific criteria. You can limit Photos to sharing pictures that include your partner, for example, or only those photos taken from a certain date onward.

Neither feature is flawless. What if your significant other has their back turned to the camera in an otherwise important shot? And while your friends won't need Google Photos to receive suggested shares, the shared library clearly depends on everyone signing up. Still, this might be one of the more practical examples of how AI technology can help in everyday life. You won't always have to remember to share photos when you get home -- a machine will do much of the work for you.

engadget.com

Emerging Technology

Netflix Just Got A Whole Lot Better, Thanks To Dolby

June 28, 2017

Netflix has announced today that it's going to be introducing support for the Dolby Atmos sound system to its streamed video services.

What's more, this doesn't appear to be an early revelation of some far distant Dolby Atmos roll out. The first Dolby Atmos soundtrack will be available on the much-anticipated Netflix Original Movie Okja, which was actually added to Netflix's service today (June 28), while the necessary firmware update to LG's 2017 Dolby Atmos-capable OLED TVs is expected to roll out 'soon'.

As if the introduction of Dolby Atmos audio for Okja wasn't already exciting enough, Netflix and Dolby have also confirmed that the movie will play on compatible TVs in Dolby Vision, Dolby's premium high dynamic range format.

This will mark the first time that streaming customers have been able to enjoy a full Dolby Atmos/Dolby Vision experience.

Dolby Atmos, if you've not experienced it, is a so-called 'object based' sound format that introduces much more accurate placement of details within the audio space, as well as adding a highly effective height channel to the normal single-level surround sound experience.

Anyone who's heard Atmos in action on a decent speaker system will attest to just what a difference it can make to your sense of immersion in what you're watching.

Dolby Vision, meanwhile, adds a layer of dynamic metadata to the normal 'HDR10' stream that carries extra information a TV can use to optimize picture quality. And if you want an idea of just what a difference it can make, check out my recent review of the first jaw-dropping Dolby Vision Ultra HD Blu-rays.

As noted earlier, the first people able to take advantage of the combined Netflix Dolby Atmos/Dolby Vision experience will be owners of 2017 LG OLED TVs (such as the OLED65E7 reviewed here), which feature built-in decoding of both of Dolby's premium sound and picture formats.

Netflix states, though, that it intends to extend its Dolby support to other devices in the future, and also points out that Xbox One owners can already enjoy Dolby Atmos if they connect their console to a suitably talented home cinema system. Or use the new Dolby Atmos for headphones feature now

"Dolby Atmos, if you've not experienced it, is a so-called 'object based' sound format that introduces much more accurate placement of details within the audio space, as well as adding a highly effective height channel to the normal single-level surround sound experience."

available via the Dolby Access app in the Xbox Store. You can find a guide to getting Dolby Atmos from your Xbox One's Netflix app [here](#).

Netflix explicitly states in its information on its new Atmos support, too, that other titles with Dolby Atmos and, presumably, Dolby Vision are 'coming soon', and that 'the catalog will continue to grow'.

As well as giving Netflix an edge in its long-running technical battle with arch rival Amazon Video, the new Netflix/Dolby hook up is quite a coup for LG given the currently unique ability of its latest OLED TVs to support both Dolby Vision and streamed Dolby Atmos. It has to be said, too, that Netflix's latest Dolby moves make life at least a little more uncomfortable for those TV brands which continue to refuse to sign up to the Dolby Vision system.

[forbes.com](#)

Apple Just Released The First iOS 11 Beta To Everyone

June 26, 2017

Are you excited about trying out the new features coming up with iOS 11? If so, Apple just released the first public beta of iOS 11 now available to download for everyone. You don't need to pay \$99 for a developer account to download it. But remember, it is still a beta.

While the company still plans to release the final version of iOS 11 this fall, Apple is going to release regular public betas over the summer. This way, the company can iron out the bugs and test new features on a large group of users.

Apple released the second developer beta just last week, so it's safe to say that this first public beta is more or less the same build as the one in the developer channel.

But remember, you shouldn't install an iOS beta on your primary iPhone or iPad. Some things won't work while others might crash your phone altogether. Many developers will tell you horror stories about iPhones that simply don't boot up because of a beta.

If you have an iOS device lying around, back up your device first. Make sure your iCloud backup is up to date by going to the Settings app on your iPhone or iPad. Even more important, plug your iOS device to your computer to do a manual encrypted backup in iTunes. That's the only way you can restore your iPhone or iPad to iOS 10 if things go wrong.

Then, here's how to download it. Head over to this website and enroll your compatible iOS device. You have to install a configuration profile, reboot your device and update iOS like it's a normal software update — AirDrop works well to transfer configuration profiles between your Apple devices. In September, your device should automatically update to the final version of iOS 11.

iOS 11 features a ton of improvements for the iPad. You can now drag and drop files and app icons to open new apps, work with multiple apps at once and more. It's a complete rethinking of the iPad user experience.

The iPhone is also getting many small and big improvements. The Photos app is going to learn new tricks, you can now send money in Messages using Apple Pay, and Control Center and lock screen are getting some much needed refinements.

Finally, there are some major changes under the hood, starting with ARKit and Core ML. Many third-party developers are already working on augmented reality apps and features as it has become much easier to turn the iPhone camera into an AR-enabled device.

“While the company still plans to release the final version of iOS 11 this fall, Apple is going to release regular public betas over the summer.”

While you're downloading the beta, why don't you head over to our early look of iOS 11. This way, you'll learn everything you need to know about iOS 11 so you can impress your friends with the new features.

techcrunch.com

Mergers and Acquisitions

Microsoft Confirms Cloudyn Acquisition, Sources Say Price Is Between \$50M And \$70M

June 29, 2017

Back in April, we began hearing that Microsoft was in the process of buying Israeli cloud startup Cloudyn, a company that helps customers manage their cloud billing across multiple clouds. It's taken a while to work through the terms, but today Microsoft finally made it official.

Sources tell TechCrunch the price was between \$50 million and \$70 million.

In a company blog post today, Microsoft's Jeremy Winter wrote, "I am pleased to announce that Microsoft has signed a definitive agreement to acquire Cloudyn, an innovative company that helps enterprises and managed service providers optimize their investments in cloud services."

As companies continue to pursue a multi-cloud strategy, this gives Microsoft a cloud billing and management solution that provides it with an advantage over competitors, particularly AWS and Google Cloud Platform.

As TechCrunch's Ingrid Lunden wrote in April, Microsoft has been pushing a multi-platform services approach, and this fits in with that overall strategy. It has the added bonus of giving them usage data across other cloud platforms: *It is here that Cloudyn could be a more useful addition to the Microsoft portfolio: a way to help Microsoft's customers monitor how their services are working in the cloud, while perhaps in the process also giving Microsoft's own services a helpful nudge in the mix. It helps, too, that Cloudyn itself has been amassing a large client list itself. The company says that it works with "thousands" of companies, including "Fortune 500 leaders in all major industry verticals."*

Notably, Cloudyn also is already a Microsoft partner. In March of this year, it announced support for Microsoft Cloud Solution Providers — that is, integrators and other in-the-middle services providers who sit between Azure (or other cloud providers) and enterprises and manage and monitor usage on those platforms on their behalf, perhaps tied to a specific product at the business that the integrator has implemented. Infosys (which, again, invests in Cloudyn), Westcon-Comstor and Insight are already customers.

As Lunden noted, this should provide a solid return for investors: *To date, Cloudyn, which was founded in 2011, has raised \$20.5 million, according to Crunchbase, from investors that include Carmel Ventures, Infosys and Russia's Titanium (Calcalist notes a higher funding figure of \$22.5 million). This means a \$50 million to \$70 million price tag is at least more than double, or nearly four times the money raised, and a 10x multiple on revenues, which Calcalist reports at between \$5 million and \$7 million a year.*

Microsoft has acquired several other Israeli enterprise security firms, including Aorato, Adallom and Secure Islands, and earlier this month it bought Hexadite, another security firm, for \$100 million, according to sources.

techcrunch.com

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"I am pleased to announce that Microsoft has signed a definitive agreement to acquire Cloudyn, an innovative company that helps enterprises and managed service providers optimize their investments in cloud services."

T-Mobile Could Join A Sprint Tie-Up With Comcast And Charter: Analysts

June 28, 2017

“One such deal could include the cable companies taking an equity stake in Sprint and investing in the carrier’s network, through which they could presumably launch a branded service.”

Reports of a potential wireless partnership between Sprint, Charter and Comcast have quieted speculation about a merger between Sprint and T-Mobile. But analysts say T-Mobile could play a role in any such arrangement.

The Wall Street Journal reported late Monday that Sprint Chairman Masayoshi Son struck an exclusive two-month deal to hold discussions with Charter and Comcast through July focusing on potential partnership arrangements. One such deal could include the cable companies taking an equity stake in Sprint and investing in the carrier’s network, through which they could presumably launch a branded service.

A partnership with cable companies might be a better fit for Sprint than a merger with T-Mobile for several reasons. Simply consolidating the number of major U.S. wireless operators might not gain regulatory approval, while the arrival of a new entrant or two likely wouldn’t garner much scrutiny. And Sprint may not have to cede nearly as much control as it might under terms of a deal with T-Mobile, which has enjoyed significant traction over the last few years.

Also, Sprint could funnel a cash injection from Comcast and Charter into its 2.5 GHz network build-out. And the mobile network operator could leverage Comcast and Charter’s extensive wireline networks and Wi-Fi hotspots to more quickly build out its 2.5 GHz holdings and more cheaply backhaul its mobile network traffic.

But T-Mobile could join such an effort, Jonathan Chaplin of New Street Research wrote in a note to investors. A model that complex would be difficult to pull off, but it could benefit all stakeholders.

“Actually, the best-case scenario (for T-Mobile) would be a four-way deal; however that seems tough to get across the goal line,” Chaplin wrote. “The worst-case scenario would see a Sprint/cable deal that leaves T-Mobile out in the cold entirely; we don’t think this is the most likely outcome either. And then there are a host of scenarios in between, where T-Mobile would benefit, potentially greatly, but without the negotiating leverage that many have assumed.”

Those thoughts echo comments made by T-Mobile CFO Braxton Carter last month during an investors conference. “Of course” discussions of a potential alliance between T-Mobile and Sprint will occur, Carter said, but a final arrangement might include the two cable operators.

“I think cable—it’s a bit early, that’s going to develop; they’re going to kick the tires,” Carter predicted. “But what about Sprint, T-Mobile and a coalition of Comcast and Charter, and the value creation that could come out of that?”

And by engaging in talks with Sprint, the cable companies may be making sure they have a seat at the table ahead of any one-to-one deal between the wireless carries, according to Craig Moffett of MoffettNathanson.

“Think of this as a three-way hedge. Ultimately, this doesn’t make a Sprint/T-Mobile deal any more or less likely than it was before. But it makes sure that the cable operators preserve their options either way,” Moffett told Barron’s. “This ensures (Charter and Comcast) will get attractive terms not only from Sprint, but also from Verizon. Sprint hedges against the risk that a deal with T-Mobile might not happen after all, and it gives Sprint somewhat more negotiating leverage if it does.”

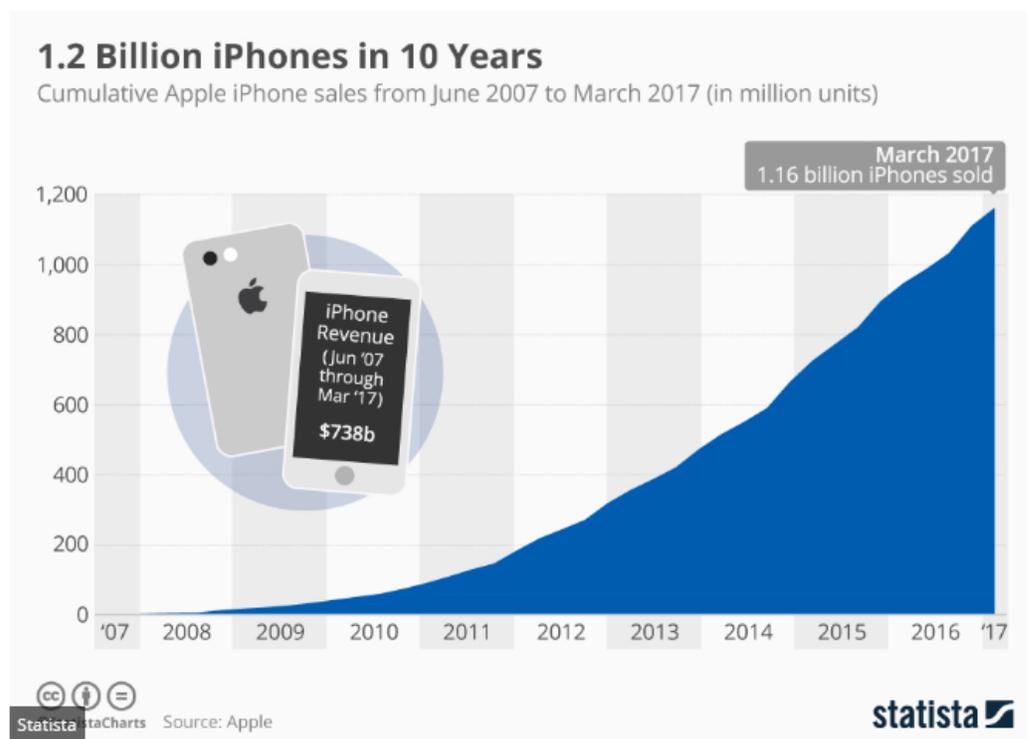
fiercewireless.com

Industry Reports

Apple Has Sold 1.2 Billion iPhones Worth \$738 Billion In 10 Years

June 29, 2017

“According to the stats Apple hit 100m units in 2011, 200m in 2012, 500m in 2014 and 1bn in 2016.”



[iPhone sales over 10 years](#) [+]

Statista says that Apple has now sold 1.2 billion iPhones as the phone celebrates its 10th birthday. Using information from Apple, Statista also says that the firm probably just hit that number and it estimates the iPhone has brought in a staggering \$738bn over the decade too.

What's more, the profit is good too at an estimated \$100bn over the iPhone's life so far. Not only has the iPhone been incredibly popular and made a lot of money, but it's also made Apple a huge global company where previously it was a well-off, but much smaller firm.

Apple's still capable of commanding a high margin for high quality devices and the public loves it, allowing Apple to sit on a \$256bn cash pile.

According to the stats Apple hit 100m units in 2011, 200m in 2012, 500m in 2014 and 1bn in 2016.

That 1.2bn figure is pretty staggering, but if you average sales over the lifespan of the decade you can get a taste for what an achievement this is (especially considering how quickly the firm has gone from zero units to over a billion).

- 328,767 phones per day
- 2,301,369 phones per week
- 9,863,010 phones per month
- 119,671,188 phones per year

It's really hard to break down the sales of each iPhone generation. As a rule, Apple announces sales as a total, so in a year where both the iPhone SE, 6 and 6+ would be sold with the 7 and 7+ it gets pretty hard to work out how it all breaks down.

Roughly speaking though (and it's very rough):

- iPhone: 6.1m (total from Wikipedia)
- iPhone 3G: 15m
- iPhone 3GS: 30.1m
- iPhone 4: 94.8m
- iPhone 4S: 98.1m
- iPhone 5: 143.4m
- iPhone 5S, 5C: 163.7m
- iPhone 6, 6+: 222.4m (3G - iPhone 6 figures from Statista)

So what's in the next decade for Apple? Well, India for one thing. There are a billion people there to start selling phones to, and another billion in China. The Indian challenge might be harder as Apple isn't well known there, but the firm has recently started making a variant of the iPhone SE in the country, for sale locally, which will no doubt help a great deal.

forbes.com

AT&T Looks To Experiment With Virtualized RAN Core

June, 27 2017

“AT&T is using Ericsson's 5G RAN and the Intel 5G Mobile Trial Platform to deliver an ultra-fast internet connection to residential, small business and enterprise customers.”

While AT&T has launched its second trial using millimeter wave (mmWave) technology at more locations in Austin, Texas, it's also looking ahead to experiment with new virtualized-RAN core network capabilities later this year.

It's all part of AT&T's efforts to further incorporate software-defined networks, something it committed to big time in 2014. The company aims to have 75% of its traffic on a software-defined network by 2020 and could even exceed that goal.

Intel and Ericsson are continuing to work with AT&T in the Austin trial, where they completed a fixed wireless 5G business customer trial in 2016. AT&T is using Ericsson's 5G RAN and the Intel 5G Mobile Trial Platform to deliver an ultra-fast internet connection to residential, small business and enterprise customers. AT&T said trial participants will be able to stream premium live TV via DirecTV Now and at speeds up to 1 gigabit per second using mmWave spectrum.

Intel and others have said they think NFV is a key component of 5G in terms of making it economical for operators. Service providers aiming to support a broad range of 5G use cases will need a software-driven strategy in order to support their efforts.

AT&T's Marachel Knight, senior vice president, Wireless Network Architecture and Design, has said 5G and SDN will be intertwined, and 5G will be the first new major technology initiative that will be “born in the cloud.”

AT&T was the first major global carrier to launch a virtualized mobility packet core almost two years ago, allowing it to quickly add resources during traffic spikes, route around problems when they occur and ramp up security before attacks affect customers.

Verizon also has said that it plans to test and implement virtualized RAN technologies this year as part of a wider effort to make its wireless network design more efficient and to save money.

Ericsson also is participating in Verizon's tests and deployments of vRAN technology.

vRAN refers to a RAN implementation where some or all baseband functions are separated from the remote radio unit and run as VNFs (Virtualized Network Functions) on commodity hardware. Such an approach results in multiple operational benefits including but not limited to TCO (Total Cost of Ownership) reduction, performance gains and scalability, according to research firm SNS Telecom, which predicts vRAN deployments will account for a market worth \$2.6 billion by 2020.

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