

Leading Change  
Inspiring Progress



# MWC 2025 Network4AI

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# Both B2C and B2B will enjoy AI services delivered by Telcos

## Consumer



Virtual guide  
In a museum



Mobile screen  
understanding



AI powered gaming

## Enterprise



AI powered radiology



Predictive Maintenance



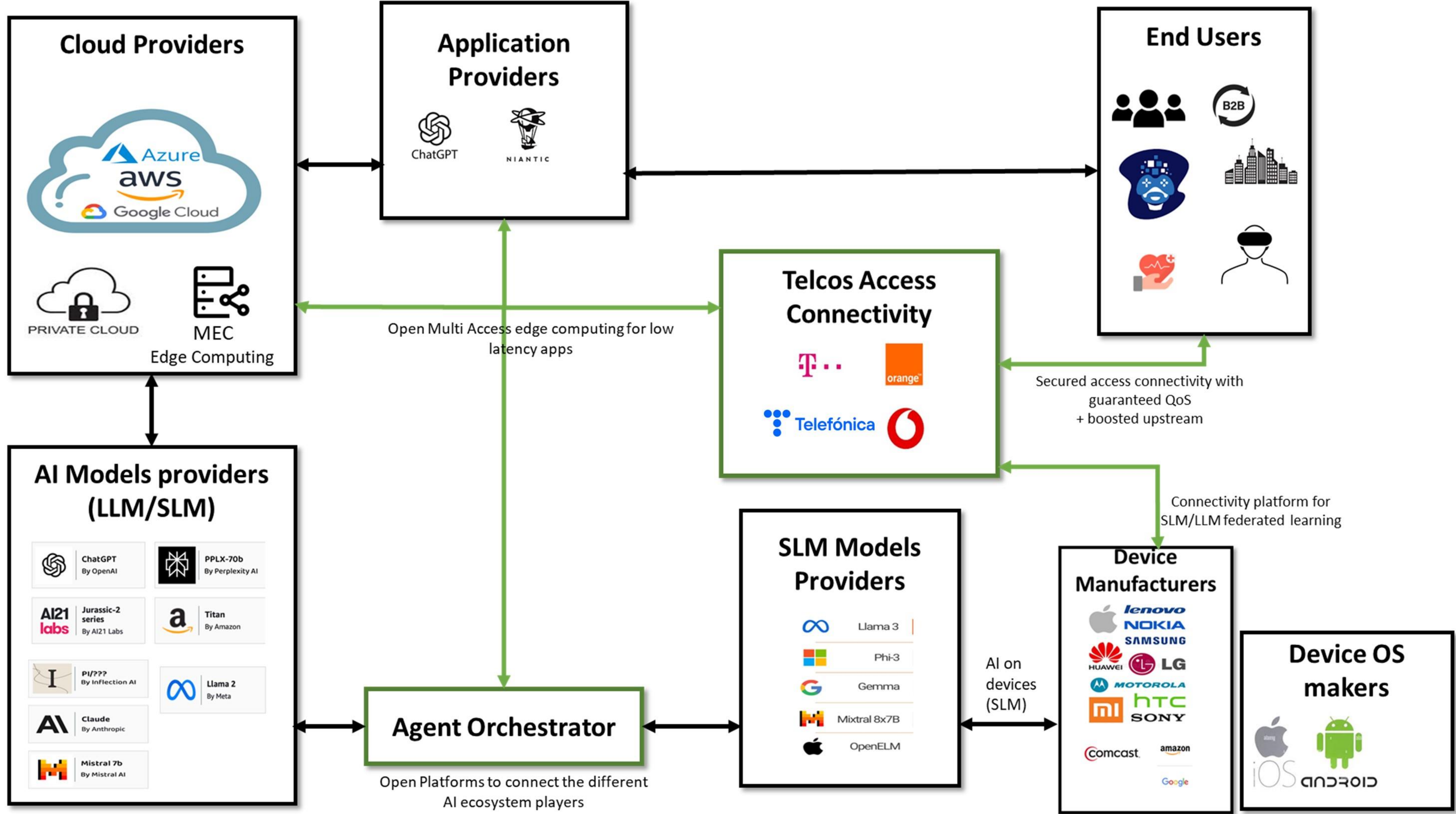
Fire safety



Smart traffic lights



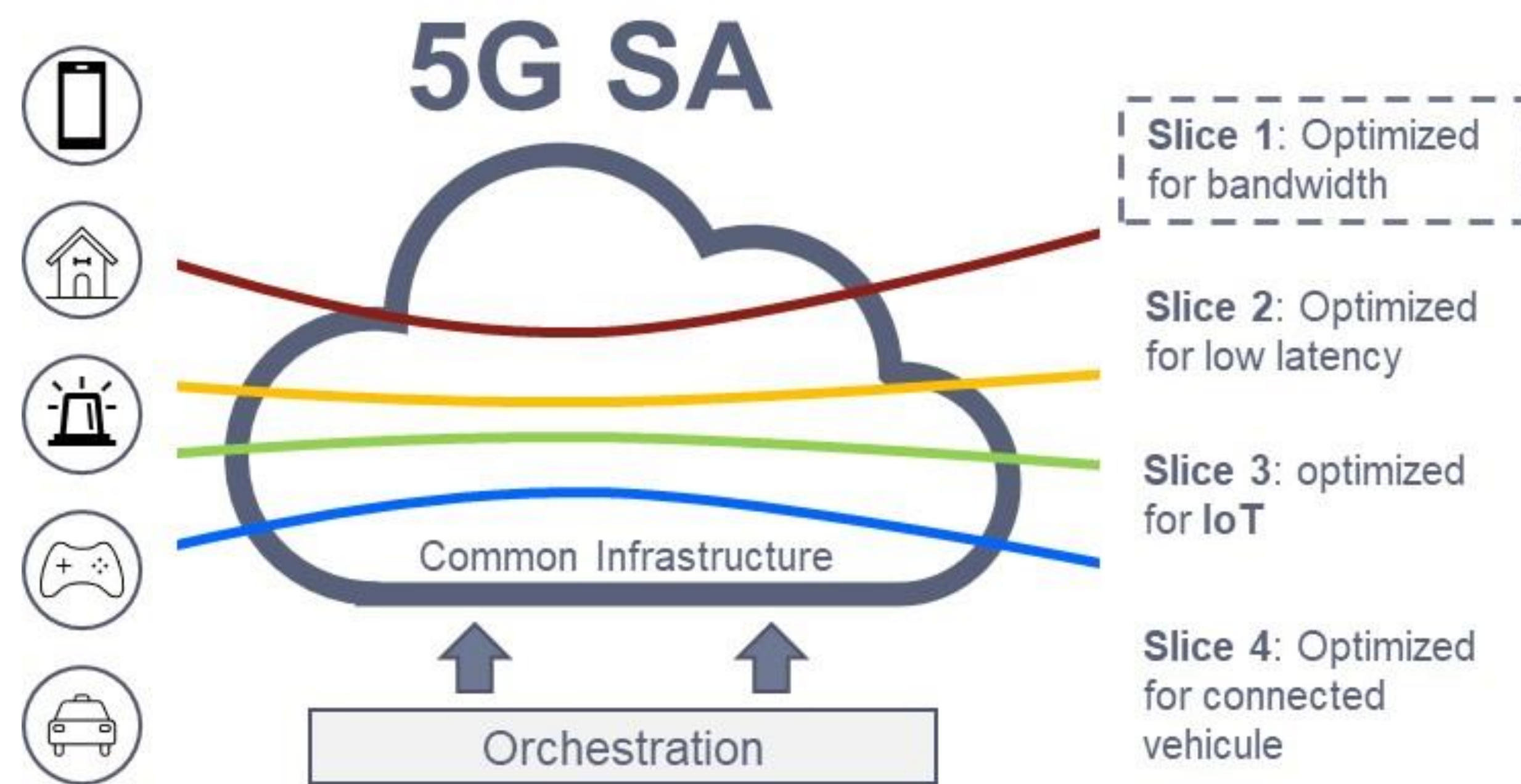
# So telcos will play a key role in AI ecosystem



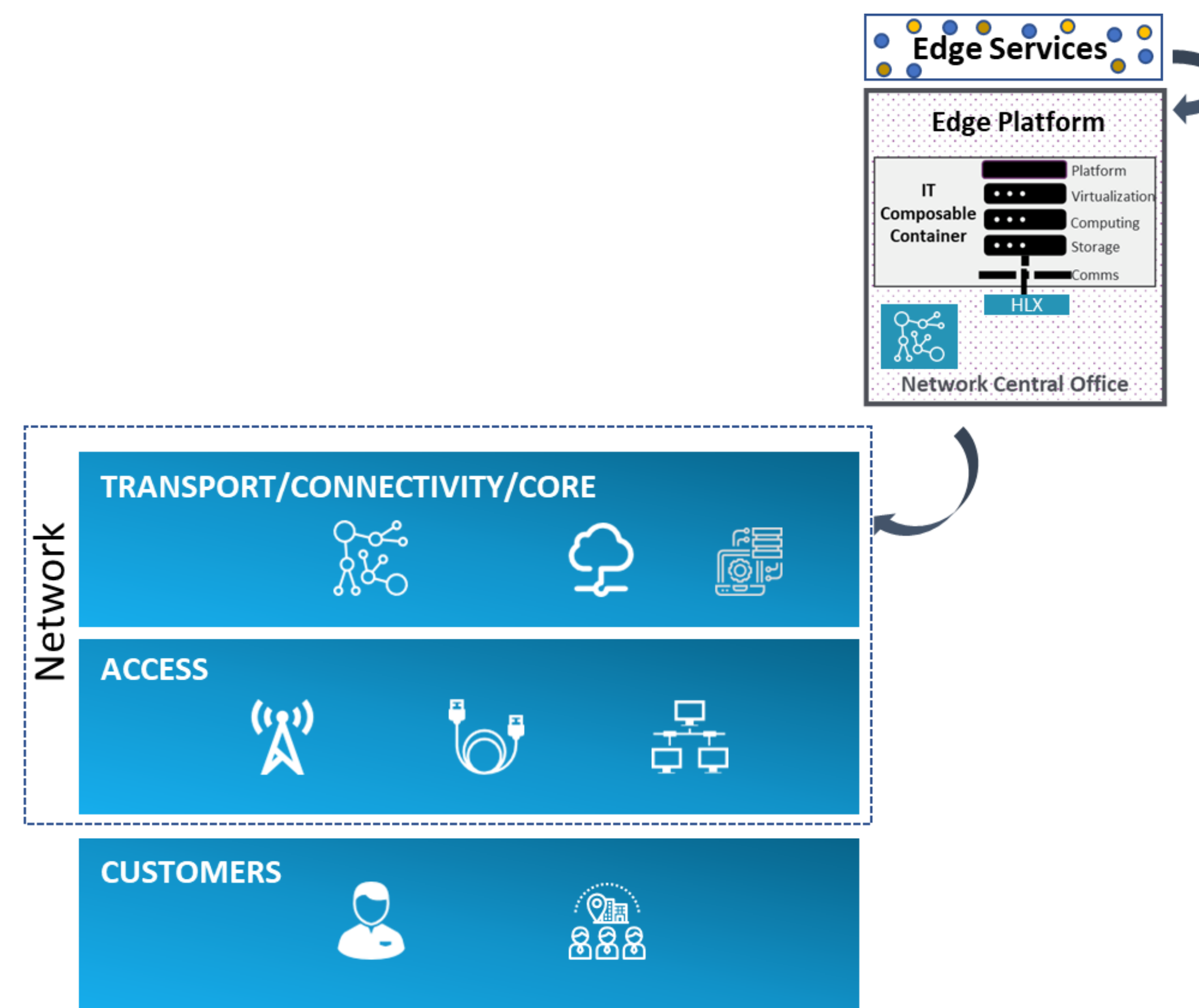


# Telco networks are getting prepared to enable this role

## Slicing



## Edge



## Open Gateway





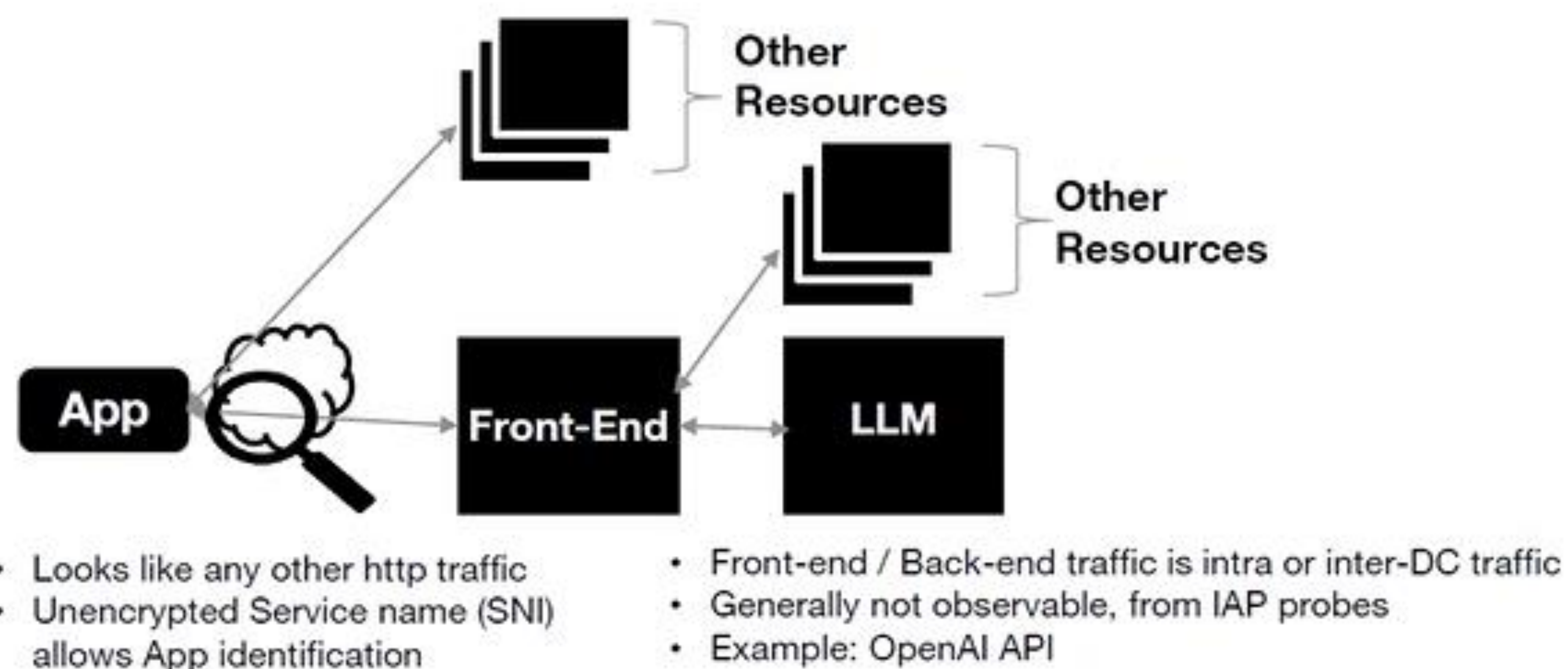
## But to provide AI services likely further Network investments will be required

- The use of AI-driven platforms, applications and services by our customers have increased very significantly over the last 12 months.
- Foreseen rapid growth of AI capabilities suggests further evolution:
  - Multi-modal AI shift, with potential increased volumes of Data to process (Voice, Video)
  - Small Language Models proliferation, with need for local processing (Device, Edge,..? )
  - Agentic AI rise, with distribution and orchestration of autonomous AI agents
- Additional challenges are potentially expected on our networks:
  - Evolution of data traffic, in particular uplink traffic, in both mobile, fixed Home and business networks.
  - Further demand for Low Latency connectivity to provide seamless user experience, with need for traffic optimization and prioritization.
  - Processing and computing capabilities from Edge to Cloud.
  - Data integrity, security and privacy, with intensified cybersecurity threats.
  - Traffic routing mechanisms to determine what model/process to be used to complete specific workload.

Operators should ensure that their networks enable responsible, inclusive and sustainable AI-driven customer experiences and enhance the AI ecosystem to capture value. Network evolutions could be needed and should be anticipated.

# Traffic observatory

## What is AI traffic ? Text/Image-based GenAI apps



## Traffic Observatory proposal

- **Methods/criteria used to identify Apps:**
  - Total Time Spent by Users
  - Number of App Users
  - Video usage (
- List should be flexible
- **Metrics to monitor:** Total volume, UL volume, DL volume, # of subscribers.

- Gen AI-generated traffic is similar to other traffic types, lacking unique characteristics for identification.
- Therefore, the proposal is to observe the traffic of a list of Apps known as heavily relying on GenAI

## Conclusions

**Telco will play a key role in AI delivery**

**It is uncertain the evolution of telco network required**

**Visibility of AI traffic is needed to plan the network evolution**

**Traffic observatory could provide this visibility**

