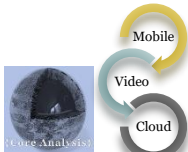


# {CORE ANALYSIS} OVERVIEW



{Core Analysis} is the leading analyst and strategy consultant on mobile, video and cloud.

## EXPERTISE

- Corporate development (M&A, strategic partnership, VAR agreements)
- Market category creation
- Value proposition
- Corporate strategy and positioning
- Product strategy
- Vendor evaluation and selection
- Business cases and forecasts

## EXPERIENCE

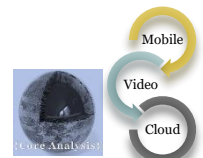
- Due Diligence
- Acquisitions
- Turn around
- Financing
- Products, technology designs & launches

## RECENT DEVELOPMENTS

{Core Analysis} was exclusive advisor to Opera Software in its acquisition of Skyfire for \$155m.

{Core Analysis} presented at NAB (National Association of Broadcasters) on PayTV vs OTT strategies and business models.

{Core Analysis} presented at United Nations' ITU Telecom on convergence of broadband and broadcast.



## FOR VENDORS

- Value proposition creation
- Market review
- Buy or sell side due diligence
- Competitive analysis

## FOR NETWORK OPERATORS

- Vendor evaluation and selection
- Technology and vendor test cases
- Technology & service business case
- RFx

## FOR INVESTORS/ BOARDS

- Buy and sell-side due diligence
- Company strategy evaluation, validation
- Market analysis and segmentation
- Market scoping

## SERVICES

### CONSULTING

{Core Analysis} provides investors, network operators, and technology vendors with consultancy services on mobile, video and cloud.

### PRESENTING

{Core Analysis} provides on-site workshops and trainings to brainstorm, analyse, evaluate market segments, competitive offering, pricing strategies...

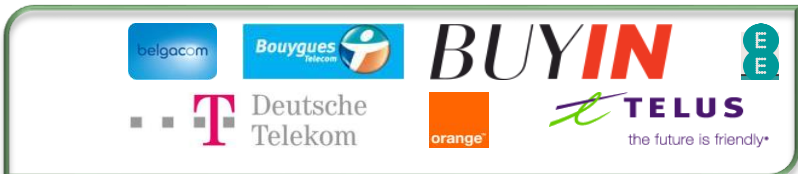
### DELIVERING

Longer term engagements for missions ranging from roll out and implementation of go to market strategies to business development or new market evaluation.





## Technology vendors



## Network Operators



## Media



## Standards - regulators



## iBanks - VCs





*"When evaluating the acquisition of Skyfire, we engaged Patrick as part of our due diligence process. He demonstrated phenomenal strategic and technical insight, combined with strong commercial understanding of the complex OTT video market. His knowledge and analysis provided invaluable input to our decision making process."*

**Halvor Helgo Vice President, Corporate Development at Opera Software**

hired Patrick as a Business Consultant in 2013



*"Patrick is an astute, engaging and articulate individual who has provided my company with valued data, opinion and reports on market status and dynamics in the area of OTT video. Patrick's insights have helped my company recently in developing group strategy and deployment options for video optimization and policy management. For those seeking insight in this field, I am sure Patrick is worth meeting."* June 8, 2012

Top qualities: Great Results, Expert, High Integrity  
**Desmond O'Connor Vice President of Data Design at Deutsche Telekom group**  
hired Patrick as a Business Consultant in 2012 and hired Patrick more than once



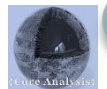
*"Are you a decision-maker struggling with video traffic explosion on mobile networks? Do you want to have the guidance of an expert who will not only explain the technology but also provide the road map and vision for the state of the industry, competition and business landscape. Well, Patrick is your guy. He is an excellent analyst who lays out the facts as they are. I vouch for the value he brings to his clients."*

Top qualities: Great Results, Expert, High Integrity  
**Serhad Doken, Senior Director, Partner Development at InterDigital Communications**



*"For anyone looking to get up to speed on the technology dynamics in mobile networks in general and specifically the impact of video traffic on operators, Patrick is a great source. He knows the industry well (both operators as well as suppliers) and can provide insightful information to both beginners and industry veterans. I've enjoyed working with him."*

**Shahar Bar, SVP Corporate Development, Harmonic**  
hired Patrick as a Business Consultant in 2011, 2013 and hired Patrick more than once



## Company History

{Core Analysis} was founded in 2011. I provide advisory services on mobile video and cloud. As an analyst, I present at influential industry forums and conferences and publish an acclaimed blog, industry articles and reports.

Prior to {Core Analysis}, I have 15 years of international progressive experience in marketing, strategy and product management in the United States, Canada, Switzerland, Ireland and France.

I hold a MBA in Corporate Management and a Bachelor Degree in Marketing Strategy.



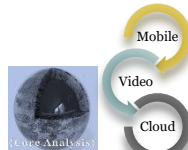
## Specialities

### Publications and Interviews

Over 100 interviews with The Wall Street Journal, Wireless Week, CNN, Washington Times, Telephony, Wireless Week, Wireless News, Telecom Trends, RCR Wireless News, Global Wireless, Telecommunications International Edition, Global Mobile, CNBC Europe, Fierce Wireless, Fierce Cable...

### Analyst Reports:

Reports I have collaborated to or written include Deutsche Bank, JP Morgan, Morgan Stanley Credit Suisse First Boston, IDC, Frost & Sullivan, Yankee group, Ovum, Informa, Forrester Research...



{Core Analysis} BREAK THE SURFACE

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## Patrick Lopez

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## Patrick Lopez

@coreanalysis

{Core Analysis} provides analyst, advisory and consultancy services on OTT video.

Canada - coreanalysis1.blogspot.com

Scoop.it

### Mobile Video, OTT and payTV

Everything you dream to know about how video is delivered in mobile networks and in multi screen environments  
Curated by Patrick Lopez

Manage 11.3K Views Filter Share

#### Ericsson predicts 60% annual mobile video growth

From www.digitalvideonews.net - Today, 21:12 AM

Ericsson has tipped video traffic in mobile networks to grow by around 62% annually through to 2018. According to Ericsson's latest Mobility Report, video will account for around half of all global mobile data traffic by 2018, driven by better network speeds - with 60% of the world's population due to be covered by LTE in 2018.

Data traffic volumes doubled between Q1 2012 and Q1 2013, and are expected to grow 12-fold by 2018, Ericsson said, claiming that video already makes up the largest segment of data traffic in networks. Video consumption is on average 2 GGB per subscription per month in some networks, the firm said.


"Video streaming services in some markets have shown a very strong uptake: people use services such as Netflix, HBO and Vimeo on all types of devices.

#### {Core Analysis}: Yay! free mobile broadband for all: Cisco and Google

From coreanalysis1.blogspot.ca - May 21, 10:27 AM

Cisco

Cisco VNI 2013 mobile video growth



As Cisco released the latest iteration of its Visual Networking Index, its CEO John Chambers predicted at "All things D" D11 conference that improvements in mobile networks architecture and topology will progressively reduce costs and that mobile data will become free.

Not less expensive, inexpensive or cheap... free.

