

Allot MobileTrends Report Records the Rise of Application-Centric Mobile Operators

Study of 175 Global Operators finds that 85% include Apps and Content in Data Service Plans

July 15, 2014 - Hod Hasharon, Israel – [Allot Communications Ltd.](#) (NASDAQ: ALLT), a leading supplier of service optimization and revenue generation solutions for fixed and mobile broadband operators and cloud providers worldwide, today announced the release of the **Allot MobileTrends Charging Report H1 2014**, which surveyed the data plans and charging trends of 175 mobile operators worldwide, covering more than 2.4 billion mobile subscribers globally.

Highlights from the global study include the following findings:

- **85% of operators are leveraging apps to attract customers and increase ARPU**
Operators who offer application-centric plans show higher ARPU and lower churn. This trend is even more prevalent in developing countries.
- **More mobile operators are choosing to collaborate with OTT app and content providers**
37% of operators had at least one OTT partnership; up from 26% in 2012
- **Facebook is mobile operators' top choice for zero-rated apps**
45% of operators offer at least one zero-rated app and 65% of those zero-rate Facebook
- **Unlimited data plans are in decline. Shared data plans are on the rise**
From 2012 to 2014, operators offering unlimited data plans have diminished from 35% to 15% while operators offering shared data plans with shared data caps increased from 29% to 42%

"The findings of the latest Allot MobileTrends Charging Report show that operators are connecting more and more to the digital lifestyle of their customers as they move from selling gigabytes to selling services and applications-centric benefits," said Allot Communications AVP Marketing, Yaniv Sulkes. "As more mobile operators become application-centric, it is a win for all: operators are attracting consumers, content providers benefit from higher traffic and consumers enjoy better quality of experience."

Download the Allot MobileTrends Charging Report H1 2014 [here](#).

Application-centric data plans become global standard offering

Driven by the evolving mobile ecosystem, the majority of operators globally are transforming into digital lifestyle providers by offering value-based data plans that expand options beyond standard calling and data packages with premium opt-in offerings. Sponsored and toll-free data, zero-rated apps, media streaming services and cloud storage services are just a few examples of areas where operators and



content providers are coming together to create value-based offerings that increase the value of the service and generate incremental revenue.

More collaborative partnerships between mobile operators and OTTs

Mobile operators and content providers have seen the value in collaborating to monetize network traffic. These partnerships are benefitting operators by attracting subscribers, OTT providers by gaining loyal mobile users and subscribers through better QoE.

Facebook is the top zero-rated OTT social media app offered globally

Zero-rating, or offering free social media access, has positive benefits on the ability of operators to attract more subscribers, keep them engaged and reduce churn.

Unlimited Data Plans To Become Extinct

Operators are replacing unlimited data plans with shared data plans for multi-devices, especially those operators with LTE networks. As the mobile ecosystem continues to evolve, and subscribers use more than one mobile device, options for joint monthly data allowances and sharing data among family members have an increased appeal for subscribers. Charges for tethered traffic have steadied at 29% since 2012, and have simply been aggregated with the subscriber's total volume usage.

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About Allot Communications

Allot Communications Ltd. (NASDAQ, TASE: ALLT) is a leading global provider of intelligent broadband solutions that put mobile, fixed and enterprise networks at the center of the digital lifestyle and workstyle. Allot's DPI-based solutions identify and leverage the business intelligence in data networks, empowering operators to analyze, protect, improve and enrich the digital lifestyle services they deliver. Allot's unique blend of innovative technology, proven know-how and collaborative approach to industry standards and partnerships enables network operators worldwide to elevate their role in the digital lifestyle ecosystem and to open the door to a wealth of new business opportunities. For more information, please visit www.allot.com.

Forward Looking Statement

This release may contain forward-looking statements, which express the current beliefs and expectations of Company management. Such statements involve a number of known and unknown risks and uncertainties that could cause our future results, performance or achievements to differ significantly from the results, performance or achievements expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our ability to compete successfully with other companies offering competing technologies; the loss of one or more significant customers; consolidation of, and strategic alliances by, our competitors, government regulation; lower demand for key value-added services; our ability to keep pace with advances in technology and to add new features and value-added services; managing lengthy sales



cycles; operational risks associated with large projects; our dependence on third party channel partners for a material portion of our revenues; and other factors discussed under the heading "Risk Factors" in the Company's annual report on Form 20-F filed with the Securities and Exchange Commission. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are made only as of the date hereof, and the company undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

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