

The Next 100 Million

EXECUTIVE SUMMARY

STRATEGIC REPORT (PDF):

- A data-rich analysis of the global broadband market, with a special focus on the large, underserved markets

STRATEGIC PRESENTATION (POWERPOINT) FEATURING:

- Global broadband market status update
- Country-by-country overview of the world's largest, most-underserved markets
- Fixed-broadband subscription forecast summary

- Technology choices, including market drivers and inhibitors
- Special focus on next-generation access, including FTTH/B and DOCSIS 3.0
- Regulation and its effect on the fixed-broadband markets
- Backhaul and international connectivity status
- Other barriers to entry and investment opportunities

- IPTV market analysis within the context of multichannel TV competition
- Fixed-broadband operator value-added services (VAS) strategies in Brasil, Russia, India and China
- Special focus on Russia's online content and applications market
- Report conclusions and strategic recommendations

FORECAST AND HISTORICAL MARKET DATA (2007-2014)

SPREADSHEET (EXCEL) FEATURING:

Forecasts (2009–2014)

- Broadband subscription forecasts by country and technology, 2009-2014
- Pay IPTV households in selected countries, 2009-2014
- IPTV households as a % of TV households in selected countries, 2009-2014

- IPTV revenues (US\$ million) in selected countries, 2009-2014
- IPTV VOD revenues (US\$ million) in selected countries, 2009-2014
- IPTV ARPU (US\$) in selected countries, 2009-2014

Historical market data (2007–2009)

- Fixed-broadband subscriptions by country, technology and operator
- Fixed-broadband operator value-added services by country *
- Digital-media developments in Brazil, Russia, India and China

COUNTRY PROFILES

11 IN-DEPTH PROFILES (PDF) ON:

- Argentina
- Brazil
- China
- India
- Mexico
- Moscow & St Petersburg
- Russia
- South Africa
- Turkey
- Ukraine
- Vietnam

EACH PROFILE INCLUDES:

- Summary of key points and market analysis
- Introduction to overall market conditions, technologies and major operators, plus next-generation access network and IPTV market status
- Analysis of the latest technology market share trends
- Analysis of the latest operator market share trends
- Analysis of the latest pricing, bundling and marketing trends
- Analysis of the latest regulatory developments
- Analysis of the latest next-generation-access and other network investment developments
- Analysis of the latest IPTV developments within the wider context of multichannel TV market
- Subscription forecasts by technology, including detailed explanations
- Profiles of regulators and other bodies governing the broadband market **
- Profiles of major operators **

MARKET KPIS

- Population
- Households
- PC penetration (%)
- GDP (US\$ bil.)
- GDP per capita (US\$)
- Access lines, inc. year-on-year change
- Fixed-broadband subscriptions, inc. year-on-year change
- Access-line penetration (%), inc. year-on-year change
- Fixed-broadband penetration, inc. year-on-year change
- Regulator
- Incumbent/s
- Fixed-broadband subscriptions and net additions, 2007-2009
- Fixed-broadband market share by technology, 2008-2009
- Fixed-broadband market share by operator, 2008-2009
- Fixed-broadband subscriptions by operator and technology, 2008-2009
- Selected fixed-broadband packages by operator
- Multichannel-TV subscriptions by platform, 2007-2009
- IPTV subscriptions by operator, 2008-2009

FORECAST DATA

- Fixed-broadband subscriptions by technology, 2009-2014
- Fixed-broadband market share by technology, 4Q09 and 4Q14

CASE STUDIES

8 IN-DEPTH CASE STUDIES (PDF):

- WiMAX in India
- Cable broadband in India
- IPTV in India
- China Telecom value-added services strategy
- BestTV (China) case study
- Online content and apps in Russia
- FTTH/B in Central and Eastern Europe
- Neighborhood networks in Central and Eastern Europe

Please note: Contents correct at time of printing. For a full table of contents visit:

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* For: Argentina, Brazil, China, India, Mexico, Russia and Vietnam.

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