

Fixed Mobile Convergence:

Evolving business strategies and market trends

Fully revised and updated including forecasts to 2012



Worldwide Market Analysis, Strategic Outlook & Forecasts to 2012

www.informatm.com/fixedmobileconvergence

Fixed Mobile Convergence – 2nd edition examines the evolving nature of FMC networks, business opportunities and challenges for all players in the value chain. This edition provides a detailed analysis of the future of FMC and discusses the impact it will have on existing technologies, business models and markets.

Key coverage includes:

- **Extensive forecasts to 2012** – including subscriber numbers and revenues for FMC split by consumer and enterprise and further by region. Also includes expanded broadband forecasts for the same period
- **Femtocell and picocell development** – examines the opportunities and threats from different player perspectives of femtocells and picocells, what the ramifications might be of deployment and what impact this will have on FMC development
- **Service evolution** – identifies and evaluates the services most likely to succeed in the emerging convergent marketplace
- **Access technologies** – considers all aspects of FMC access technologies from a strategic standpoint considering usage scenarios and inherent strengths and weaknesses
- **Detailed case studies** – in-depth analysis including service details, market focus, service pricing, strategic analysis and partnerships from leading players including: BT Fusion, Hutchison 3, AT&T and Ubiquisys
- **Regional analysis** – analyses the potential of FMC in 13 key countries, focusing on: broadband penetration, progress of local loop unbundling and availability of DSL, WiFi network penetration, MVNO proliferation and VoIP development.

Exclusive:
Includes results
from an extensive
new industry
survey

See inside for full details >>>

Fixed Mobile Convergence: Evolving business strategies

Worldwide Strategic Analysis and Forecasts: 2007-2012



Who should read Fixed Mobile Convergence

Operators & service providers:

- Understand the opportunities, challenges and threats within the market
- Identify the strategies, business models, revenue opportunities, market segments, technologies and devices to maximize revenues

Infrastructure, device and software vendors:

- Understand FMC opportunities and identify key players and potential partners
- Explore current and evolving roles in the service value chain

Consultants, analysts and venture capitalists:

- Benefit from unbiased analysis and data free from industry hype
- Provide clients with clear business intelligence and case studies to support recommendations and investment

Regulators:

- Assess the impact of FMC growth on the regulatory environment
- Compare regulatory developments on the global stage and gauge effectiveness of legislative approaches, their implications and long term consequences.

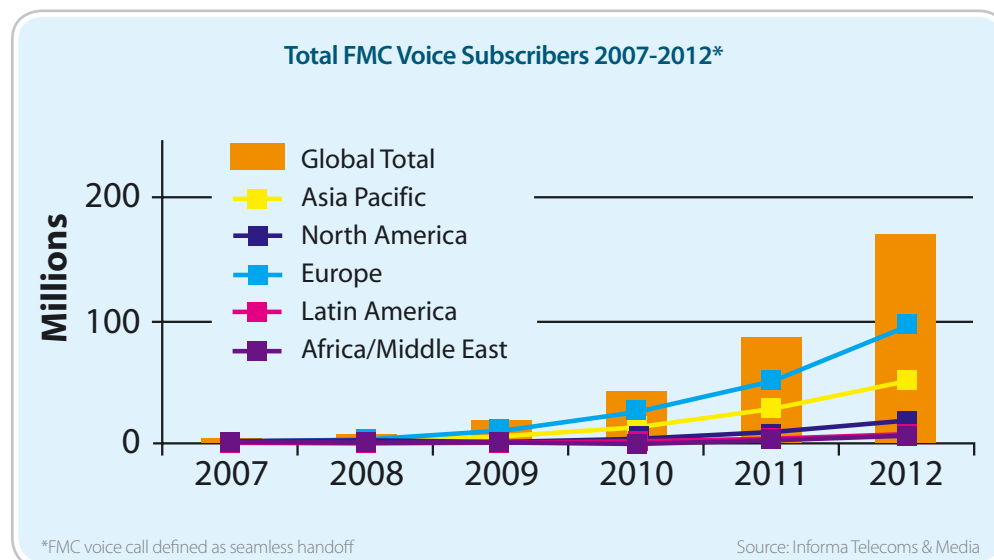
Fixed mobile convergence has begun to revolutionise the telecommunications market and over the next five years this revolution will accelerate.

Specific drivers include:

- The requirement for fixed-line operators to tackle mobile substitution
- The proliferation of broadband network access
- Successful roll-outs of WiFi technologies
- The explosion in the number and diversity of MVNOs.

Other important areas examined in this report are: the burgeoning in-home cellular solutions market which includes femtocells; device manufacturers move into WiFi and VoIP enabled handsets; and the ongoing developments seen with WiMAX. These players have historically been on the periphery of the telecommunications environment but through FMC have moved to the forefront.

The convergent network approach delivers immense opportunities but also creates a unique set of challenges. These demand new mindsets and strategies from the major value chain players across the telecommunications, entertainment and the wider communications environment.



Fixed Mobile Convergence provides essential analysis on the developments in the FMC sector as it undergoes sustained transformation. This exhaustive study includes detailed analytical and qualitative analysis of the FMC business opportunity, supported by detailed forecast data to 2012 by region. It also includes substantial broadband subscriber data for 95 countries taken from Informa Telecoms & Media's World Broadband Information Service.



“The real winners in the next generation convergent network may not necessarily be operators. The relative freedom created by the disseminated convergent network opens the telecommunications market to players who can best provide ubiquitous access to the rich services resident within the core IP network. Such players include broadcasters and content owners like Sky, fixed content service providers like Microsoft and Google and hybrid device and service amalgams like Apple.” Paul Merry, Author, Fixed Mobile Convergence: Evolving business strategies and market trends

Forecasts to 2012 includes:

Subscribers by region including:

- US
- Canada
- Latin America
- Asia Pacific
 - Japan
 - China
 - Korea
 - India
 - Rest of AP – Developed
 - Rest of AP – Developing

- Europe
 - Western Europe
 - Eastern Europe

- Africa/Middle East
 - Africa
 - Middle East

- Enterprise subscribers total and by region

- Consumer subscribers total and by region

- Enterprise revenues total and by region

- Consumer revenues total and by region

- Total broadband subscribers to 2012 by region

- Broadband subscriber data for 95 countries taken from the World Broadband Information Service

Fixed Mobile Convergence answers business-critical strategic questions:

- ✓ What are the key forecasts for fixed mobile convergence?
- ✓ What will the telecoms market look like as it migrates toward convergence and an IP centric world (web 2.0 and Ipv6)?
- ✓ How can I understand the technology behind FMC in a user friendly format?
- ✓ What is the threat from VoIP and how can I formulate defence strategies in the wireless and fixed environment?
- ✓ What is the long-term evolution of FMC considered from the perspectives of Networks, Devices and Services?
- ✓ How can I better understand the market?

Fixed Mobile Convergence examines:

- ✓ The challenge of convergence
- ✓ The FMC value chain, its players and their strategic positioning
- ✓ New non-operator entrants such as: Sky, Microsoft, Google and Apple
- ✓ Developments in technology
- ✓ Service, network and device evolution
- ✓ FMC service approach and provisioning strategies
- ✓ FMC usage scenarios

Exclusive Industry Survey

Fixed Mobile Convergence includes the results of a survey recently conducted amongst key players in the FMC value chain.

The responses to the survey are integrated throughout the report, ensuring the information you receive is based on current industry opinion.



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Telecom Markets Research Service provides detailed coverage of the strategies critical to the development of the fixed telecoms and broadband markets, highlighting technologies, services and regulatory environment that are shaping the market. Each issue contains exclusive

market data on broadband subscribers and broadband penetration split by country and technology:

- Western Europe
- Eastern Europe
- America
- Latin America
- Asia-Pacific



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Global Mobile Forecasts to 2011 – 6th Edition

Now in its 6th edition, **Global Mobile Forecasts to 2011** has been fully revised and updated with six new chapters giving a comprehensive and reliable guide

to subscriber growth, enterprise and data usage and revenue growth, as well as important trends covering key developments in fixed mobile convergence, fixed mobile

broadband and MVNO activity. The report features data for every major mobile market across the world, plus unique and accurate forecasts until 2011.



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This Strategic Report provides essential analysis on the developments in the MVNO sector. The study includes detailed analytical and qualitative analysis of the MVNO business opportunity, supported by detailed forecasts to 2011 by country and includes 21 country profiles.



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