

The Financial Crisis:

Analyzing the impact on global mobile markets

What is the impact of the financial downturn on key segments of the mobile industry? Find out everything you need to know in our new report – **OUT NOW**



The Financial Crisis: analyzing the impact on global mobile markets is a new management report that will give you an insight into what impact the financial downturn has had so far on key segments of the industry. The report analyses the effects of the crisis on handset vendors, infrastructure vendors and operators worldwide.

Coverage includes:

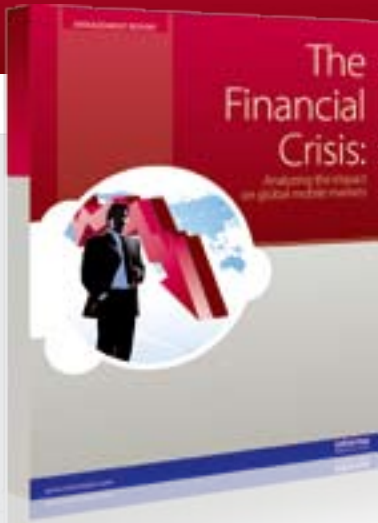
- ✓ **A regional approach to analyzing the impact of the downturn** on operators, giving you insight into which companies have been most adversely affected and how
- ✓ **Forward-looking analysis** of the impact on operators' capex and opex
- ✓ **An invaluable insight into the impact of the downturn** on operators' finances and KPIs
- ✓ **Details of how operators** are responding to the downturn
- ✓ **Revised forecasts** for device shipments that take into account the financial downturn
- ✓ **Forward-looking analysis** of the impact of the downturn on Mergers and Acquisitions
- ✓ **Expert commentary** from industry analysts – putting the numbers into context

See inside for more details on this report



The Financial Crisis

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“ Although the mobile industry has not been impacted by the global financial downturn as much as other industries, it hasn't been immune to the affects from the crisis. *The Financial Crisis: Analyzing the impact on global mobile markets* provides detailed quantitative and qualitative analysis of how the industry has been affected by the financial turmoil. ”

Paul Lambert, Informa Telecoms & Media

The world's mobile industry recorded a first in 2008: For the first time, the quarter with the fewest net subscriptions added was the fourth. Is this the first sign that the world's mobile market is beginning to suffer from the global economic downturn? Is this a sign that the real economy is being hit and that a change in consumer spending patterns is affecting subscription growth?

Find out in this vital report – giving you all the comprehensive analysis that you need to understand what the key issues are.

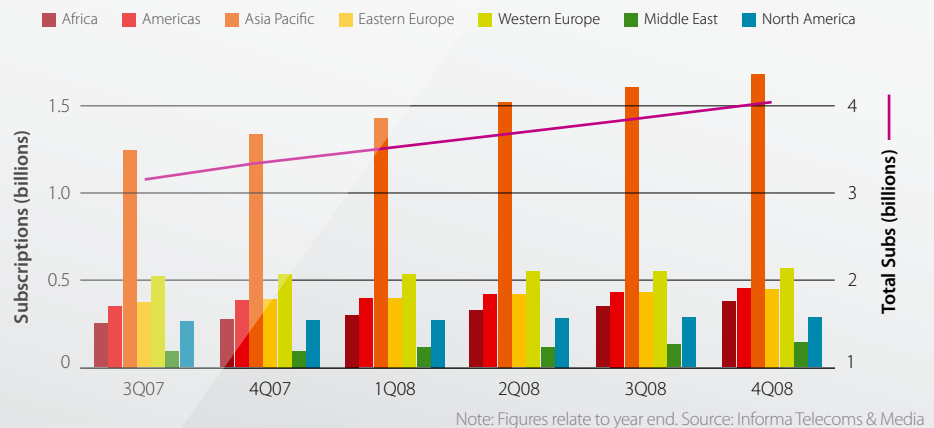
Who should buy this report?

- Mobile operators
- Regulators
- Global mobile operators with potential acquisition goals
- Applications providers, infrastructure suppliers and vendors
- Financial Institutions
- Investment Analysts

Regions covered in this report:

- Asia Pacific
- Central & Eastern Europe
- Middle East & Africa
- Americas
- Western Europe

Global, mobile subscriptions by region, 3Q07-4Q08



Key questions addressed by this report:

- What measures have operators taken to minimise the impact of the downturn?
- How has subscription growth been affected by the downturn?
- What has been the affect on M&A?
- What are the latest forecasts that take into account the financial downturn for device shipments?
- How has mobile usage been affected by the downturn?

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sis: Global mobile markets

This report analyses:

→ The impact on operator revenues

Will consumers be spending less on mobile? If data services continue to grow, can/will operators continue to fund data network capacity?

→ The impact on capex/opex

Will operators scale back infrastructure spend? Will they scale back opex and look to outsource network management, service management or network share?

→ The impact on valuations

How will the finances of the major operators be affected? Are we likely to see M&A because of falling valuations? Which markets are we most likely to see consolidation? Which operators have the money to fund M&A?

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*Contents correct at time of printing

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About the author

Paul Lambert is Senior Analyst with eight years' experience of covering the mobile sector. Paul's areas of focus are mobile operator strategy; technology trends; emerging markets and regulation. Paul is currently working on various aspects of the mobile operator business case including: the threat to incumbents from new entrants and new technologies, such as WiMAX; the rush to acquire operators in emerging markets; and the on-going consolidation among mobile operators within and between regions.

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