

# Future Broadband Markets

## 3rd edition

Worldwide Market Analysis, Strategic Outlook & Forecasts to 2012

**Fully revised:  
Your complete  
guide to the global  
broadband market**

**Exclusive  
forecasts  
to 2012**

### The industry-leading strategic report on the global broadband market

Now in its 3rd edition, Future Broadband Markets gives you an in-depth analysis of broadband subscriber take up in 6 regions and 19 individual countries.

This report offers insightful analysis into the different broadband technologies available and includes forecasts to 2012 showing how key broadband markets across the world are developing. It also includes a review of the success of four separate technology types: DSL, cable, direct fibre and wireless technologies.

## NEW FOR THIS EDITION

**Detailed profiles of 6 regions and 19 individual countries** outlining the major players and offering an insight into the regulatory situation in each country plus an overview of its current broadband status.

**Fully revised forecasts to 2012** including;

- Global broadband subscriptions by region and technology
- Global broadband penetration of households by region and technology
- Global broadband market shares

**Insightful commentary on the latest market developments** addressing such topics as; growth of fibre and wireless broadband, new regulatory developments and the economic and technical drivers for emerging markets

**Extensive analysis of the key broadband technologies** including;

- Cable
- DSL
- Fibre
- Wireless, WiMAX, satellite

See inside for more on **NEW** coverage in this edition

# Future Broadband Markets: 3rd edition



**The total number of broadband subscriptions will almost double over the forecast period** (end-2007 to end-2012), rising from 331 million in 2007 to 648 million in 2012. Of this total, DSL technologies will represent about two thirds of all broadband subscriptions throughout the forecast period.

Read more on this in Future Broadband Markets: 3rd edition - the most authoritative insight into the global broadband market. It is packed with exclusive forecasts and expert commentary and contains a country by country analysis of broadband markets PLUS the most reliable five year forecasts.

## THIS STRATEGIC REPORT IS PACKED WITH ESSENTIAL INFORMATION THAT YOU CAN'T BE WITHOUT:

- ✓ Assesses the current position and the potential of existing fixed broadband, emerging wireless and wireless broadband technologies
- ✓ Detailed coverage of 6 regions and 19 individual countries including key forecasts for all leading markets by major broadband technologies, penetration rates and rankings
- ✓ Expert commentary putting the forecasts into context whilst identifying trends, causes of these trends and what they mean for the future
- ✓ Assesses the impact of regulatory issues including Local Loop Unbundling (LLU).

## EXPERT FORECASTS IN THIS REPORT

You need to base your business decisions on the best possible information. This report's forecasts have been produced by the Informa Telecoms & Media forecasting team. Our relationships with the key market players mean that the quality of data we publish is the most authoritative available.

## WHO SHOULD READ THIS REPORT:

### FIXED-LINE OPERATORS

- ✓ Assess how broadband technologies are developing the extent to which VoIP, IPTV and FMC threaten the status quo

### MOBILE AND TV PLAYERS

- ✓ Discover how to leverage broadband to enhance your existing service offerings

### VENDORS

- ✓ See which operators and markets will thrive or languish in the broadband market and assess future business opportunities

### CONTENT/APPLICATION PROVIDERS

- ✓ Find out which operators will have the network reach and in which regions to support the carriage of content you offer

### BANKS, LAWYERS AND CONSULTANTS

- ✓ Establish which operators and markets are the winners (and losers) and identify where future mandates are likely to emerge



## KEY FORECASTS 2007 – 2012

### GLOBAL

- ✓ Broadband subscriptions, by platform technology
- ✓ Broadband penetration of households, by platform technology
- ✓ Broadband market shares, by platform technology
- ✓ Local loop unbundled (LLU) lines in selected key countries

### WEST EUROPE

- ✓ Broadband subscriptions, by platform technology
- ✓ Broadband market shares, by platform technology
- ✓ Broadband subscriptions as a percentage of global broadband subscriptions, by platform technology

- ✓ Local loop unbundled (LLU) lines as a percentage of total broadband
- ✓ Status of selected FTTx deployments at end-September 2007
- ✓ Broadband market share, by country

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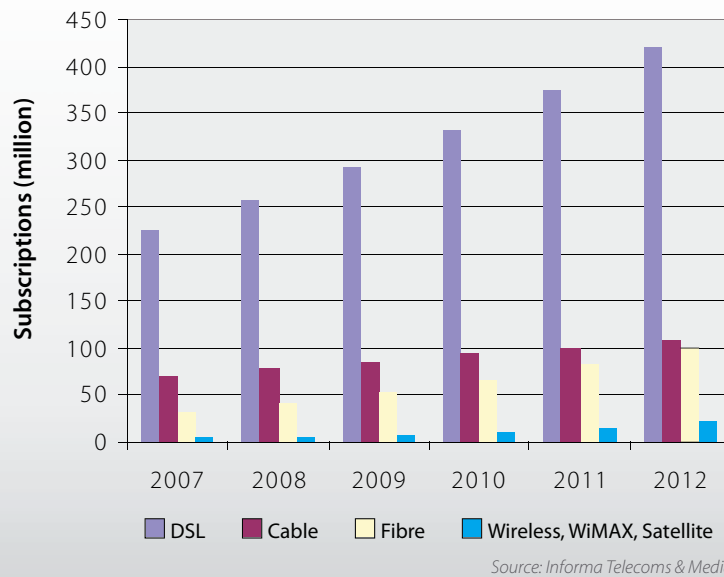
### ASIA-PACIFIC

- ✓ Broadband subscriptions, by platform technology
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## KEY COUNTRIES IN THIS REPORT

Argentina  
Brazil  
Chile  
China  
Estonia  
France  
Germany  
Hungary  
Italy  
Japan  
Netherlands  
Poland  
Russia  
South Africa  
South Korea  
Spain  
Sweden  
UK  
United States

GLOBAL BROADBAND SUBSCRIPTIONS, BY PLATFORM TECHNOLOGY, 2007-2012



“Broadband remains fundamental to the communications sector enabling applications which are dependent on the high speed internet such as the transfer of video and IP voice content. Strategies within the broadband sector are therefore central to operators’ success. Broadband and the IP enablement of the local loop are also largely responsible for driving operators’ investments in the upgrading of operators core networks”.

Anthony Cox, Associate, Informa Telecoms & Media

## KEY QUESTIONS ANSWERED BY THIS REPORT

- » What are the market drivers and inhibitors for broadband development across the different regions?
- » To what extent has regulatory policy determined the progress of broadband worldwide?
- » What issues are determining the success of different broadband access technologies?
- » What are the strategies of the alternative broadband operators across different regions?
- » How significant is WiMAX to the global broadband market?
- » How is FTTx developing in different regions and what regulation is there on access to fibre?

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