

informa  
telecoms & media



Make **better**  
business decisions

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[intelligencecentre.net](http://intelligencecentre.net)

# → Research...

## **...your customers**

Identify early consumer and enterprise trends, understand drivers and the adoption of new technologies and services

## **...your competitors**

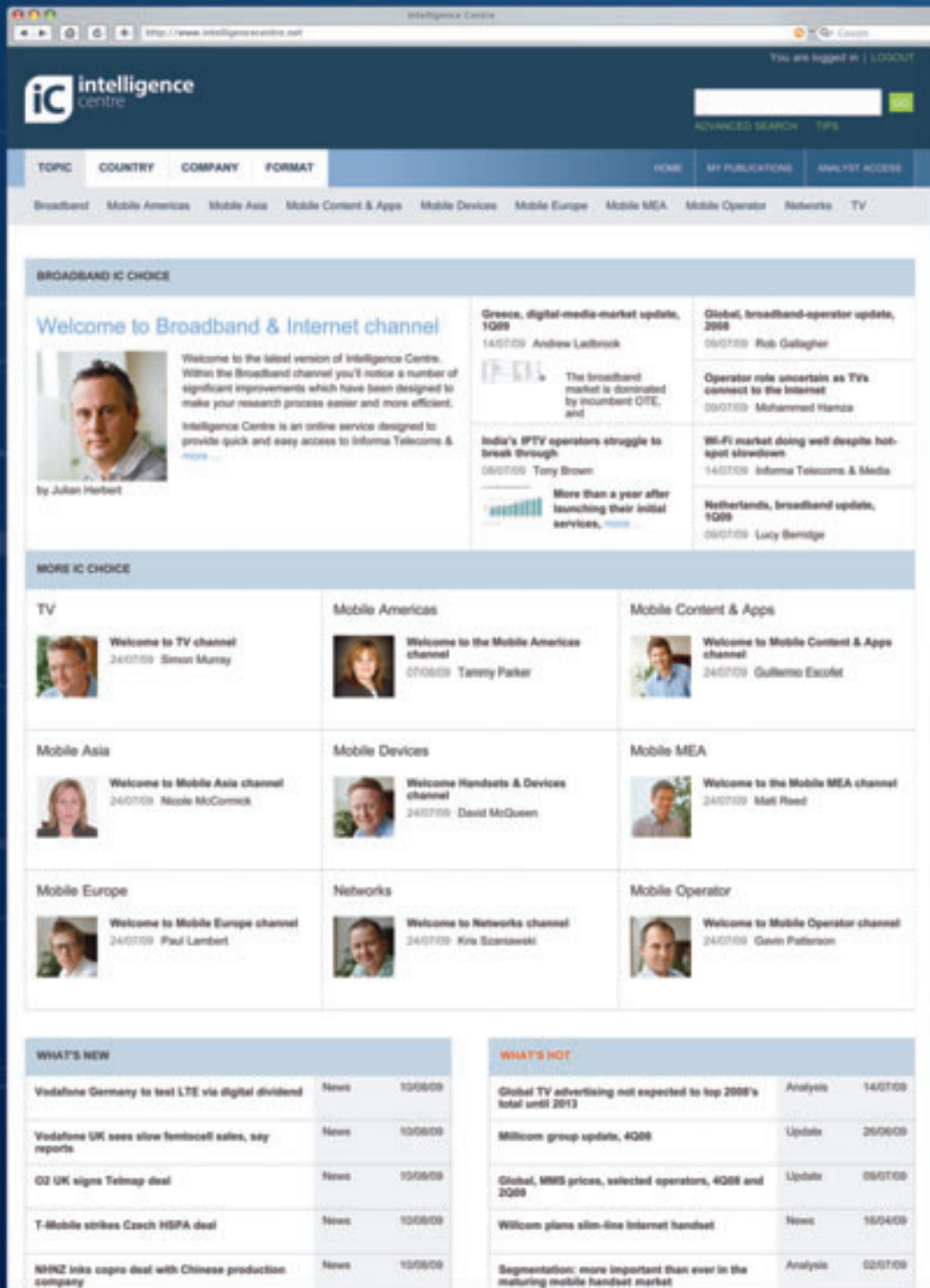
Benchmark your performance, and analyse their strategies, strengths and weaknesses

## **...your market**

Whether existing or new markets, understand the regulatory landscape and the opportunities and threats

## **...your issues**

Understand the developments in services, technologies, pricing and trends, and identify and compare your options



### Comments

Regular comments from our Analysts

### Executive briefings

Quick to market report style assessments of hot topics

### Case studies

Detailed case studies, technology and sector profiles

### News & analysis

In-depth strategic assessment of market events

### Regional & country overviews

Summary facts, statistics and trends for every major market

### Company profiles

Analysis of all the leading players in key markets

### Market data

Historic KPIs by region, country, company, technology and sector

### Charts & graphs

Download and use related charts and graphs

### Forecasts

Key five year technology and market forecasts

### Conference papers

Presentations from the expert speakers at Informa Telecoms & Media conferences

# We've done our homework

**Market leaders need to be permanently connected to the market, digesting the latest developments, understanding their position, and then ensuring that their organisation is fully prepared for opportunities and threats. What they don't need is hype, ill-informed opinion or patchy, unreliable market data.**

The Intelligence Centre from Informa Telecoms & Media is the central source for all of our globally renowned analysis, primary research, market data and forecasts across a wide range of industry hot topics and geographies. Our clients choose us because we are:

## **Complete**

Other research houses claim it, but we provide truly global coverage coupled with in-depth market analysis. Our large analyst team consists of topic and country experts, as well as a dedicated team of forecasters.

## **Accessible**

The user interface and tools enable you to get in, find exactly what you need and then make decisions. We know that speed is important to our clients, so we provide an advanced search engine as well as intuitively structured navigation.

## **Valuable**

All of our research, whether it is comments on the latest news, detailed market analysis or forecasts, is written with decision-makers in mind. The depth and breadth of our analysis makes us better value for money than the alternatives.

Our guiding principle is to help you make better business decisions.



**Martin Hill**

*Managing Director  
Industry Research*

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# What is Intelligence Centre?

The Intelligence Centre is a focused online business tool for those in and serving the telecoms and media industries. Our clients stay ahead of the competition through being better informed and better prepared.

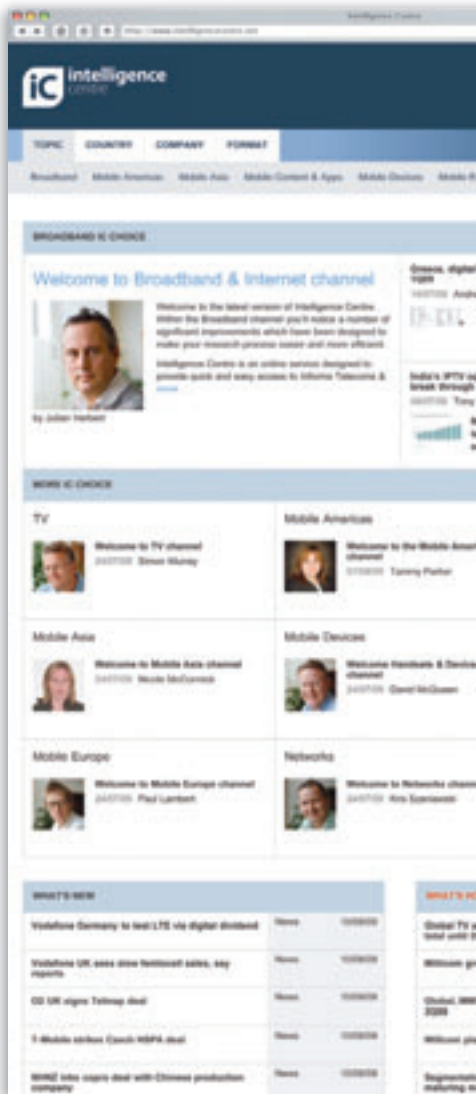
Whether you are looking to grow, diversify, acquire or defend your market, our analysts are able to provide you with the insight and market data to underpin major decisions and reduce risk.

Our analysts produce research about the markets and topics covered by each Intelligence Centre channel on a daily basis, which means that as a subscriber your organisation will be relying on real-time opinion.

As a subscriber, you'll get access to analysis, commentary, market KPIs, forecasts and an extensive library of presentations from Informa Telecoms & Media's global conference programme.

Each Intelligence Centre 'channel' includes:

- **Trend and topic analysis**  
What key issues do players need to address, what are the competition doing and where are the real opportunities?
- **Dedicated country coverage**  
What is happening, how big is the market and what are the specific trends?
- **Dedicated company coverage**  
What are the key players doing, how are they performing and what are their strategies?
- **Dedicated and frequently updated datasets**  
How big is the market forecast to be, how do the markets and companies compare and what are the trends?
- **A variety of formats**  
Extract, explore and digest research delivered in PDF, HTML and Excel format.
- **Analyst access**  
Access our analysts directly to clarify findings and explore issues in more depth.
- **Conference presentations**  
Access the speaker presentations from across Informa Telecoms & Media's extensive international conferences.



# Pick and mix

Each Intelligence Centre channel has a clear focus, allowing you to pick the topics that are relevant to your business. This flexibility means that you only pay for the research that you need, whilst at the same time having a service that can grow with your requirements.

Choose your channels:

- **TV**  
Complete coverage of traditional broadcast, satellite & cable TV and emerging technologies and platforms
- **Broadband & Internet**  
Covering fixed broadband, convergence, next-generation networks, digital media and the connected home
- **Mobile Content & Applications**  
In-depth analysis of the opportunities and potential presented by non-voice services
- **Networks**  
Focused on network investment, implementation and optimisation issues
- **Mobile Handsets & Devices**  
Comprehensive coverage of the entire handset and device value chain
- **Mobile Operator**  
The inside track on the leading global operators, their performance and strategies
- **Mobile Americas**  
Detailed, market-specific intelligence from North and Latin America
- **Mobile Asia**  
Operator, vendor and trend analysis across Asia's mobile markets
- **Mobile Europe**  
Complete coverage of the markets throughout Western, Central and Eastern Europe
- **Mobile Middle East & Africa**  
In-depth analysis of the markets and trends throughout the Middle East and African region



# Research tools

**The functionality of the Intelligence Centre has been designed around our clients and their processes and needs, which we know vary by task, project, role and function.**

We know that some of our clients perform regular strategic analysis of topics, countries and companies. For these people Intelligence Centre delivers a structured, constantly updated view of what is important to their business. For people who need quick access to specific content, we've developed a search facility where you can combine words or phrases with topics, companies and markets.

For all users we've designed the Intelligence Centre to provide an essential toolkit:

## **Search**

A smart search engine enables you to get straight to the information you are after

## **Structure**

All of our content is structured in an intuitive manner, which enables you to drill down on topics, companies and countries with ease

## **Export**

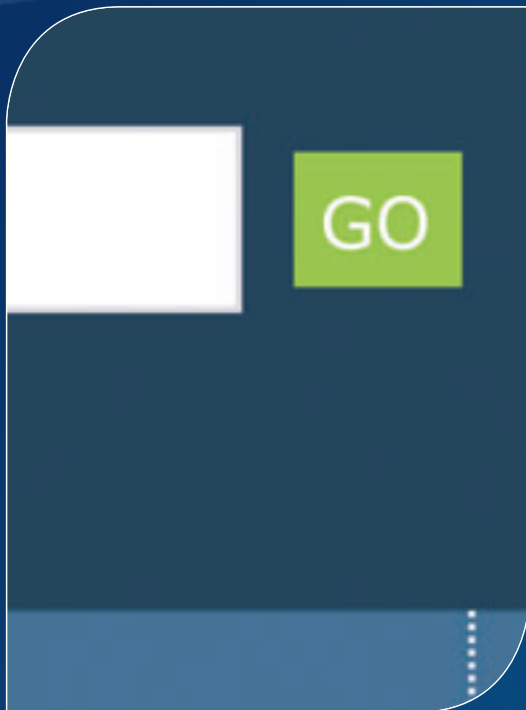
Read online, export straight to PDF or download figures and spreadsheets for offline manipulation and insertion into presentations and reports

## **Build**

Compile your own reports and documents by adding your content to a clipboard

## **Alert**

Create customised alerts to highlight the availability of new content



# Our research



## **We are better connected**

Informa Telecoms & Media is an important part of the telecoms and media community. Our long-standing analyst coverage of the sector, coupled with our position as a leading conference producer and training provider, ensures that we stay closer to the industry.

## **What sets our research methodology apart?**

We conduct our own primary and secondary research and we don't outsource data collection, like so many others. We believe that our global team of analysts provide a better quality output and our primary research provides the basis of our highly-valued analysis. We just don't trust anybody else.

## **Primary research**

Our expert analysts spend the majority of their time out in the market and at conferences gathering primary information, in addition to traditional desk-based research. Our long-standing relationships with key industry players ensure that our research is verified and reliable.

We apply our own quality control to all market data, normalising the numbers to remove the potential for spin or inflation. Plus we always combine our implicit knowledge of the market and trends with the explicit market data to ensure reliable verification.

## **Secondary research**

We consider our secondary research to be our core strength, providing deeper analysis of topical issues, company strategies and market trends. Our highly experienced analysts analyse the latest breaking developments and rather than take it on face value, they delve into the underlying trends and identify potential scenarios.

When it comes to forecasting we apply a rigorous process of scoping, data collection and statistical modelling and our two-tier approach includes both qualitative and quantitative techniques. This meticulous approach is why so many of the world's leading companies rely on our forecasts.

# Our analysts are your analysts

**At Informa Telecoms & Media we take great pride in recruiting, maintaining and developing the best analysts and forecasters in the market. So what makes our 60+ analysts and the way they work unique?**

## **Dedicated**

We have teams of analysts focused on forecasting, geographies and sectors. Most have been tracking the market for over six years and in many cases bring their 'real-world' experiences to their analysis. How many other research houses have large dedicated teams tracking developing markets, sectors and technical platforms?

## **Connected**

Through Informa Telecoms & Media's industry events and conferences, our analysts are able to stay connected to key movers and shakers in the market. We don't lock our analysts in an ivory tower, they are ever-present in the market, listening to what is happening and discussing the issues.

## **Independent**

Our integrity and independence is very important to us and we will not do anything that compromises this position. It means you get the full picture with no ulterior motive. We don't sit on the fence.

## **Accessible**

Time and time again, the overwhelming response we get from clients is that they value direct access to subject-matter experts, enabling them to dig deeper or clarify findings.

By subscribing to the Intelligence Centre you are not only accessing our content, but our people.



# Analyst access

**Analyst access is included in your subscription to the Intelligence Centre, enabling you to go beyond our published material and get results closely aligned to your business requirements.**



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In addition to telephone and email-based access, our analysts can also provide briefings and bespoke strategy workshops for your company. Our analysts bring a unique perspective to your discussions and facilitate major decision making.

Our sector experts:

## **TV**

Adam Thomas  
Angela Balakrishnan  
Graham Pomphrey  
James Lee  
Julia Glotz  
Peter White  
Salma Conway  
Simon Molony  
Simon Murray  
Stewart Clarke  
Stuart Thomson  
Ted Hall  
Tim Adler  
Tony Brown

## **Mobile Content & Applications**

Guillermo Escofet  
Jamie Moss  
Pamela Clark-Dickinson  
Philippa Hobbs  
Ronan Shields  
Shailendra Pandey

## **Broadband & Internet**

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Chris Stamatakis  
Giles Cottle  
Julian Herbert  
Kalyan Medapati  
Lucy Berridge  
Mohammed Hamza  
Qmars Safikhani  
Rob Gallagher  
Stephen Wilson  
Tony Brown

## **Networks**

Dimitris Mavrakis  
Julian Bright  
Kris Szaniawski  
Malik Kamal-Saadi  
Mike Roberts  
Peter Dykes

## **Mobile Handsets & Devices**

David McQueen  
Gavin Byrne  
Malik Kamal-Saadi

## **Mobile Operator**

Angela Stainthorpe  
Dario Talmesio  
Kris Szaniawski  
Mark Newman  
Paul Lambert  
Paul Merry  
Thomas Wehmeier

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Abigail Browne  
Dexter Thillien  
Elson Sutanto  
Gareth Willmer  
Gavin Patterson  
Gemma Bunting  
Marisol Gomez

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James Moore  
Nicole McCormick  
Sarongrat Wongsaroj  
Tingting Liu  
Tony Brown

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Ana Hermoso  
Eva Benguigui  
Gavin Patterson  
Kristin Paulin  
Tammy Parker

## **Middle East & Africa**

Gavin Patterson  
Mai Barakat  
Mathew Reed  
Nasreddine Mana  
Nicholas Jotischky  
Thecla Mbongue

# TV



**The global TV market is currently going through the most significant period of change in its history. Not only have the number of platforms increased beyond traditional broadcast, satellite and cable to on-demand, IPTV and mobile TV, but the format is shifting from analogue to digital to high-definition. As a result, consumers now have more choice in terms of free-to-air and pay-TV channels, which is impacting upon content creators and the life-blood of the TV industry – advertisers.**

The TV channel is focused on helping clients to understand the shifts in consumption, technology, bundling and pricing, and to ensure that their businesses profit from the considerable opportunities. In particular, our TV analysts cover emerging technologies, emerging markets, regulatory developments, platform strategies, content trends and finance. Our analysts are also tracking market KPIs such as revenues, subscribers and ARPU and are using their extensive knowledge to reliably forecast the size of individual markets. The TV channel provides comprehensive profiles for 80 key players and dedicated coverage of over 100 markets.

#### **Core coverage includes:**

- Advertising
- Digital Terrestrial TV (DTT)
- Mobile TV and video
- Online TV and video
- Regulation
- Technology and equipment
- Viewing and programming
- Pay TV platforms

#### **The TV channel is essential for:**

- Traditional, niche and new broadcasters who are looking to: capitalise on the shifts in consumer behaviour and tailor their content, technology, platform and advertising strategies accordingly; move into new market segments and countries; benchmark performance; and identify potential partnerships.
- Financial institutions that have invested in, or are looking to invest in, the global TV market. Analyse the performance and strategies of key players, as well as the current size and forecasted size of each market.
- Content owners, distributors and creators who are looking for new channels to existing and emerging consumer markets, as well as identifying partnership opportunities and format strategies.
- Consultancies and other advisors looking to back up client proposals with a sound second-opinion and reliable market data/forecasts.

*For more detailed information visit*  
[www.intelligencecentre.net/tv](http://www.intelligencecentre.net/tv)

# Broadband & Internet

**The fixed telecoms industry is undergoing its most dramatic change in history as the market's incumbents, new entrants and governments commit billions of dollars to replacing their ageing copper networks with optical fiber capable of supporting almost limitless broadband speeds. At the same time, this abundance of bandwidth is creating new opportunities for players both new and established.**

Media providers and creators are using it to deliver their content in a more efficient, cost-effective manner, while a host of providers are coming up with new over-the-top applications and services that are reinventing the way we live and work.

This new digital world will ultimately come together in consumers' homes and the multitude of services and applications delivered to them will require, capacity aside, the unenviable task of interoperability and device management. Operators, vendors and media players are only just beginning to grapple with the problems of extending consumer access to many devices throughout the home and, further still, on the move.

The Broadband & Internet channel provides in-depth coverage of the strategic, regulatory, consumer and technological trends defining the market for fixed broadband, digital media and the connected home, coupled with key performance indicators for each market and region. The channel also provides comprehensive profiles for 117 key players and dedicated coverage of over 50 markets.

## **Core coverage includes:**

- Cable broadband
- Connected home
- Content and apps
- Fibre-to-the-X (FTTx)
- Fixed/mobile convergence
- IPTV and Video on Demand (VoD)
- Mobile and wireless
- Next-generation access
- Regulation
- Voice and messaging
- xDSL and copper
- Mergers and acquisitions and finance
- Wholesale and retail pricing

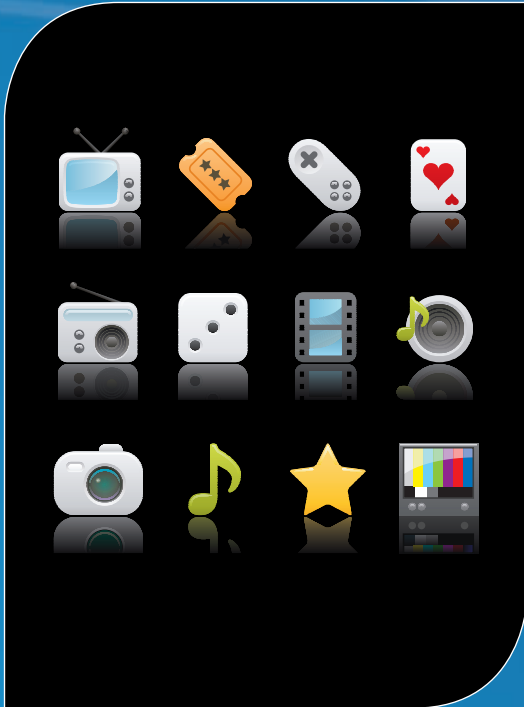
## **The Broadband channel is essential for:**

- Integrators and hardware/software vendors heavily involved in the deployment of next-generation infrastructure, as we cover the latest operators strategies and the regulatory landscapes
- Operators and service providers who are looking to stay abreast of the competition's latest strategies, as well as consumer trends and interesting approaches from peers
- Content providers and distributors looking to partner with service providers or reach new markets
- Consultancies and financial institutions looking to back up client proposals with a sound second-opinion and reliable market data/forecasts

*For more detailed information visit*  
**[www.intelligencecentre.net/broadband](http://www.intelligencecentre.net/broadband)**



# Mobile Content & Applications



**Driven by the huge investments in spectrum, network infrastructure and commercial launches of 3G and higher speed networks, the mobile industry has now started to see good returns from mobile data services.**

The term 'maturity' is too strong to use right now, but there are strong indications that mobile subscribers are spending more and more on non-voice services, although the majority of the mobile data revenues still stem from messaging. The availability of fast wireless connections, feature-rich user-friendly devices, app stores and investment from leading online and media brands is expected to provide the necessary impetus for the growth of mobile content and services.

The Mobile Content & Applications channel covers all non-voice services available and delivered to consumers and enterprises on mobile phones and other connected portable devices. Our analysts dissect and analyse mobile content strategies, service enablers and barriers, technological and regulatory challenges, consumer trends and pricing, business models, partnerships, and mergers and acquisitions. In addition to qualitative coverage, our dedicated forecasters and analysts are tracking market KPIs on mobile content and applications users, pricing, usage, traffic and revenues. This level of analysis provides a complete picture of the value chain as it is now and the possible future scenarios. The Mobile Content & Applications channel provides in-depth coverage across 14 market sectors and 51 key companies.

## **Core coverage includes:**

- Mobile messaging
- Mobile music
- Mobile games
- Mobile TV and video
- Mobile payments and billing
- Mobile money and banking
- Mobile location
- Mobile Internet and applications
- Mobile social networking and communities
- Mobile marketing and advertising
- Mobile enterprise and M2M
- Operator and vendor strategies
- Regulation

## **The Mobile Content & Applications channel is essential for:**

- Operators and service providers looking for competitor intelligence, as well as innovative new services, companies and technologies.
- Handset and device manufacturers trying to track user trends and market segmentation to feed R&D and distribution strategies.
- Infrastructure and software vendors looking to develop new products and services that tap into and enable the market for engaging mobile content and applications.
- Content providers and distributors looking to partner with operators or reach new markets.
- Investors and entrepreneurs looking to enter the market and establish a sound market position and strategy.

*For more detailed information visit*  
**[www.intelligencecentre.net/mca](http://www.intelligencecentre.net/mca)**

# Mobile Handsets & Devices

**The ubiquity of wireless connectivity and the variety of technologies available are enabling the development of an ever broader range of connected devices, all offering fast data-transfer speeds.**

Mobile handset and device manufacturers are looking to apply these new technologies to design novel devices that appeal to consumers and encourage loyalty to the brand. In addition, a number of changes in the market, such as the introduction of the iPhone, the emergence of mobile broadband, the utilisation of touch screens and the move to the real internet experience, rather than old-guard WAP proponents, are fuelling a new wave of innovation. As a result, consumers and enterprises are beginning to expect intuitive interfaces, exciting applications, fast connections and a continuation of the desktop experience.

The Mobile Handsets & Devices channel provides in-depth analysis of mobile device trends and market segmentation, highlighting the impact they will have on future generation wireless networks. It also includes a detailed evaluation of the key challenges across the value chain and a comprehensive analysis of global markets and technology evolution. Tracking a wide range of market KPIs and providing full five-year forecasts for all global markets, the Mobile Handsets & Devices channel enables decision makers to out-perform the competition and position their company and products for long-term success. The channel profiles 30 key companies in great depth, looking at strategies, portfolios, manufacturing trends and business models.

## **Core coverage includes:**

- Components and software
- Distribution and retail
- Local and personal area networking
- Market size and segmentation
- Mobile application platforms
- Multimedia and navigation
- Mobile broadband and WANs
- Smartphones and operating systems

## **The Handsets & Devices channel is essential for:**

- OEM and ODM device manufacturers looking to consumer trends and segmentation to inform future product development strategies, as well as benchmarking their performance, and identifying the opportunities and threats to their markets.
- Distributors and retailers who want to tap into changing consumer trends and understand the industry's long-term direction.
- Operators and service providers that want to understand changing market trends, the innovative technologies being developed and the impact on their networks, as well as identifying potential partners.
- Application developers and content providers who are looking at channels to market for their content and services and who need to understand the enabling technology and functionality being developed.
- Software companies who wish to evaluate the potential addressable market for their services and appraise the competitive landscape.

For more detailed information visit  
[www.intelligencecentre.net/handsets](http://www.intelligencecentre.net/handsets)



# Networks

**The range of options in fixed and wireless broadband networks continues to expand. Operators have to make timely decisions not just about next generation implementations, LTE, WiMAX and the move to all-IP but also what do with their legacy networks.**

At the same time backhaul, core network and back office integration issues only add to the complexity of the multi-vendor/multi-system environment. Managed services, outsourcing and managed capacity add a further strategic aspect to the business. On top of this already complex mix it's increasingly important to get the service and application enablement right, ensuring QoS and customer experience in a competitive environment where in many cases business models are still unproven.

The Networks channel looks to assist operators, service providers, applications developers, infrastructure and software vendors, regulators and manufacturers who are looking at the networks and technologies supporting advanced applications and services. The channel spans the full range of next-generation broadband wireless, cellular, and convergent technologies and services. Essential for anybody looking at trends, business models, strategies, underlying technological shifts and the market demand for new networks.

**Core coverage includes:**

- 2G, 3G and 3.5G
- Backhaul
- Core networks
- Fixed/mobile convergence

- Femtocells and in-building
- Fixed access networks
- LTE
- Managed services and outsourcing
- Mobile broadband
- Mobile TV
- Service and applications delivery
- Spectrum
- Support systems
- WiMAX & Wi-Fi

**The Networks channel is essential for:**

- Fixed, cellular and wireless network operators looking to understand the technological choices available and the long-term market trends when managing, upgrading or rolling out new networks, software and services.
- Regulators and policy makers who are looking to develop policies that enable the rollout of new networks and services, as well as healthy competition.
- Equipment, silicon and software vendors who are looking to develop, position and sell new products, software and services that enable operators to deploy new services, packages and strategies.
- Handset and device manufacturers who need to ensure their product portfolios are aligned with network and software developments and operator roadmaps.

For more detailed information visit  
[www.intelligencecentre.net/networks](http://www.intelligencecentre.net/networks)



# Mobile Operator



**The successful introduction of mobile broadband packages and services to consumers has opened up new opportunities for operators. The proliferation of App Stores and fast data networks mean that consumers are spending more time online and are transferring more data than ever.**

Unfortunately, mobile operators have faced stiff competition on broadband pricing, which means that there is disconnect between network traffic and ARPU. As a result, operators are looking to reduce costs through infrastructure sharing and outsourcing, as well as looking at new revenue streams, business models and new markets. At the same time the increasingly complex ecosystem surrounding the delivery of new services is forcing operators to explore strategies which prevent them from being reduced to a dumb pipe.

The Mobile Operator channel looks at the strategies of the leading operators and operating groups globally, including their market tactics and emerging trends in business management, pricing, distribution, customer acquisition and retention. Our analysts also track key performance data, such as subscriber numbers, revenues and ARPU, and forecast future trends. In addition, we also identify and cover the key regulation, licensing, M&A and technology issues that operators are likely to face as the market develops. The Mobile Operator channel tracks over 830 operators in individual countries and 30 global operating groups.


## **Core coverage includes:**

- Churn and customer retention
- Content and applications
- Mobile handsets and devices
- KPIs and financials
- Management and corporate
- Mergers and acquisitions
- Mobile broadband
- MVNOs
- Networks and technologies
- Pricing and tariffs
- Retail and distribution
- Tenders and licensing
- Roaming and wholesale
- Fixed/mobile convergence

## **The Mobile Operator channel is essential for:**

- Mobile operators, MVNOs and service providers looking to benchmark performance, evaluate markets, identify new business models and ensure their five-year plans are robust.
- Infrastructure, hardware and software vendors who need to align their portfolios and maximise opportunities.
- Handset and device manufacturers who want to align product portfolios and marketing approaches with the operators' strategies
- Regulators and policy makers that want to understand what operators are doing, where they are going, how they are performing and the issues that they face.

*For more detailed information visit*  
**[www.intelligencecentre.net/mo](http://www.intelligencecentre.net/mo)**



# Mobile Asia, Americas, Europe, Middle East & Africa

## **Understanding the dynamics of different mobile markets requires a very specific approach.**

Operators are experiencing similar issues from one market to another, such as falling ARPU or rolling out new network technologies, but the underlying trends and the regulatory and competitive landscapes are always different and failure to understand these intricate differences can be costly. It is important, therefore, to focus on each region and each country individually, looking at the specific markets and value chain in isolation.

Each of our regional mobile channels looks at the relevant region as a whole, as well as analysing each of the individual markets and the trends that are impacting on the proliferation of mobile services. The channels focus on all aspects of the value chain – from the operators and regulators, to technology, networks, applications and services – in developed, developing and emerging markets. In addition, our dedicated forecasters and analysts are tracking market KPIs, such as subscriber numbers, ARPU, revenues, and forecasting their growth over the next five years.

### **Core coverage includes:**

- Churn and customer retention
- Content and applications
- Mobile handsets and devices
- KPIs and financials
- Mergers and acquisitions
- Mobile broadband

- MVNOs
- Networks and technologies
- Pricing and tariffs
- Regulation
- Tenders and licensing
- Fixed/mobile convergence

### **The four regional channels are essential for:**

- Mobile operators and service providers looking to benchmark their business performance, evaluate existing and emerging markets, and be prepared for all likely scenarios.
- Infrastructure, hardware, software vendors and systems integrators, who need to understand the intricate make-up of each country and region.
- Handset and device manufacturers who want to ensure their product portfolios, pricing models and marketing approaches are in line with the emerging trends.
- Distributors and retailers that want to find opportunities in the market.
- Regulators and policy makers that want to understand the dynamics of each country and what other regulators are doing in neighbouring markets.

*For more detailed information visit*  
[www.intelligencecentre.net/asia](http://www.intelligencecentre.net/asia)  
[www.intelligencecentre.net/americas](http://www.intelligencecentre.net/americas)  
[www.intelligencecentre.net/europe](http://www.intelligencecentre.net/europe)  
[www.intelligencecentre.net/mea](http://www.intelligencecentre.net/mea)



# **WBIS** – cutting edge information on all fixed line, cable and broadband markets

**World Broadband Information Service is the leading source of broadband, multi-channel TV, fixed-line, market data and forecasts. Our relationships with global fixed line, cable and broadband players ensure that you receive only the most up-to-date and accurate analysis, KPIs and forecasts.**

## **Primary data**

Regularly updated totals, net additions, growth rates by operator, country and region. Key datasets include:

- Broadband subscribers by technology (Cable, DSL, FTTx, FWA, WiMAX)
- Total broadband and fixed-line (PSTN, ISDN) subscriber numbers
- Global, regional, national and operator summaries
- Breakdown of retail, wholesale, leased and unbundled DSL
- Broadband penetration

- Country and operator market shares
- Time series data for 300,000 metrics
- Demographics (population, households, PCs, homes passed)

## **Country profiles**

Quarterly analysis highlighting the key trends in the country, the main drivers of these trends and the likely impact on the market and its operators, helping you make sense of the data.

## **Forecasts to 2013**

Broadband subscriber forecasts to 2013 for over 125 countries, updated on a quarterly basis for:

- Total national broadband subscribers
- Incumbent/alternative operator split
- DSL, Cable, FTTx, other technologies

## **Online access**

Allowing access to the market data and forecasts as soon as they are updated.

## **Fully exportable data**

All the figures and data are easily exportable into Excel, Word, PDF format, allowing you to manipulate the data for your own analysis.

## **New features**

- Now covering more than 600+ operators in over 125 countries worldwide
- Unlimited Analyst Support
- Digital TV (IPTV, CATV, DTT, DTH) and VoIP
- Broadband revenue and ARPU for more than 100 operators

For further information telephone:

**+44 (0)20 7017 5537**

or email:

**[telecoms.enquiries@informa.com](mailto:telecoms.enquiries@informa.com)**

**[www.wbisdata.com](http://www.wbisdata.com)**



**WCIS** WORLD CELLULAR  
INFORMATION SERVICE

# **WCIS** – keeping the world's leading cellular organisations better informed

**World Cellular Information Service combines intelligently sourced primary data from the leading mobile industry players with an unrivalled senior Analyst Support service. Our close relationships with the leading operators, vendors and regulators globally, ensure that you receive only the most up-to-date and accurate information including forecasts, KPIs and insight.**

## **Why do 1000s of industry executives rely on WCIS?**

- Technology and regional trend analysis
- Profile and benchmark vendors and operators
- Competitor analysis
- Market sizing analysis

## **WCIS features include:**

- Fully customisable interface
- Advanced relational data querying
- Personalised MyWCIS page for all registered users
- Numerical data analysis tools
- Customisable searches
- Customisable results display
- Landing pages with summary data tables
- Pre-defined searches on Home Page
- Saved searches for one-click access to preferred data views
- Straight-to-inbox alerts, highlighting changes in search results
- Export to Excel, PDF, Word
- Email to a colleague
- Static URLs allow book-marking of preferred searches

For further information telephone:

**+44 (0)20 7017 5537**

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**[telecoms.enquiries@informa.com](mailto:telecoms.enquiries@informa.com)**

**[www.wcisdata.com](http://www.wcisdata.com)**

**Mobile operators experimenting with combinations of voice and messaging, but addressing enterprise market is also important**

Mobile operators are working to combine the appeal to address their customers' needs. The mix of voice and messaging is a key focus, with operators looking to address the enterprise market. This is a key focus for operators as they look to address the needs of their customers. The article discusses the challenges operators face in this market and the strategies they are using to overcome them.

**Millcom group update, 4Q08**

The Millcom group has reported a strong performance in the fourth quarter of 2008. The group's revenue increased by 10% compared to the same period last year. This is a significant achievement for the group, especially given the challenging economic conditions. The article provides a detailed analysis of the group's performance and the factors that contributed to its success.

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**Segmentation: more important than ever in the maturing mobile handset market**

As the mobile handset market matures, segmentation is becoming increasingly important for operators. This is a key focus for operators as they look to address the needs of their customers. The article discusses the challenges operators face in this market and the strategies they are using to overcome them.

**Asia Pacific, MVA update, 1H08**

The Asia Pacific region has shown a strong performance in the first half of 2008. The region's revenue increased by 15% compared to the same period last year. This is a significant achievement for the region, especially given the challenging economic conditions. The article provides a detailed analysis of the region's performance and the factors that contributed to its success.

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