Asia/Pacific Broadband Markets and Technologies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The broadband access services market in Asia/Pacific (excluding Japan) continues to show strong growth but throughout the region, service providers are starting to see the need for moving beyond basic access in order to earn revenue. In response, many are starting to offer higher bandwidth, more value-added services, and bundling, hoping to find the right mixture of technologies, applications, and services that will help to sustain revenues going forward. This intelligence service is essential to both equipment makers and service providers playing in this emerging marketplace, providing you with in-depth country level market intelligence and projections in each of the key technology segments.

Markets Covered

This service covers the following segments of the broadband market:

- xDSL modem/cable modem
- CMTS and DSLAM
- Broadband aggregators/RAS
- Fixed wireless access (FWA)
- WLAN access points/NICs
- Managed wireless LAN services
- Metro ethernet Internet access
- Narrowband migration to broadband

Subjects Analyzed

Throughout the year, this service will address the following topics:

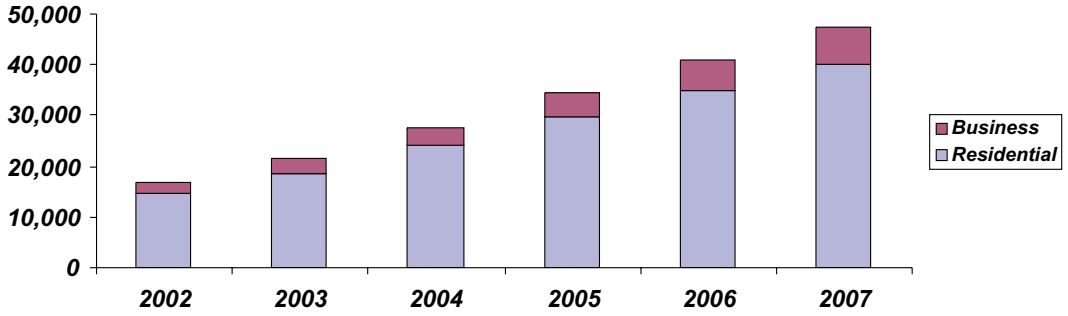
- Semiannual sizing and forecast of broadband access services by country
- Competitive analysis of equipment makers and service providers by country
- Technology and application assessment and trends
- Semiannual sizing and forecast of broadband equipment and wireless LAN equipment by country
- Annual end-user usage of broadband technologies and services by segment (SME, large enterprise and consumer)

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What are the key factors driving the adoption rates of broadband technologies and services among end-users?
2. What is the competitive landscape and dynamics of both equipment and services segments?
3. What is the impact of value-added applications, such as voice and video, on the deployment of broadband technologies in Asia/Pacific?

Asia/Pacific Broadband Subscribers – Residential vs. Business Segments, 2002 - 2007 ('000s)



Source: IDC 2003

Competitive Analysis

IDC's *Asia/Pacific Broadband Markets and Technologies* intelligence service will provide profiles of these vendors and service providers including their organization structure, financial strengths, sales and marketing strategies, channels programs and SWOT. Examples of companies tracked include:

Alcatel, Aztech System, Bayantel, BSNL, CAT, China Netcom, China Telecom, Chunghwa Telecom, Cisco, Digitel, EBT, Globe, Hanaro, Huawei, Juniper, Lucent, Mackay, Maxis, Motorola, MTNL, Nokia, Optus, PCCW, PLDT, Samsung, Satyam, Siemens, SingTel, Sparq, Starhub, Telecom Asia, Telekom Malaysia, Telstra, Terayon, TFN, Thomson, TOT, UCOMM, UTStarcom, VSNL, and ZTE.

Research Agenda

Throughout the year, this service will offer insight into the latest trends impacting the market. Potential studies include:

Top Trends in the Asia/Pacific Broadband Market
This study highlights the key trends in the broadband services space across the Asia/Pacific region. It includes the key accelerators and inhibitors driving the deployment and adoption of these technologies and services among both residential/consumer and corporate/business sectors.

Asia/Pacific Broadband Access Services Market and Competitive Analysis, 2003-2008
This study quantifies the deployment and market opportunity of the various broadband access services and highlights key players in each of the Asia/Pacific country.

Asia/Pacific Broadband Equipment Market and Competitive Analysis, 2003-2008
This study details the deployment of wireless LAN access points and cards among telco service providers, corporations and consumers.

Asia/Pacific Wireless LAN Market and Competitive Analysis, 2003-2008
This study quantifies the market opportunity of broadband equipment and provides in-depth analysis of the competitive dynamics and positioning of this space.

SME Broadband Usage and Preferences
This study provides an end-user perspective of usage requirements and buying behavior of small and medium sized enterprises across the region in terms of adoption plans of the various broadband technologies.

Asia/Pacific Consumer Broadband Adoption
This study looks at the deployment trends of consumers in the broadband space, focusing on access technologies, broadband usage, and trends in urban areas across the region.

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Special client discount pricing on purchases of research from other services
- Two complimentary admissions to IDC's annual Directions conference in the Asia/Pacific region, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC account manager.

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