

IDC
Analyze the Future

Asia/Pacific Wireless Markets and Technologies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The market in Asia/Pacific has seen an explosion of bundled services as consumers demand ubiquity for both voice and data applications. Market players need to be more creative and continually innovative in order to deliver more sophisticated mobile services as a means to differentiate themselves from the competition, and stimulate fledging ARPUs, reduce churn and improve service quality. In IDC's *Asia/Pacific Wireless Markets and Technologies* service, in-country detailed analysis and information on the different segments of the wireless industry provide insights on key market trends and developments. Participants in the mobile ecosystem will find this intelligence service to be an important tool in keeping them at the forefront of the marketplace.

Markets Covered

This service covers the following segments of the *wireless* market:

- Mobile operators
- 3G services and beyond
- Mobile voice and non-voice strategies
- Mobile data content and applications
- Messaging services (SMS, MMS)
- Consumer adoption and usage patterns

Subjects Analyzed

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

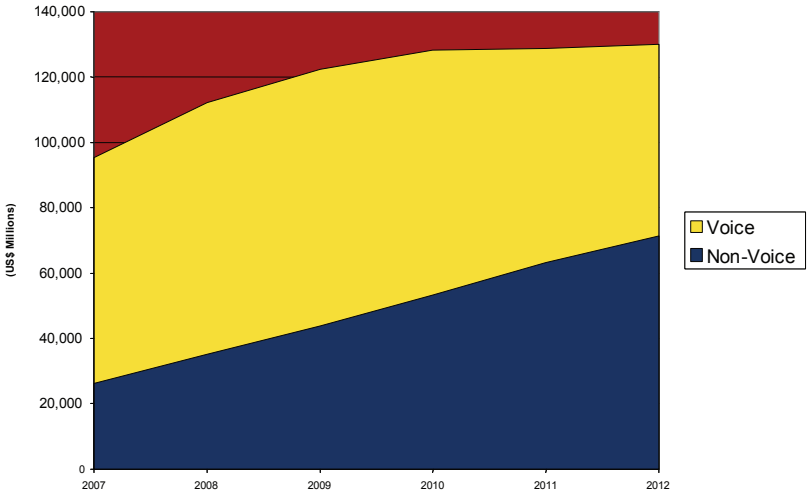
- Annual sizing and forecast of mobile voice and data services by country
- Annual sizing and forecast of mobile data application spending by country
- Competitive analysis and positioning strategies of mobile operators by country
- Annual end-user usage of consumer mobile technologies and services by applications

Key Questions Answered

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

1. What is the potential demand for mobile content and applications?
2. What are mobile operators' competitive strategies as users' needs become increasingly sophisticated?
3. What are the consumption and buying patterns among end-users?
4. What are the opportunities of mobile voice and data services across the Asia/Pacific region?

Asia/Pacific (Excluding Japan) Mobile Market, 2007-2012



Source: IDC

Competitive Analysis

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

China Mobile, Ericsson, Hutchison, Lucent Technologies, M1, Motorola, Nokia, Nortel Networks, Optus, Panasonic, PCCW, Qualcomm, Samsung, Siemens, SingTel Mobile, Sony, StarHub Mobile, Telstra, and Vodafone

Core Research

This service focuses on the following core research. In addition to the insight provided in this service, IDC may conduct additional research on specific topics, or emerging market segments, via research offerings that require additional IDC funding and client investment.

Mobile Data Services 2009-2013: Opportunities and Strategies Ahead

This study looks at the usage of mobile data content and applications in Asia/Pacific. What are the opportunities ahead for service providers? It also presents market sizing of the key mobile data segments in each country in the region.

Asia/Pacific Mobile TV Services

This study looks at the availability and adoption of mobile TV services, what technologies the carriers are deploying and the challenges they face.

Asia/Pacific Mobile Broadband Developments

This study looks at the pace of 3G service adoption in markets in Asia/Pacific. It seeks to highlight the drivers and inhibitors, and the strategies 3G operators are implementing to spur take-up and migration.

Asia/Pacific Wireless Consumer Survey

This study looks at the buying and consumption patterns of consumers in the wireless/mobile space.

Asia/Pacific Mobile Services Market 2008 Year End Review and Market Forecast, 2009-2013

This study quantifies the market opportunities of wireless voice and data services in the region. In addition, it also profiles mobile operators and how they strategize to increase their competitive positioning in the marketplace.

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
- 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.

IDC's Investment Philosophy

As a privately held company, IDC believes that our customers are our primary constituency. A large percentage of every revenue dollar is reinvested back into our products, including more analysts, more geographic coverage, and extensive primary research.

Our steady growth over the past 10 - plus years reflects our commitment to investing in our customers.

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