

Consumer Broadband Markets

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Consumer Broadband Markets* service examines the deployment of narrowband and broadband services and analyzes the competitive positioning, financial viability, and strategic direction of leading service providers. This service examines the market development, quantifies the market opportunity, and provides competitive analyses, demand-side surveys, and assessments of the global broadband ecosystem. It also offers a comprehensive analysis across the broadband spectrum, from an examination of the fixed and mobile broadband technologies being deployed today to an evaluation of global market opportunities, emerging broadband-enabled content and services, and evolving distribution strategies.

Markets Covered

- Consumer fixed and mobile Internet access services including dial-up, DSL, cable modem, FTTH, satellite, and emerging wireless technologies including WiMAX and LTE
- Broadband-enabled services, applications, and content
- Broadband portals and communities

Subjects Analyzed

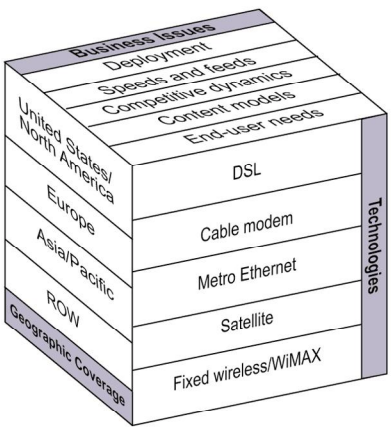
- Consumer awareness, adoption, and usage of broadband Internet access and broadband-enabled services
- Consumer migration from narrowband to broadband services
- Analysis of broadband bandwidth and pricing tiers
- Analysis of the viability and strategic direction of wireless broadband technologies such as WiMAX, EV-DO, and LTE
- Analysis of broadband technologies such as DOCSIS 3.0 as enablers of service deployments and consumer adoption
- Consumer usage of multiple access technologies
- The role of Internet portals such as AOL, MSN, and Yahoo! in driving adoption of consumer broadband and broadband-enabled services
- Competitive positioning and market share of broadband service providers
- Evolution and success of service provider business models, strategic alliances, and content partnerships

Key Questions Answered

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

1. What are the key drivers and inhibitors for consumer adoption of broadband services?
2. What strategies are emerging in the pricing, packaging, and marketing broadband access and broadband-enabled services?
3. How should service providers model bandwidth requirements, quality of service (QoS), and other network capabilities to facilitate consumer adoption of broadband access and broadband-enabled services?
4. What is the market opportunity for fixed and mobile broadband services, and how does it vary by region, technology, and consumer use case?
5. Are wireless broadband services complementary or competitive to wireline broadband services?
6. How will broadband portals influence the growth of the consumer broadband market, service provider business models, and strategic partnerships?

Consumer Broadband Markets Coverage



Source: IDC

Companies Analyzed

IDC's *Consumer Broadband Markets* service examines how companies are positioning themselves to compete in the narrowband and broadband services markets. This service reviews the strategies, market positioning, and future direction of key players in the broadband ecosystem including:

Alcatel-Lucent, AOL, AT&T, Cablevision, Charter, Cisco Systems, Clearwire, Comcast, Covad, Cox Communications, DIRECTV, Disney, EarthLink, EchoStar, Embarq, Google, HP, Hughes, Insight, Intel, Microsoft, Motorola, MSN, Panasonic, Qwest, RCN, Samsung, Siemens, Sony, Sprint Nextel, Time Warner Cable, T-Mobile, Verizon, Verizon Wireless, and Yahoo!.

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.

Worldwide Broadband Services Forecast
This study provides an overview and forecast of the worldwide broadband services market segmented by region, technology, and end-user segment. Leading technologies examined include DSL, cable modems, FTTH, and other emerging technologies such as broadband over powerline and WiMAX.

U.S. Broadband Services Forecast
This study examines the U.S. market opportunity for narrowband and broadband services, including the drivers and inhibitors affecting consumer adoption of broadband in the United States and a five-year forecast of subscribers and revenue by technology and end-user segment.

U.S. Bandwidth Assessment and Forecast
This document provides a critical analysis of broadband providers bandwidth offerings and a five-year forecast of connections by bandwidth tier.

U.S. Mobile Broadband Services Forecast
This document examines the U.S. market opportunity for consumer mobile broadband services, including service provider deployment scenarios and the drivers and inhibitors of consumer adoption of mobile broadband services.

U.S. Consumer Broadband Survey
This study presents the results of an IDC survey of consumer interest in and adoption and usage of broadband services. This information is used to demonstrate changing behavior, spending, and preferences to gauge future trends.

Service Provider Content and Development Models
This study analyzes broadband service providers' deployment of advanced applications and services that leverage the broadband pipe to the home. It also examines how large service providers' broadband-enabled value-added services opportunity will be.

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 admission to IDC's annual Directions conference, 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 sales executive.

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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IDC Analyze the Future

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 43 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.

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