

IDC
Analyze the Future

Philippine Telecom Market

AN IDC REPORT SERIES

The Philippine telecommunications scene is rapidly evolving, hence creating a dynamic environment characterized by heightened competition, user-centric business models, and continuous advances in technology. Industry players are therefore in need of market intelligence to help them successfully navigate this ever changing business landscape. IDC's *Philippine Telecom Market* delves into pertinent topics offering insight and useful information about the local fixed and mobile services. This service is critical to all telecom carriers, service providers, equipment vendors, and other industry players who need a good understanding of the current and future direction of the market.

Markets Covered

This service covers the following segments of the *Philippine telecommunications* market:

- Fixed-line voice services
- Telecom network services
- Internet access services
- Mobile voice and data
- IP service providers
- Enterprise communications

Subjects Analyzed

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

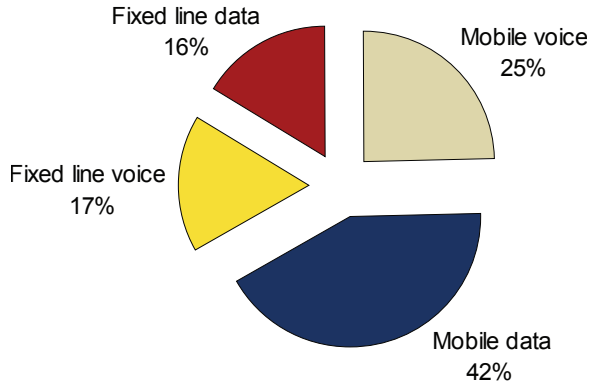
- Top key trends to watch in 2009
- End-user survey of SMEs on communication usage and preferences
- Annual sizing and forecast of telecommunication services
- Market trends and emerging technologies
- Competitive profiles of broadband access service providers
- IP VPN market and competitive analysis of key players

Key Questions Answered

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

1. What major trends will shape the telecommunication market in 2009?
2. What is the size of the telecommunication services market in the Philippines and how will it grow in the next five years?
3. What are the communication usage trends and purchasing behavior of SMEs in the Philippines?
4. What is the market opportunity and competitive environment for IP VPN services in the Philippines?
5. What is the competitive strength of local broadband access service providers in the Philippines?

Philippine Telecommunication Services Revenue, 2007



Source: IDC

Competitive Analysis

IDC's *Philippine Telecom Market* service examines how service providers are positioning themselves to compete in the Philippine market. This service reviews strategies, market positioning, and future direction of several providers in the Philippine telecommunications market, including:

Bayantel, Belltel, Broadband Philippines, Destiny Cable, Digitel, ETPI, Globe, Infocom, Mozcom, Netvoice, NowCable, Pacific Internet, Piltel, PLDT, PT&T, Skycable, Smart, Sun Cellular and Tri-Isys.

Research Agenda

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

ASEAN 2009 Telecommunications Top 10 Predictions
This document provides IDC's 2009 predictions for the telecommunications market in ASEAN, including Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam.

Philippine SME 2008 Survey: Communication Usage and Purchasing Behavior
Using results from the IDC Communications Survey, this document identifies trends in corporate data and Internet access services uptake, network expenditure, and outsourcing by the Philippine SMEs. It also examines budgeting and service provider preferences of companies in this segment.

The Philippines Telecommunications Services 2009-2013 Forecast
This market analysis study provides a five-year forecast of the Philippines fixed-lines and mobile services market. It also identifies the market trends, drivers and challenges.

Philippines Broadband Access Services 2008 Competitive Analysis: Profile of Key Players
This document reports on the market opportunity for broadband access services in the Philippines. It also profiles the key market players and analyzes the competitive environment in the country's broadband access services space.

Philippines IP VPN Services Market: Country and Service Provider Profile
This IDC study analyzes the IP VPN services market opportunity in the Philippines. In addition to identifying the key trends currently shaping the market, the document profiles the key market players.

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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