

Broadband Market Forecast in Portugal to 2015

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Abstracts

Introduction

Ovum's Broadband Market Forecast in Portugal to 2015 offers a comprehensive view of the broadband market in Portugal. It provides total broadband subscribers split by technology, fixed broadband subscriptions split by technology, and revenues for consumer broadband subscriptions. It also includes penetration rates for fixed and total broadband. Data are historical upto 2009 & forecast thereafter.

Scope

Internet subscriptions overview

Broadband subscriptions analysis

Highlights

In Portugal, broadband subscriptions grew at a compound annual growth rate (CAGR) of 62.7% over the 2006-09 period. Dial-up Internet subscriptions is expected to decline at a CAGR of 37.8% over the period.

In 2009, mobile broadband was the most popular broadband technology, accounting for a 71% share of total broadband subscriptions in Portugal. DSL followed, accounting for a 16.1% share of the total subscriptions in 2009.

Reasons to Purchase

Provides a comprehensive and granular view of the broadband market in Portugal

Identifies the key market trends and highlights areas of future growth

Enables stakeholders in the market to make informed strategic and tactical decisions

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