

Global Traffic Switching Solutions Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/GEFDEAA27635EN.html>

Date: August 2024

Pages: 93

Price: US\$ 3,200.00 (Single User License)

ID: GEFDEAA27635EN

Abstracts

Report Overview

Traffic Switching Solutions are software and appliances for monitoring and gleaning useful metrics from activity across a local area network (LAN).

This report provides a deep insight into the global Traffic Switching Solutions market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Traffic Switching Solutions Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Traffic Switching Solutions market in any manner.

Global Traffic Switching Solutions Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers,

Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

F5

Ixia

Martello Technologies

Microsoft

IBM

Lumina Networks

Market Segmentation (by Type)

Software

Hardware

Market Segmentation (by Application)

BFSI

IT and Telecom

Government

Retail

Other

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Traffic Switching Solutions Market

Overview of the regional outlook of the Traffic Switching Solutions Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Traffic Switching Solutions Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future

development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Traffic Switching Solutions

1.2 Key Market Segments

1.2.1 Traffic Switching Solutions Segment by Type

1.2.2 Traffic Switching Solutions Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 TRAFFIC SWITCHING SOLUTIONS MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 TRAFFIC SWITCHING SOLUTIONS MARKET COMPETITIVE LANDSCAPE

3.1 Global Traffic Switching Solutions Revenue Market Share by Company (2019-2024)

3.2 Traffic Switching Solutions Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company Traffic Switching Solutions Market Size Sites, Area Served, Product Type

3.4 Traffic Switching Solutions Market Competitive Situation and Trends

3.4.1 Traffic Switching Solutions Market Concentration Rate

3.4.2 Global 5 and 10 Largest Traffic Switching Solutions Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

4 TRAFFIC SWITCHING SOLUTIONS VALUE CHAIN ANALYSIS

4.1 Traffic Switching Solutions Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF TRAFFIC SWITCHING SOLUTIONS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 Mergers & Acquisitions
 - 5.5.2 Expansions
 - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 TRAFFIC SWITCHING SOLUTIONS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Traffic Switching Solutions Market Size Market Share by Type (2019-2024)
- 6.3 Global Traffic Switching Solutions Market Size Growth Rate by Type (2019-2024)

7 TRAFFIC SWITCHING SOLUTIONS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Traffic Switching Solutions Market Size (M USD) by Application (2019-2024)
- 7.3 Global Traffic Switching Solutions Market Size Growth Rate by Application (2019-2024)

8 TRAFFIC SWITCHING SOLUTIONS MARKET SEGMENTATION BY REGION

- 8.1 Global Traffic Switching Solutions Market Size by Region
 - 8.1.1 Global Traffic Switching Solutions Market Size by Region
 - 8.1.2 Global Traffic Switching Solutions Market Size Market Share by Region
- 8.2 North America
 - 8.2.1 North America Traffic Switching Solutions Market Size by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Traffic Switching Solutions Market Size by Country
 - 8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Traffic Switching Solutions Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Traffic Switching Solutions Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Traffic Switching Solutions Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 F5

9.1.1 F5 Traffic Switching Solutions Basic Information

9.1.2 F5 Traffic Switching Solutions Product Overview

9.1.3 F5 Traffic Switching Solutions Product Market Performance

9.1.4 F5 Traffic Switching Solutions SWOT Analysis

9.1.5 F5 Business Overview

9.1.6 F5 Recent Developments

9.2 Ixia

9.2.1 Ixia Traffic Switching Solutions Basic Information

9.2.2 Ixia Traffic Switching Solutions Product Overview

9.2.3 Ixia Traffic Switching Solutions Product Market Performance

9.2.4 Ixia Traffic Switching Solutions SWOT Analysis

9.2.5 Ixia Business Overview

9.2.6 Ixia Recent Developments

9.3 Martello Technologies

9.3.1 Martello Technologies Traffic Switching Solutions Basic Information

9.3.2 Martello Technologies Traffic Switching Solutions Product Overview

9.3.3 Martello Technologies Traffic Switching Solutions Product Market Performance

9.3.4 Martello Technologies Traffic Switching Solutions SWOT Analysis

9.3.5 Martello Technologies Business Overview

9.3.6 Martello Technologies Recent Developments

9.4 Microsoft

9.4.1 Microsoft Traffic Switching Solutions Basic Information

9.4.2 Microsoft Traffic Switching Solutions Product Overview

9.4.3 Microsoft Traffic Switching Solutions Product Market Performance

9.4.4 Microsoft Business Overview

9.4.5 Microsoft Recent Developments

9.5 IBM

9.5.1 IBM Traffic Switching Solutions Basic Information

9.5.2 IBM Traffic Switching Solutions Product Overview

9.5.3 IBM Traffic Switching Solutions Product Market Performance

9.5.4 IBM Business Overview

9.5.5 IBM Recent Developments

9.6 Lumina Networks

9.6.1 Lumina Networks Traffic Switching Solutions Basic Information

9.6.2 Lumina Networks Traffic Switching Solutions Product Overview

9.6.3 Lumina Networks Traffic Switching Solutions Product Market Performance

9.6.4 Lumina Networks Business Overview

9.6.5 Lumina Networks Recent Developments

10 TRAFFIC SWITCHING SOLUTIONS REGIONAL MARKET FORECAST

10.1 Global Traffic Switching Solutions Market Size Forecast

10.2 Global Traffic Switching Solutions Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Traffic Switching Solutions Market Size Forecast by Country

10.2.3 Asia Pacific Traffic Switching Solutions Market Size Forecast by Region

10.2.4 South America Traffic Switching Solutions Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Traffic Switching Solutions by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

11.1 Global Traffic Switching Solutions Market Forecast by Type (2025-2030)

11.2 Global Traffic Switching Solutions Market Forecast by Application (2025-2030)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Traffic Switching Solutions Market Size Comparison by Region (M USD)
- Table 5. Global Traffic Switching Solutions Revenue (M USD) by Company (2019-2024)
- Table 6. Global Traffic Switching Solutions Revenue Share by Company (2019-2024)
- Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Traffic Switching Solutions as of 2022)
- Table 8. Company Traffic Switching Solutions Market Size Sites and Area Served
- Table 9. Company Traffic Switching Solutions Product Type
- Table 10. Global Traffic Switching Solutions Company Market Concentration Ratio (CR5 and HHI)
- Table 11. Mergers & Acquisitions, Expansion Plans
- Table 12. Value Chain Map of Traffic Switching Solutions
- Table 13. Midstream Market Analysis
- Table 14. Downstream Customer Analysis
- Table 15. Key Development Trends
- Table 16. Driving Factors
- Table 17. Traffic Switching Solutions Market Challenges
- Table 18. Global Traffic Switching Solutions Market Size by Type (M USD)
- Table 19. Global Traffic Switching Solutions Market Size (M USD) by Type (2019-2024)
- Table 20. Global Traffic Switching Solutions Market Size Share by Type (2019-2024)
- Table 21. Global Traffic Switching Solutions Market Size Growth Rate by Type (2019-2024)
- Table 22. Global Traffic Switching Solutions Market Size by Application
- Table 23. Global Traffic Switching Solutions Market Size by Application (2019-2024) & (M USD)
- Table 24. Global Traffic Switching Solutions Market Share by Application (2019-2024)
- Table 25. Global Traffic Switching Solutions Market Size Growth Rate by Application (2019-2024)
- Table 26. Global Traffic Switching Solutions Market Size by Region (2019-2024) & (M USD)
- Table 27. Global Traffic Switching Solutions Market Size Market Share by Region (2019-2024)
- Table 28. North America Traffic Switching Solutions Market Size by Country

(2019-2024) & (M USD)

Table 29. Europe Traffic Switching Solutions Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Traffic Switching Solutions Market Size by Region (2019-2024) & (M USD)

Table 31. South America Traffic Switching Solutions Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Traffic Switching Solutions Market Size by Region (2019-2024) & (M USD)

Table 33. F5 Traffic Switching Solutions Basic Information

Table 34. F5 Traffic Switching Solutions Product Overview

Table 35. F5 Traffic Switching Solutions Revenue (M USD) and Gross Margin (2019-2024)

Table 36. F5 Traffic Switching Solutions SWOT Analysis

Table 37. F5 Business Overview

Table 38. F5 Recent Developments

Table 39. Ixia Traffic Switching Solutions Basic Information

Table 40. Ixia Traffic Switching Solutions Product Overview

Table 41. Ixia Traffic Switching Solutions Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Ixia Traffic Switching Solutions SWOT Analysis

Table 43. Ixia Business Overview

Table 44. Ixia Recent Developments

Table 45. Martello Technologies Traffic Switching Solutions Basic Information

Table 46. Martello Technologies Traffic Switching Solutions Product Overview

Table 47. Martello Technologies Traffic Switching Solutions Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Martello Technologies Traffic Switching Solutions SWOT Analysis

Table 49. Martello Technologies Business Overview

Table 50. Martello Technologies Recent Developments

Table 51. Microsoft Traffic Switching Solutions Basic Information

Table 52. Microsoft Traffic Switching Solutions Product Overview

Table 53. Microsoft Traffic Switching Solutions Revenue (M USD) and Gross Margin (2019-2024)

Table 54. Microsoft Business Overview

Table 55. Microsoft Recent Developments

Table 56. IBM Traffic Switching Solutions Basic Information

Table 57. IBM Traffic Switching Solutions Product Overview

Table 58. IBM Traffic Switching Solutions Revenue (M USD) and Gross Margin

(2019-2024)

Table 59. IBM Business Overview

Table 60. IBM Recent Developments

Table 61. Lumina Networks Traffic Switching Solutions Basic Information

Table 62. Lumina Networks Traffic Switching Solutions Product Overview

Table 63. Lumina Networks Traffic Switching Solutions Revenue (M USD) and Gross Margin (2019-2024)

Table 64. Lumina Networks Business Overview

Table 65. Lumina Networks Recent Developments

Table 66. Global Traffic Switching Solutions Market Size Forecast by Region (2025-2030) & (M USD)

Table 67. North America Traffic Switching Solutions Market Size Forecast by Country (2025-2030) & (M USD)

Table 68. Europe Traffic Switching Solutions Market Size Forecast by Country (2025-2030) & (M USD)

Table 69. Asia Pacific Traffic Switching Solutions Market Size Forecast by Region (2025-2030) & (M USD)

Table 70. South America Traffic Switching Solutions Market Size Forecast by Country (2025-2030) & (M USD)

Table 71. Middle East and Africa Traffic Switching Solutions Market Size Forecast by Country (2025-2030) & (M USD)

Table 72. Global Traffic Switching Solutions Market Size Forecast by Type (2025-2030) & (M USD)

Table 73. Global Traffic Switching Solutions Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industrial Chain of Traffic Switching Solutions

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Traffic Switching Solutions Market Size (M USD), 2019-2030

Figure 5. Global Traffic Switching Solutions Market Size (M USD) (2019-2030)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Traffic Switching Solutions Market Size by Country (M USD)

Figure 10. Global Traffic Switching Solutions Revenue Share by Company in 2023

Figure 11. Traffic Switching Solutions Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023

Figure 12. The Global 5 and 10 Largest Players: Market Share by Traffic Switching Solutions Revenue in 2023

Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 14. Global Traffic Switching Solutions Market Share by Type

Figure 15. Market Size Share of Traffic Switching Solutions by Type (2019-2024)

Figure 16. Market Size Market Share of Traffic Switching Solutions by Type in 2022

Figure 17. Global Traffic Switching Solutions Market Size Growth Rate by Type (2019-2024)

Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 19. Global Traffic Switching Solutions Market Share by Application

Figure 20. Global Traffic Switching Solutions Market Share by Application (2019-2024)

Figure 21. Global Traffic Switching Solutions Market Share by Application in 2022

Figure 22. Global Traffic Switching Solutions Market Size Growth Rate by Application (2019-2024)

Figure 23. Global Traffic Switching Solutions Market Size Market Share by Region (2019-2024)

Figure 24. North America Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Traffic Switching Solutions Market Size Market Share by Country in 2023

Figure 26. U.S. Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Traffic Switching Solutions Market Size (M USD) and Growth Rate

(2019-2024)

Figure 28. Mexico Traffic Switching Solutions Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Traffic Switching Solutions Market Size Market Share by Country in 2023

Figure 31. Germany Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Traffic Switching Solutions Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Traffic Switching Solutions Market Size Market Share by Region in 2023

Figure 38. China Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Traffic Switching Solutions Market Size and Growth Rate (M USD)

Figure 44. South America Traffic Switching Solutions Market Size Market Share by Country in 2023

Figure 45. Brazil Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Traffic Switching Solutions Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Traffic Switching Solutions Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Traffic Switching Solutions Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Traffic Switching Solutions Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Traffic Switching Solutions Market Share Forecast by Type (2025-2030)

Figure 57. Global Traffic Switching Solutions Market Share Forecast by Application (2025-2030)

I would like to order

Product name: Global Traffic Switching Solutions Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/GEFDEAA27635EN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GEFDEAA27635EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970