

# WiFi-First - The New Market Disrupter

<https://marketpublishers.com/r/W76AAFC9B85EN.html>

Date: May 2015

Pages: 50

Price: US\$ 2,200.00 (Single User License)

ID: W76AAFC9B85EN

## Abstracts

The WiFi-first concept emerged in 2014. It uses Wifi in conjunction with cellular connections. Wifi has always been considered as disruptive by the cellular industry because it is a low-cost solution to provide nomadic access. Despite remaining technological hurdles, Wifi has gained traction for many players willing to eat into MNOs' revenues by jumping into the cellular-nomadic business. This report presents the state-of-the art on WiFi-first and highlights strategies at play in a business that unites companies from three distinct worlds: Mobile - Fixed - OTT

International expansion is on-going or planned by WiFi-first players. Europe and Asia are the main target locations.

In Europe, the MVNO FreedomPop, which mimics the WiFi-first model, announced plans with KPN in Belgium as a test-bed in 2014. One year later, FreedomPop has reported that it has five host-MNOs in five different countries and it plans to enter a large European market.

WiFi-first service seems less suited to the European market than to the US market.

## Contents

### 1. EXECUTIVE SUMMARY

#### 1.1. Understanding Wifi and WiFi-first

1.1.1. Beyond throughputs: integration features

1.1.2. The technical challenges around WiFi-first strategy

#### 1.2. Wifi market and player strategies

1.2.1. The status of Wifi and its market

1.2.2. Wifi players strategies

#### 1.3. Impacts of WiFi-first on the cellular business

1.3.1. Small WiFi-first companies in a growing US market

1.3.2. Initiatives by large cablecos and OTT companies could potentially make a dent

1.3.3. Mobile ARPU decline in the USA is not due to WiFi-first

1.3.4. Challenges remain

1.3.5. First plans outside the USA

1.3.6. MNOs ready to counter-attack WiFi-based services

### 2. METHODOLOGY & DEFINITIONS

2.1. General methodology of IDATE's reports

2.2. Definitions

### 3. UNDERSTANDING WIFI AND WIFI-FIRST

#### 3.1. Evolution of Wifi standards

3.1.1. 802.11a and 802.11b

3.1.2. 802.11g

3.1.3. 802.11n

3.1.4. 802.11ac

3.1.5. What happens next?

#### 3.2. Beyond throughputs: integration features

3.2.1. Seamless authentication and connection

3.2.2. Toward increased collaboration with cellular networks

3.2.3. Provision of cellular/legacy services over Wifi

#### 3.3. Technical challenges

### 4. WIFI MARKET AND PLAYER STRATEGIES

#### 4.1. The status of Wifi and its market

4.1.1. Wifi status

4.1.2. Wifi market

#### 4.2. Wifi player strategies

4.2.1. WiFi-first players

4.2.2. Pure Wifi players

4.2.3. Cablecos (Multi-System Operators or MSOs)

4.2.4. OTTs (Over-The-Top)

4.2.5. Mobile Network Operators (MNOs) and integrated players

### **5. HOW WIFI-FIRST IMPACTS THE CELLULAR BUSINESS**

5.1. WiFi-first companies still small players in a growing US market

5.2. Decline of mobile ARPU in USA is not due to WiFi-first service

5.3. Challenges to overtake

5.4. First plans outside the USA

5.5. MNOs are ready to counter-attack WiFi-based services

### **6. GLOSSARY**

## Tables & Figures

### TABLES & FIGURES

Table 1: Wifi generations

Table 2: Wifi and mobile network characteristics

Table 3: Wifi generations

Table 4: Relation between channel width and spatial streams with 802.11ac

Table 5: Scratch Wireless cellular passes

Table 7: OTT communication services provided by OTTs

Table 6: FreedomPop price plans

Table 8: VoLTE launches by MNOs

Table 10: Examples of Wifi access plans in the UK and France

Table 11: Wifi-calling launches by MNOs

Figure 1: The battle for 'free' communication services

Figure 2: Player strategies

Figure 3: Lowest market potential for WiFi-first in Europe compared to the USA

Figure 4: Wifi evolution path

Figure 5: Wifi roaming standards and trials

Figure 6: Passpoint – seamless 3G/4G/Wifi roaming

Figure 7: Hotspot 2.0 Release 2 components

Figure 8: Phases of development of Hotspot 2.0

Figure 9: NGH deployments as of Q1 2015

Figure 10: World&You brings unlimited calling and messaging abroad to Bouygues customers

Figure 11: Evolution of Wifi calling

Figure 12: Installed base of carrier-grade hotspots by region to 2018

Figure 13: Player strategies

Figure 14: FON telco deals and users

Figure 15: Examples of major OTT initiatives

Figure 16: Evolution of market shares of four largest US MNOs (2012-2014)

Figure 17: Major changes to pricing of postpaid service plans (2013-2014)

Figure 18: Lowest market potential for WiFi-first in Europe compared to the USA

Figure 19: LTE in the 5 GHz band

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