

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

I would like to order

Product name: WiFi-First - The New Market Disrupter

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

Price: US\$ 2,200.00 (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/W76AAFC9B85EN.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