

# Canada - Telecommunication Services: Large market with fast acceptance of growing technologies (Strategy, Performance and Risk Analysis)

<https://marketpublishers.com/r/C20DF0C11C8EN.html>

Date: June 2017

Pages: 78

Price: US\$ 1,995.00 (Single User License)

ID: C20DF0C11C8EN

## Abstracts

Canada - Telecommunication Services: Large market with fast acceptance of growing technologies (Strategy, Performance and Risk Analysis)

### SUMMARY

There are exciting possibilities for telecommunication companies in Canada as 5G networks begin to launch. Huawei Canada is planning to invest US\$500 million into establishing a 5G network in Ontario, with their focus mainly on advanced communications research initiatives, including faster Internet speeds and related technologies such as cloud computing, data analytics and mobile security. They have already started 5G trial runs for the next generation of cellular phone systems. This technology has a higher bandwidth and speeds of up to 29.3 gigabits per second (Gbps), much faster than the current fourth generation speed of 1Gbps. This technology will help Canada create a platform combining mobile apps, bandwidth and cloud technology.

MarketLine's Premium industry reports provide a comprehensive market view including sections on: industry risk & reward, key industry trends and drivers, industry SWOT analysis, industry benchmarking to compare key performance indicators with regional and global markets, competitive landscape, and innovation.

### KEY HIGHLIGHTS

Broadband services to get a cash injection

Broadband penetration offers a lot of growth opportunities for the country. It has increased from 34.4% in 2012 to 36.2% in 2016 and is expected to increase further to 38.9% by 2021. The governments of Ontario and Canada plan to invest US\$180 million to help bring ultra-high speed internet to homes and businesses in southwestern Ontario. Bell Canada enterprises (BCE) also spent US\$854 million in 2016 on fiber for home broadband connections in Montreal, US\$1.14 billion in Toronto and US\$225 million in Quebec in 2015 for fiber installation.

Canada's telecommunications market proves to be robust

The decline in churn rate indicates higher customer retention in the market. Companies can retain their customers with rapid issue resolution and quality customer service. Canada reported a very low churn rate of 19.7% in 2016 in comparison to the North American average churn rate of 26.4% during the same period. Its peer countries also showed comparatively high churn rate with Mexico at 65.9% and the US at 26.9%. The decline is attributed to value added services offered by operators, along with adoption of the latest technology.

Leading companies invest heavily in technological advancement

The focus of operators towards infrastructure development has driven the telecom market in Canada.

In 2016, Bell invested US\$1 billion in 2016 to extend the availability of its Gigabit Fiber Internet service to around 3 million homes and businesses in Ontario, Quebec and Atlantic Canada, up from around 2.2 million at the end of 2015.

Also, in 2016, Telus invested US\$260million into fiber rollout to Quebec residences and businesses in both rural and urban communities.

In 2017, CRTC declared broadband internet access a basic service which will boost internet service and speeds in rural and isolated areas.

## **SCOPE**

Risk/Reward Index - enables you to assess the risks and potential rewards of investing in the Canadian Telecommunications market in comparison with other North-American countries.

Industry Snapshot and Industry View - Key Telecommunications Industry Statistics including fixed/mobile revenue, subscriptions, churn, market share, and ARPS are analyzed to reveal the key issues and trends driving market performance in the Canadian Telecommunications market.

Industry SWOT Analysis - Discover the Strengths, Weaknesses, Opportunities and Threats impacting market performance and investment in the Canadian Telecommunications market.

Industry Benchmarking - Benchmark how the Canadian telecommunications market is performing compared to regional and global markets in terms of fixed or mobile revenue, subscriptions, ARPS, penetration, and usage to gauge potential for growth or market entry.

Competitive Landscape - Analyze and compare the performance of the leading players in the Canadian Telecommunications market by business segment on metrics such as such as churn, ARPU, and subscriber and revenue growth.

## **REASONS TO BUY**

How is Canada's telecommunications industry performing compared to other North-American countries?

How committed are Canada's leading telecommunication companies to investing in new technology?

What will Australia's broadband penetration look like in 2021?

What are the Canadian Telecommunications industry's Strengths and Weaknesses and what Opportunities and Threats does it face?

## Contents

Risk & Reward Index  
Industry Snapshot  
Industry View  
Industry SWOT Analysis  
Industry Benchmarking  
Industry Performance  
Competitive Landscape  
Industry Innovation  
Deals  
Key Developments  
Appendix

## I would like to order

Product name: Canada - Telecommunication Services: Large market with fast acceptance of growing technologies (Strategy, Performance and Risk Analysis)

Product link: <https://marketpublishers.com/r/C20DF0C11C8EN.html>

Price: US\$ 1,995.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C20DF0C11C8EN.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

