

# Telecoms in 2020: executive summary

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### **Abstracts**

This is the second of two reports that present the combined thinking of the Ovum telecoms research group on the subject of what the telecoms industry will look like in the year 2020. This report summarises the key findings and conclusions of our individual practice reports, which map out developments in specific areas, ranging from consumer, enterprise and wholesale telecoms through to network infrastructure and regulation.



### **Contents**

**Executive summary** 

In a nutshell

Ovum view

Scope

Structure of this report

Drivers of change

Five key drivers of change

Consumer trends

Consumer segmentation

SMART versus LEAN

Two new major categories of players

A converged model over time

Smart enablers are an early step on both paths

The rise and rise of broadband

Broadband as the fourth utility

Tiering of broadband offerings will become increasingly common

The development of broadband networks underpins quality of experience

The decade of video

Video will dominate the next ten years

Video will migrate to IP networks

Advertising will continue to fund much consumption of content

The decline of voice

Content and advertising

The content ecosystem in 2020

SMART players gun for content and a seamless user experience

Revenues: expanding content 'currencies' and business models

Defining trends

More specialist devices are on the way

Brace yourself for the consumer of the future

Search and discovery will take centre stage

New wave of interactivity will impact applications and the device user interface

Fully immersive environments are still a long way off

Not everything will be in the cloud

Building online trust will become critical

Devices and platforms

Evolved web access will become ubiquitous across devices

Pervasive web will drive innovation into the cloud



Focus will shift away from solving device-side problems of application development OEMs will refocus on creating unique user experiences

Vertical integration of devices, software and services makes sense in the short term...

... and will continue to deliver benefits through 2015 and beyond

Horizontal service integration will predominate by 2020

Horizontally integrating cloud assets will be key in the longer term

Managed developer platforms and platform-as-a-service (PaaS)

Devices and platforms: industry structure and player positioning

Embracing MDP realities will be the key to SMARTness

Brand power will still dictate MDP success

Enterprise trends

Customer segmentation

Enterprise end users are consumers

The enterprise CIO is in control

A world of IP-enabled applications

Ubiquitous IP connectivity

Communications functionality delivered through software, not hardware

Richer, more integrated communications

On-demand, cloud and virtual computing transform pricing

The network as a service hub

Complexity requires management

Telcos must focus on management capabilities

Revenue shift

Wholesale trends

The increasing importance of wholesale

Growth in the number and size of wholesale services

Increasing variety among wholesale players

Greatly increased demand for bandwidth and storage

This doesn't necessarily make it a pleasant market

Change required by wholesalers

Improved targeting of wholesale services

Greater focus on efficiency and return on investment

Consolidation of commodity service providers

The rise of 'intelligent plumbing' – LEAN operators

Telco revenue trends

Composition of telco revenues will change by 2020

Telco operations and strategy

A change in structure and business orientation required

Greater operational efficiency to maintain margins



Dealing with the changing business model

Consolidation will reduce the number of network operators

**Emerging markets** 

Economic growth a key change driver

Customer segmentation

Consumers in the same groups as in mature markets

Business segmentation

Explosion of data traffic; voice still cash cow

SMART vendor role emerging

Wireless-led networks

Network infrastructure

Telcos will pass on the pressure they feel to vendors

A move to full-service vendors and specialised vendors

A shift to software, but hardware still matters

Meeting the 'multi-terabit challenge' will require significant industry R&D and cooperation on standards

The network demarcation point is very likely to move into the connected home and office

Increasingly intelligent networks

Recommendations for vendors

Components

Need for new enablers of performance improvements

Innovation required to move hotspot components onto different curves; cannot rely on

Moore's Law

Multiple hotspots span core and access networks

Industry structure generally in good shape but needs to slim down in FTTx

Regulation

Continued regulation of termination rates

Increased symmetry between rates

Long-term move to capacity-based charging and bill and keep

Slower progress in emerging markets

Universal service expansion

Universal service obligations will increasingly include broadband

Government encouragement for network sharing

Net neutrality regulations introduced

The US will lead the way

Transparency will be the key principle

Market analysis evolving

More analysis based on sub-national geographic markets



Spectrum policy
Deployment of digital dividend spectrum
Deployment of unlicensed spectrum
Coordinated approaches



# **List Of Tables**

### **LIST OF TABLES**

Table 1: Telco revenue splits in 2010 and 2020



# **List Of Figures**

#### **LIST OF FIGURES**

- Figure 1: Overview of Ovum reports on Telecoms in 2020
- Figure 2: Drivers of change from 2010 to 2020
- Figure 3: Enterprise categories 2020
- Figure 4: The soft network
- Figure 5: Domain responsibility for the 2020 telco
- Figure 6: The changing telco business model



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