

3G Market Forecast to 2013

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With the introduction of 3G technology to offer customers better and high quality services, the development of wireless broadband communication system in both developed and developing countries has picked up momentum. Countries across the world are rapidly deploying 3G technology for both mobile and fixed line purposes. Various technological benefits like video conferencing, corporate solutions, multimedia services, high data speed, and mobility are playing an important role in the fast development and deployment of 3G technology. Moreover, the large scale adoption of 3G technology has led to the birth of some advanced versions with outstanding capabilities, like HSDPA (High-Speed Downlink Packet Access) and femtocells.

According to our new research report “3G Market Forecast to 2013”, the global wireless industry is rapidly replacing 2G technology with 3G to integrate new features and improve data transmission speed. The roll out of 3G technology is inevitable as it enables operators to lower the cost of voice and data delivery and supplement their voice and SMS revenue with revenue generating from value-added services. Thus, the number of 3G subscribers worldwide is projected to grow at a CAGR of around 13% during 2010-2013.

Our research has found that Asia-Pacific will dominate the global 3G-subscriber base by 2013 end, accounting for around 56% of the total subscriber base followed by EMEA (Europe, Middle East and Africa) and the Americas. The main reason for the domination of Asia-Pacific region is the high adoption of 3G technology in countries like India and China, which have huge mobile subscriber bases. These countries are engaged in infrastructure development to reap the value of mobility. Moreover, the government

support and operators' initiative will also help to expand 3G-subscriber base in the Asia-Pacific region.

We have undertaken comprehensive research on key 3G markets in Asia Pacific, EMEA and the Americas by analyzing the current market trends and future prospects. Our report studies the key opportunity areas that have emerged with the expansion of 3G services. The report also contains segmental analysis of factors supporting the expansion of 3G technology to give a broad overview of the global 3G industry. We have also studied the 3G markets at the technological level, with focus on CDMA 2000 and WCDMA to give a clear idea of recent developments taken place across the industry.

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