

# **3G Technologies Markets 2012-2017: BRIC & Emerging Markets Growth**

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## **Abstracts**

Although 3G has become a mature technology in many developed economies, it is currently driving the mobile broadband uptake in many emerging markets. High technology maturity and decreasing costs for both operators and consumers are boosting emerging 3G markets. Led by the BRIC nations, and in particular China, 3G technology is being widely supported by government in a bid to bridge the mobile divide between emerging and developed countries. As a consequence, Visiongain has determined that 3G service revenues in emerging markets will reach \$74.5 billion in 2012.

3G connectivity is also a boon for emerging markets, where low tele-density and internet penetration means that many potential end-users will look to mobile networks to get online. The increasing availability of low-cost smartphones and tablets will increasingly enable underserved fixed line communication areas to adopt data services such as 3G. Furthermore, improvements in telecommunication services provide a strong economic stimulus to emerging markets, thereby furthering national development. The coming 2012-2017 period will see strong growth in subscriber numbers and operator revenues as many emerging markets finalise their 3G network deployment and aim to tackle full-scale national coverage. The greater availability of 3G networks will also offer significant opportunities for the development of mobile applications and services, such as mobile commerce and health, among others.

The report contains 148 tables, charts and figures that add visual analysis in order to explain developing trends within the 3G market. Visiongain provides forecasts for the period 2012-2022 in terms of value (US\$) for the 3G technologies markets in BRIC & emerging markets, as well as for 3 submarkets (technology, subscribers and service revenue) of the 3G market. In addition, the 4 national 3G markets (BRIC nations) are

forecast and analysed by Visiongain over the period 2012-2022, alongside the 5 emerging markets regions: Latin America, Eastern Europe, Asia Pacific, the Middle East and Africa. The report also includes an exclusive interview, providing expert insight alongside Visiongain analysis.

### **Unique Selling Points**

Comprehensive analysis of the prospects for the 3G technologies markets in BRIC & emerging markets from 2012-2017.

Analysis and forecasting informed by extensive expert consultation with industry leaders. You will be able to read a full transcript of an interview from a leading organisation involved with the 3G market.

148 tables, charts and figures that quantify, analyse and forecast the changing dynamics of the 3G technologies markets in BRIC & emerging markets from 2012-2017.

Forecasts and analysis of three 3G submarkets over the period 2012-2022

Global 3G subscriber forecasts for the period 2012-2017 by technology type -

3G subscriber forecasts for the 4 BRIC national 3G emerging markets, as well as the 8 regional 3G emerging markets for the period 2012-2017

12 regional emerging markets include 3G subscriber forecasts for the period 2012-2017 by technology type -

Global forecasts for 3G service revenues from 2012-2017.

Emerging market forecasts for 3G service revenues from 2012-2017.

Regional emerging market forecasts for 3G service revenues from 2012-2017 in 12 regions.

Analysis of the forces that influence and characterise the 3G technologies markets in BRIC & emerging markets from 2012-2017.

## **Why you should buy 3G Technologies Markets 2012-2017: BRIC & Emerging Markets Growth**

You will receive a comprehensive analysis of the 3G technologies market in BRIC and emerging markets from 2012-2017.

The analysis and forecasting has been informed by extensive expert consultation with industry leaders. Within the report, you will be able to read a full transcript of an interview from a leading organisation involved with the 3G market.

International Telecommunication Union

You will find 148 tables, charts, and figures that quantify, analyse and forecast the 3G technologies market in BRIC and emerging markets from 2012-2017.

You will receive forecasts and analysis of the 3G technologies market in BRIC and emerging markets between 2012-2017.

You will find forecasts and analysis of three 3G submarkets over the period 2012-2022

Technology

Subscribers

Service Revenues

Global 3G subscriber forecasts for the period 2012-2017 are made by technology type -

WCDMA / HSDPA

CDMA2000 / EVDO

TD-SCDMA

You will be presented with 3G subscriber forecasts for the 4 BRIC national 3G

emerging markets, as well as the 8 regional 3G emerging markets for the period 2012-2017

Brazil

Russia

India

China

Rest of Asia Pacific

Latin America

Rest of Latin America

Eastern Europe

Rest of Eastern Europe

Middle East

Africa

Each of the 12 regional emerging markets include 3G subscriber forecasts for the period 2012-2017 by technology type -

WCDMA / HSDPA

CDMA2000 / EVDO

TD-SCDMA

Global forecasts are made for 3G service revenues from 2012-2017.

Emerging market forecasts are made for 3G service revenues from 2012-2017.

Regional emerging market forecasts are made for 3G service revenues from

2012-2017 in 12 regions.

You will receive a SWOT analysis that examines the 3G technologies market in BRIC and emerging markets from 2012-2017.

### **What is the structure of the report?**

Chapter 1 is the executive summary.

Chapter 2 provides an introduction to 3G technology.

Chapter 3 provides forecasts and analysis of subscriber growth and service revenues over the period 2012 to 2017 for the global and regional 3G market.

Chapter 4 provides forecasts and analysis of subscriber growth over the period 2012 to 2017 for the regional 3G markets and for BRIC countries.

Chapter 5 provides an analysis of the 3G applications and services in BRIC and emerging markets, including the value chain and the different primary and secondary market players.

Chapter 6 provides a SWOT analysis for the main strengths, weaknesses, opportunities and threats.

Chapter 7 provides an expert interview.

Chapter 8 provides an overview of leading companies.

Chapter 9 provides the conclusion.

Chapter 10 is a glossary of acronyms used in the report.

### **Methodology**

This report has been compiled by combining information obtained from a very wide and rich mixture of primary and secondary research sources, producing a broad industry overview. Visiongain sought opinions from leading figures in the 3G technologies market in BRIC and emerging market to underpin the analysis of market drivers and restraints. The study draws on a diverse range of official corporate and governmental announcements, media reports, policy documents, industry statements and expert opinion as a basis for discussing and predicting developments in the 3G technologies market in BRIC and emerging market between 2012 and 2017.

Visiongain considers that this methodology results in an accurate, objective mixture of analyses and forecasts.

### **You can order this report today**

Anybody with an interest in the 3G technologies market in BRIC and emerging market should gain valuable information and insight from this new study by visiongain, which analyses one of the most exciting markets in the 3G market. 3G technologies offer substantial business and investment opportunities and are becoming an increasingly important component of the mobile broadband market in several key emerging markets.

This visiongain 3G Technologies Markets 2012-2017: BRIC & Emerging Markets Growth report will be valuable both to those already involved in the 3G market and those wishing to enter the market in the future. Gain an understanding of how to tap into the potential of this market by ordering 3G Technologies Markets 2012-2017: BRIC & Emerging Markets Growth.

Visiongain is a trading partner with the US Federal Government  
CCR Ref number: KD4R6

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## **COMPANIES LISTED**

Airtel Bangladesh

Airtel Kenya

Airtel Money

AIS

AKTEL

HELLO

America Movil

APBW

Apple

Avea

Axiata Group

Banglalink

Bharti Airtel

Beeline

Beijing Digital China

Benin Telecom

Celcom

China Mobile

China Telecom  
China Unicom  
Chunghwa Telecom  
Cingular  
Claro  
Comcel  
Comunicacion Celular  
CTBC  
Datang Telecom  
Djezzy  
Djuice  
Eastern Communications  
Elisa  
Embratel  
Empresa Brasileira de Telecomunicacoes  
EMT  
Equity Bank  
Esfahan  
Etisalat  
Facebook  
Far EasTone  
Globacom  
Globalive Wireless Canada  
Google  
GrameenPhone  
Healthpoint  
Huawei  
Idea  
Infostrada Mobilink  
Jordan Telecom Group (Orange Jordan)  
Kanakoo  
Kyivstar  
Lebara Group  
Lebara Mobile  
Leo  
Libercom  
M1  
Mastercard  
MegaFon

Metahelix  
Microsoft  
Middle East Payment Services (MEPS)  
Millicom  
M-KESHO  
MOBibucks  
MobiFone  
Mobikash Afrika  
MoDiSe  
Moov  
Motorola  
Movistar  
M-PESA  
MTCE  
MTN Benin  
MTN Cote d'Ivoire  
MTN Group  
MTS  
Net Servicos de Comunicacao  
Nextel Mexico  
Ningbo Bird  
Nokia  
NTT DoCoMo  
Oi  
Orange  
Orange Jordan  
Orange Money  
Pacific Bangladesh Telecom Limited (CityCell)  
Qatar Telecom (Qtel)  
Radiomovil Dipsa  
Robi Axiata  
Safaricom  
Sercomtel  
Shenzhen Huawei Investment & Holding  
Si.mobil  
Siemens AG  
SK Telecom  
SkyLink  
Spice

Spinlet  
Sprint Nextel  
Sybase 365  
Tata Group  
Telcel  
Tele2  
Telecel  
Telefonica  
Telefonos de Mexico  
Telekom Austria Group  
Telenor  
Teletalk  
Telkom Kenya  
Telmex  
Tigo  
Tim  
TracFone Wireless  
Tunicell  
Tunisiana  
Tunisie Telecom  
Turkcell  
Twitter  
Umniah  
Verizon Wireless  
Vibo  
Vietnamobile  
Viettel  
Vimplecom  
VinaPhone  
Visa  
Vivo  
Vodafone  
Vodafone Qatar  
VTR Banda Ancha  
Wataniya  
Western Union  
Wind Mobile  
XL  
yuCash

Zain  
ZTE

## **GOVERNMENT AGENCIES AND OTHER ORGANISATIONS MENTIONED IN THIS REPORT**

3rd Generation Partnership Project (3GPP)  
3rd Generation Partnership Project 2 (3GPP2)  
Agence des Telecommunications de Cote d'Ivoire (ATCI)  
Anatel (Brazil Telecom Regulator)  
Ayala Foundation  
Bangladesh Telecommunications Regulatory Commission (BTRC)  
China Wireless Technology Standard (WTS) Group  
Chinese Academy of Telecommunications Technology (CATT)  
Communications Commission of Kenya (CCK)  
Department of Telecommunications (DoT) of India  
Dian Nuswantoro University in Indonesia  
European Telecommunications Standardisation Institute (ETSI)  
Federation Internationale de Football Association (FIFA)  
Indian Supreme Court  
International Telecommunication Union (ITU)  
ITU Radiocommunication Sector (ITU-R)  
Malaysia Communications and Multimedia Commission  
Ministry of Industry and Information Technology (MIIT) of China  
Ministry of Information and Communication Technologies (MinCom) of Tunisia  
Ministry of Information and Communications (MIC) of Vietnam  
Philippines Department of Education  
Saudi Shoura Council  
South Africa Department of Education  
Telecom Disputes Settlement and Appellate Tribunal (TDSAT) of India  
Telecom Regulatory Authority of India (TRAI)  
Transitional Post and Telecommunications Regulatory Authority (ATRPT) of Benin  
Union of European Football Associations (UEFA)  
United Nations Educational, Scientific and Cultural Organization (UNESCO)  
United States Agency for International Development

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