

Global Mobile Broadband Market 2013-2018

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Abstracts

Formerly treated as a luxury in developed nations, mobile broadband speeds are quickly becoming a global norm. Ubiquitous high-speed connectivity is being engendered by network operators and national governments alike. Networks are making their foray into fibre backbones, which will facilitate the installation of LTE small cells and push heterogeneous networks forward. Visiongain has calculated that global mobile broadband revenue will reach \$231 billion in 2013.

Emerging markets will play a central role in mobile broadband market expansion. Whereas developed mobile markets such as those of Japan, Sweden, and Korea are reaching saturation, China, India, Indonesia, and the like are becoming hotbeds for smartphone proliferation. Many of these have lower smartphone penetration rates, rising per capita income, and a strong tendency towards FMS, trends that indicate a prosperous, fast-growing immediate future for mobile broadband.

Dominated by HSPA, the mobile broadband market is set to grow hand-in-hand with fixed broadband, LBS, IPTV, automotive connectivity, and mobile VoIP. Strong and diverse offerings from OEMs, rapid 3G/4G deployment tables from operators, and increasing receptiveness from regulators all point to a surging mobile broadband ecosystem that is prepared to keep pace with expanding consumer demand.

What makes this report unique?

An array of primary and secondary sources has informed the findings of our report. These findings have been placed in global and regional context, highlighting market trends and strategic opportunities in each. The report identifies and examines key players in a market poised for substantial growth. Our forecasts are informed by the performance of parallel markets and leading vendors, including exclusive interviews with experts in the mobile broadband field. All these findings are presented in a

thorough, straightforward manner.

Why you should buy The Global Mobile Broadband Market 2013-2018: Driving Super-fast Connectivity in the 4G/LTE Era

145 pages of comprehensive analysis

89 tables, charts, and figures

Exclusive expert interviews informing the analysis from:

Qualcomm, a market-leading vendor in mobile broadband component technology;

4G Americas, a wireless sector association that promotes, facilitates, and advocates for the deployment of the 3GPP family of mobile broadband technologies in the Americas.

Global mobile broadband market revenue forecasts between 2013-2018

Global mobile broadband subscriptions forecasts between 2013-2018

Forecasting and comparison of global mobile broadband subscription volumes in developed and emerging markets from 2013-2018.

Forecasting of mobile broadband revenue and shipment volumes in 5 regional markets from 2013-2018:

North America

Asia-Pacific

Europe

Latin America

The Middle East and North Africa

Forecasting of mobile broadband revenue and shipment volumes in 13 leading

national markets from 2013-2018

The United States

China

Japan

India

Brazil

Germany

Italy

The United Kingdom

Indonesia

France

Spain

Korea

Russia

Forecasting of related and influential (global) markets and technologies from 2013-2018, including:

LTE infrastructure deployment

Mobile social networking users

Location-based services revenue

Mobile cloud services revenue

VoIP subscriptions and application revenue

IPTV subscriptions

Connected car connectivity revenue

Feature phone and smartphone shipment volumes

Mobile data traffic forecast

Mobile health (mHealth) forecast

15 leading mobile broadband companies identified, their leading products and corporate strategies profiled:

Alcatel-Lucent

Cisco Systems

Ericsson

Fujitsu

Hitachi

HTC

Huawei

LG Electronics

Motorola

NEC

Nokia Siemens Networks

Option N.V.

Qualcomm

Samsung

ZTE

Study of drivers and restraints on mobile broadband adoption at micro to system level.

Discussion of the forward-thinking mobile broadband technologies and their potential influence on the development of the market.

Identification of the trends, companies, nations, governing bodies, and organisations that will shape the proliferation of mobile broadband globally.

A SWOT analysis of the mobile broadband market 2013-2018

You can order this report today

Gain an understanding of how to tap into the potential of this market by ordering The Global Mobile Broadband Market 2013-2018: Driving Super-fast Connectivity in the 4G/LTE Era.

Contents

1. EXECUTIVE SUMMARY

- 1.1 Growing Popularity of Mobile Broadband
- 1.2 Mobile Broadband is Entering into Rapid Growth Stage
- 1.3 Business Case for Mobile Broadband Points to Positive NPV
- 1.4 Benefits to Enterprise and Mass Market Customers with Increasing Mobile Broadband Penetration
- 1.5 Emerging Markets Set to Benefit from Mobile Broadband
- 1.6 Aim of the Report
- 1.7 Market Definition
- 1.8 Report Structure
- 1.9 Report Scope
- 1.10 Target Audience
- 1.11 Methodology

2. INTRODUCTION TO MOBILE BROADBAND

- 2.1 What is Mobile Broadband?
- 2.2 History and Development of Mobile Broadband
- 2.3 Why is Mobile Broadband Appealing?
- 2.4 Increasing Growth of Global Mobile Broadband Market
 - 2.4.1 Technologies Accounting for Growth in Developed and Emerging Markets
- 2.5 3G Mobile Broadband Lifecycle Stage
 - 2.5.1 Narrowband Dialup
 - 2.5.2 Narrowband ISDN
 - 2.5.3 Broadband DSL
 - 2.5.4 Broadband Cable
 - 2.5.5 Broadband Wireless
 - 2.5.6 Broadband Satellite
- 2.6 Business Case for Mobile Broadband
- 2.7 Growth Drivers for Mobile Broadband
 - 2.7.1 Mobility: A Key Growth Driver
 - 2.7.2 Increasing Smartphone Penetration
 - 2.7.3 Growing Data Usage
 - 2.7.4 The Increasing Importance of Social Media
 - 2.7.5 Flat Rate Pricing Driving Mobile Broadband
- 2.8 Mobile Broadband in the Future

- 2.8.1 Replacing Lost Revenue in Voice and Messaging
- 2.8.2 Effects of an Expanding Applications Ecosystem
- 2.8.3 Interplay between Mobile Broadband and On-the-go Business Culture
- 2.9 Importance of Mobile Broadband
- 2.10 Mobile Broadband Moving Towards LTE Technology
- 2.11 Mobile Broadband Overview

3. GLOBAL MOBILE BROADBAND MARKET 2013-2018

- 3.1 Overview
- 3.2 Global Mobile Broadband Connections
 - 3.2.1 OECD vs Rest of the World in Mobile Broadband Connections
 - 3.2.2 Global LTE Subscriptions
 - 3.2.3 Mobile Broadband Subscriptions in OECD Countries
- 3.3 Mobile Broadband Revenue Forecast 2013-2018
 - 3.3.1 Global Mobile Broadband Revenue 2013-2018

4. REGIONAL AND NATIONAL MOBILE BROADBAND MARKET FORECASTS 2013-2018

- 4.1 Regional Mobile Broadband Market Forecasts 2013-2018
 - 4.1.1 Regional Mobile Broadband Revenue Forecast 2013-2018
 - 4.1.2 Regional Mobile Broadband Subscriptions Forecast 2013-2018
- 4.2 The North American Mobile Broadband Market 2013-2018
 - 4.2.1 North American Mobile Broadband Revenue: What Will be the Impact of Early Saturation?
 - 4.2.2 North American Mobile Broadband Subscriptions
- 4.3 The Asia-Pacific Mobile Broadband Market 2013-2018
 - 4.3.1 Asia-Pacific Mobile Broadband Revenue: Steady Growth from the World's Largest User Base
 - 4.3.2 Asia-Pacific Mobile Broadband Subscriptions
- 4.4 The European Mobile Broadband Market 2013-2018
 - 4.4.1 European Mobile Broadband Revenue: Will High Competition Translate to Diminishing Returns?
 - 4.4.2 European Mobile Broadband Subscriptions: Growth from Eastern Europe
- 4.5 The Latin American Mobile Broadband Market 2013-2018
 - 4.5.1 Latin American Mobile Broadband Revenue: Will Latin America's Growth be in Keeping with Other Developing Markets?
 - 4.5.2 Latin American Mobile Broadband Subscriptions

4.6 The MEA Mobile Broadband Market 2013-2018

4.6.1 MEA Mobile Broadband Revenue

4.6.2 MEA Mobile Broadband Subscriptions

4.7 Leading Mobile Broadband National Markets

4.7.1 Leading National Mobile Broadband Markets Forecast 2013-2018

4.7.1.1 Blooming of the BRIC National Markets

4.7.2 Leading National Mobile Broadband Subscription Forecast 2013-2018

4.7.2.1 Subscription Gains in the BRIC Markets

5. MOBILE BROADBAND: UTILITIES AND OPPORTUNITIES FOR IMPROVEMENT

5.1 Location Based Services

5.2 IPv6 and Mobile Cloud Computing

5.3 Future of VoIP

5.4 VoLTE

5.5 Mobile Broadband Data Usage Trends

5.6 Mobile Broadband for Business Use

5.7 Energy

5.8 Mobile Health (mHealth)

5.9 Transportation

5.9.1 Clearflow

5.10 Low Cost and Increased Access

5.11 E-Commerce and Mobile Banking

5.12 Near Field Communications

5.13 Apps and Services That Will Benefit from Mobile Broadband

5.14 Conclusion

6. LEADING MOBILE BROADBAND COMPANIES

6.1 Vendor Overview

6.2 Alcatel-Lucent

6.2.1 Products, Services, and Strategy

6.2.1.1 Base Station Design

6.2.1.1.1 Alcatel-Lucent 9926 Distributed Base Station

6.2.1.1.2 Alcatel-Lucent 9412 eNodeB Compact

6.3 Cisco Systems

6.3.1 Cisco's Product and Service Offerings - An Integrated Platform

6.4 Ericsson

6.4.1 Ericsson's RBS 6000 Series eNodeB

- 6.5 Fujitsu
- 6.6 Hitachi
- 6.7 HTC
- 6.8 Huawei
- 6.9 LG Electronics
- 6.10 Motorola
- 6.11 NEC
- 6.12 Nokia Siemens Networks
- 6.13 Option N.V.
- 6.14 Qualcomm
- 6.15 Samsung
- 6.16 ZTE

7. EXPERT OPINION

- 7.1 Erasmo Rojas, Director of Latin America, 4G Americas
 - 7.1.1 Industry Developments: Last Year and the Year Ahead
 - 7.1.2 LTE in Latin America: Will it Surpass 3G Technology?
 - 7.1.3 Brazil's International Events and the Resulting Impact on the Mobile Ecosystem
 - 7.1.4 The Role and Implications of Spectrum Allocation
 - 7.1.5 Data vs. Traditional Services in Latin America's Next Generation Networks
 - 7.1.6 Integrating a Prepaid Customer Base in a Data-Rich Future
 - 7.1.7 Factors Contributing to Smartphone Proliferation in Latin America
 - 7.1.8 The Importance and Role of Voice Service and Revenues in LTE
 - 7.1.9 Overcoming the Digital Divide: Meeting Age-Old Problems with Modern Solutions
 - 7.1.10 Important Technologies in Latin America's LTE Future
 - 7.1.11 Consumer Devices and Their Impact on Early Network Planning
- 7.2 Peter Carson, Senior Director of Marketing, Qualcomm
 - 7.2.1 The Applications of Qualcomm's RF360 Front End Solution in a Fragmented Ecosystem
 - 7.2.2 Adapting to a Variety of New Form Factors: Next-Generation Challenges and Solutions
 - 7.2.3 Bandwidth Re-Farming: the Relative Importance of UHF, 2G/3G Bands, and the Higher Frequencies
 - 7.2.4 The Demands of Smart Devices and the Push for Carrier Aggregation
 - 7.2.5 Important Technologies in the Global Mobile Broadband Ecosystem

8. SWOT ANALYSIS OF THE GLOBAL MOBILE BROADBAND MARKET 2013-2018

9. CONCLUSIONS

9.1 The Global Mobile Broadband Market Forecast 2013-2018

9.1.1 Global Mobile Broadband Revenue 2013-2018

9.1.1.1 Mobile Broadband Revenue Forecast 2013-2018: National Markets of North America

9.1.1.2 Mobile Broadband Revenue Forecast 2013-2018: Leading National Markets of Asia-Pacific

9.1.1.3 Mobile Broadband Revenue Forecast 2013-2018: Leading National Markets of Europe

9.1.1.4 Mobile Broadband Revenue Forecast 2013-2018: Leading National Markets of Latin America

9.1.2 Global Mobile Broadband Subscriptions 2013-2018

9.1.2.1 Mobile Broadband Subscription Forecast 2013-2018: Leading National Markets of North America

9.1.2.2 Mobile Broadband Subscription Forecast 2013-2018: Leading National Markets of Asia-Pacific

9.1.2.3 Mobile Broadband Subscription Forecast 2013-2018: Leading National Markets of Europe

9.1.2.4 Mobile Broadband Subscription Forecast 2013-2018: Leading National Markets of Latin America

9.2 Leading National Mobile Broadband Markets 2013-2018

9.2.1 Leading National Mobile Broadband Markets Revenue 2013-2018

9.2.2 Leading National Mobile Broadband Markets Subscriptions 2013-2018

9.3 The Next Generation for Mobile Broadband

10. GLOSSARY

LIST OF FIGURES

Figure 2.1: Mobile Broadband Lifecycle - 3G Family of Technologies (2001-2021)

Figure 6.1: Global Map of Ericsson's LTE Contracts

COMPANIES LISTED

4M Wireless

A1 Austria

Agilent

Airspan

Alcatel-Lucent
Altair Semiconductor
Alvarion
America Movil
Anritsu
Apple
Aricent
Ascom
AT&T
AT&T Puerto Rico
Aviat
AVM
Bebo
Bell Labs
Bharti Airtel
BitWave Semiconductor
Blackberry
Bouygues Telecom
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Claro Brazil
CMHK
CN Tetrigen
Commnet Wireless
Continuous Computing - Trillium
CSL
DNA Finland
eAccess
Energy Australia
Ericsson
Etisalat
Facebook
Franklin Wireless
Fujitsu

GCT Semiconductor
Google
H3G
Hi3G
Hitachi
HTC
Huawei
Icera (NVIDIA)
Infineon (Intel)
Infinet
IPWireless
Juniper Networks
Kineto Wireless
LG Electronics
LGU+
MediaTek
MetroPCS
Microsoft
MindTree Wireless
Motorola
Motorola Mobility
M-Tel
MTS
Myspace
NBN Co
NEC
NetAmerica Alliance
NetHawk
Nokia
Nokia-Siemens Networks
Nomor Research
Nortel
NSN-Motorola
NTT DoCoMo
NTUA
Oi Brazil
Omantel
Open Mobile
Option N.V.

Panasonic
Panorama Antennas
Pantech
picoChip
Polkomtel
Qasara
Qualcomm
RadiSys
Renesas Electronics
RFMD
RIM
Rogers Wireless
Samsung Electronics
Sequans Communications
Siemens
SingTel
SK Telecom
Softbank
Sony
Sprint
Starent Networks
STC - Saudi Arabia
ST-Ericsson
Swisscom
TDC Denmark
Tekelec
Tektronix
Telecom Italia (TIM)
Telefonica
Telenor
TeliaSonera
Telstra
Telstra Group
T-Mobile USA
Traffix Systems
Tropper Technologies
Une
UPC
US Cellular

Verizon Wireless
Viber
Vipnet
Visa
VIVO
VIVO Brazil
Vodafone Germany
Wikipedia
Wintegra
YouTube
ZTE Corporation

ORGANISATIONS MENTIONED IN THIS REPORT

OECD
APT
3GPP
ETSI
MWC
4G Americas
Distrital University
University of Colorado
Southern Methodist University

List Of Charts

LIST OF CHARTS

Chart 2.1: Feature Phone and Smartphone Shipment Forecasts 2013-2018 (billion units, %)

Chart 2.2: Feature Phone and Smartphone Shipment AGR Forecasts 2013-2018 (%)

Chart 2.3: Global Data Traffic Forecast, 2013-2018 (Exabytes/month)

Chart 2.4: Global Mobile Social Networking User Forecast 2013-2018 (millions)

Chart 3.1: Global Mobile Broadband Subscription Forecast 2013-2018 (billions)

Chart 3.2: Global Mobile Broadband Subscription Forecast, OECD Countries vs RoW 2013-2018 (millions)

Chart 3.3: OECD and RoW Mobile Broadband Subscription Share Forecast 2013, 2015, 2018 (%)

Chart 3.4: Global LTE Subscription Forecast 2013-2018 (millions)

Chart 3.5: Leading National Mobile Broadband Subscriptions (OECD) 2013 (millions)

Chart 3.6: Leading National Mobile Broadband Penetration (OECD) 2013 (%)

Chart 3.7: Global Mobile Broadband Revenue Forecast 2013-2018 (\$ billion)

Chart 4.1: Regional Mobile Broadband Market Forecast 2013-2018 (\$ billion)

Chart 4.2: Regional Mobile Broadband Market Share Forecast 2013 (%)

Chart 4.3: Regional Mobile Broadband Market Forecast 2015 (%)

Chart 4.4: Regional Mobile Broadband Market Forecast 2018 (%)

Chart 4.5: Regional Mobile Broadband Subscription Forecast 2013-2018 (millions)

Chart 4.6: Regional Mobile Broadband Subscription Share Forecast 2013 (%)

Chart 4.7: Regional Mobile Broadband Subscription Forecast 2015 (%)

Chart 4.8: Regional Mobile Broadband Subscription Forecast 2018 (%)

Chart 4.9: North American Mobile Broadband Market Forecast 2013-2018 (\$ bn, AGR %)

Chart 4.10: North American Mobile Broadband Subscription Forecast 2013-2018 (millions)

Chart 4.11: Asia-Pacific Mobile Broadband Market Forecast 2013-2018 (\$ bn)

Chart 4.12: Asia-Pacific Mobile Broadband Subscription Forecast 2013-2018 (millions)

Chart 4.13: European Mobile Broadband Market Forecast 2013-2018 (\$ bn)

Chart 4.14: European Mobile Broadband Subscription Forecast 2013-2018 (millions)

Chart 4.15: Latin American Mobile Broadband Market Forecast 2013-2018 (\$ bn)

Chart 4.16: Latin American Mobile Broadband Subscription Forecast 2013-2018 (millions)

Chart 4.17: MEA Mobile Broadband Market Forecast 2013-2018 (\$ bn)

Chart 4.18: MEA Mobile Broadband Subscription Forecast 2013-2018 (millions)

Chart 4.19: Top 13 National Mobile Broadband Markets Share Forecast 2013 (%)

Chart 4.20: Top 13 National Mobile Broadband Markets Share Forecast 2015 (%)

Chart 4.21: Top 13 National Mobile Broadband Markets Share Forecast 2018 (%)

Chart 4.22: BRIC Mobile Broadband Market Forecast 2013-2018 (\$ bn)

Chart 4.23: BRIC Mobile Broadband Market Share Forecast 2013, 2015, and 2018 (% share)

Chart 4.24: Leading National Mobile Broadband Subscription Share Forecast 2013 (%)

Chart 4.25: Leading National Mobile Broadband Subscription Share Forecast 2015 (%)

Chart 4.26: Leading National Mobile Broadband Subscription Share Forecast 2018 (%)

Chart 4.27: BRIC Mobile Broadband Subscription Forecast 2013-2018 (millions)

Chart 4.28: BRIC Mobile Broadband Subscription Share Forecast 2013, 2015, and 2018 (% share)

Chart 5.1: Global Location Based Services Revenue Forecast 2013-2017 (\$ billions)

Chart 5.2: Global Mobile Cloud Services Revenue Forecast 2013-2018 (\$ billions)

Chart 5.3: Global VoIP Subscription Forecast 2013-2018 (billions)

Chart 5.4: Global VoIP Revenue Forecast 2013-2018 (\$ billions)

Chart 5.5: Global IPTV Subscribers Forecast 2013-2018 (millions)

Chart 5.6: Global mHealth Market Forecast 2013-2018 (\$ billions)

Chart 5.7: Global Connected Vehicle Connectivity Submarket Forecast 2013-2018 (\$ billions)

About

Erasmus Rojas, Director of Latin America, 4G Americas

4G Americas is a wireless sector association that promotes, facilitates, and advocates for the deployment of the 3GPP family of mobile broadband technologies throughout the ecosystem – including networks, services, applications and wirelessly connected devices – in the Americas. Erasmus Rojas is the Director of Latin America and the Caribbean for 4G Americas and is responsible for providing information to mobile operators, vendors, regulators, telecommunications organizations and the media and analysts regarding the 3GPP family of technologies in Latin America and the Caribbean and its evolution to 3G and 4G including LTE. He informs these key audiences on the wireless industry's latest developments to facilitate the successful development of the 3GPP family of technologies and next-generation advanced mobile services throughout the region.

He holds a BSEE in Electronics Engineering from the Distrital University in Bogotá, Colombia, a Master of Science in Telecommunications from the University of Colorado in Boulder and an MBA in International Management and Marketing from the Southern Methodist University in Dallas, Texas.

Industry Developments: Last Year and the Year Ahead

Visiongain: Visiongain wrote a report on mobile broadband in April of last year, a time since which there have been major changes for the ecosystem. Take me through some of those developments, how they have impacted operations, and the kind of responses you have seen from operators and infrastructure manufacturers.

Erasmus Rojas: When we look at 1Q12 to 1Q13, we are looking at two complementary technologies: 3G and 4G. In the case of 3G – including HSPA and HSPA+ – by the end of 1Q12 there were about 90 million subscriptions in Latin America. A year later, in March 2013, this figure has increased to 134 million subscriptions. So we've seen an increase of almost 50%. That gives us an idea of how much end-users in the region want to use data services.

When it comes to 4G or LTE, the first networks in Latin America were launched at the end of 2011, so if I make the same comparison – March 2012 to March 2013 – there are now 20 commercial LTE networks in the region but adoption has not grown as much.

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