

The Quad-Play Market 2012-2017: Strategies for a Converged Future

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Abstracts

The rise of broadband speeds has seen the emergence of enhanced multi play services. Multi play refers to the provision of different telecommunication services, such as broadband internet access (data), television (video), telephone and mobile phone service (voice). Multi play usually refers to services such as triple play (voice, video and data) or quad play (voice, video, data and wireless). Visiongain's analysis indicates that global quad-play revenues will reach \$2.02 billion in 2012, as convergence drives increased adoption of multi-play services.

Internet-capable smart televisions will drive next-generation services which use video communication. Over the next decade, convergence will push IP-based technology such as IPTV to enter the mainstream. Streaming and on-demand video services will increasingly become the preferred choice for subscribers who want to watch any content at any time. Video-based services will be the biggest driving force for telecom service providers.

Quad-play creates new opportunities for a number of players in the ecosystem: from semiconductor manufacturers to handset and set top box companies as well as cable and telco service providers. Consumers have become much more demanding and want content to be delivered anytime and anywhere to any device. Quad play therefore offers substantial benefits for operators in a fiercely competitive market with declining revenues. Quad play can essentially help reduce churn, strengthen customer loyalty and offer new revenue opportunities.

What makes this report unique?

Our reports have a unique blend of primary and secondary sources providing informed

opinion. This approach allows insight into the key drivers and restraints behind market developments, as well as identifying the leading companies. The report also presents a unique blend of qualitative analysis combined with extensive quantitative data including global, submarket and national markets forecasts from 2012-2017- all highlighting strategic business opportunities.

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124 pages of comprehensive analysis

139 tables, charts, and graphs

Global quad-play market forecasts between 2012-2017

Quad-play Revenues

Quad-play Subscribers

9 leading national quad-play market forecasts (quad play revenue & subscriber numbers) between 2012-2017

US

France

Japan

China

Germany

UK

Netherlands

Italy

Spain

RoW

A SWOT analysis

8 leading companies identified and profiled -
AT&T

Iliad

Megacable

Optus

PCCW

SingTel

Verizon Wireless

Virgin Media

Additional supporting forecasts -

Global mobile subscriber forecasts by service from 2012-2017

Global fixed broadband subscriber forecasts from 2012-2017

Global FTTX subscriber forecasts from 2012-2017

Global FMC subscriber forecasts from 2012-2017

Global IPTV subscriber forecasts from 2012-2017

Global mVoIP subscriber forecasts from 2012-2017

Global IMS subscriber forecasts from 2012-2017

Global TV shipment forecasts from 2012-2017

Global HDTV shipment forecasts from 2012-2017

Global 3DTV shipment forecasts from 2012-2017

Global Wi-Fi handset shipment forecasts from 2012-2017

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Contents

1. EXECUTIVE SUMMARY

- 1.1 World Markets Moving Towards Converged Services
- 1.2 Key Opportunities in the Quad Play Market
- 1.3 Evolving Business Models
- 1.4 Identification of Industry Markers
- 1.5 Market Drivers and Barriers to the Quad Play Market
- 1.6 Points Emerged from this Report
- 1.7 The Aim & Scope of the Report
- 1.8 Structure of the Report
- 1.9 Methodology

2. INTRODUCTION TO THE QUAD PLAY MARKET

- 2.1 Delivering Next Generation Broadband Technologies
- 2.2 Growth in Mobile Subscribers and Mobile Broadband
- 2.3 Fixed Lined Broadband and FTTX
- 2.4 Decreasing Operator Revenues
 - 2.4.1 Fixed-Mobile Substitution
 - 2.4.2 Fixed-Mobile Convergence
- 2.5 Advent of New Technologies
- 2.6 Video & Television Trends in Household Entertainment
 - 2.6.1 HDTV
 - 2.6.2 3DTV
 - 2.6.4 The Connected TV
 - 2.6.5 Video Calling
 - 2.6.6 IPTV
 - 2.6.7 Streaming Video
- 2.7 Omnipresence and Multi-purpose Applications of Mobile
 - 2.7.1 Mobile VoIP
 - 2.7.2 Wi-Fi Telephony
 - 2.7.3 Femtocells
- 2.8 IMS
- 2.9 Dual and Multi Play Services
- 2.10 Offering Innovative Services in the Broadband Age
- 2.11 Churn Reduction
- 2.12 The Road to Convergence

- 2.13 Brand Differentiation
- 2.14 Consumer Demands
- 2.15 Other Opportunities and Enablers for Quad Play Progress
 - 2.15.1 Home Area Networking
 - 2.15.2 Personal Cloud

3. THE GLOBAL QUAD-PLAY MARKET 2012-2017

- 3.1 Global Quad-Play Subscribers Forecast 2012-2017
- 3.2 Quad-Play Subscribers Forecast by Country 2012-2017
 - 3.2.1 Quad-Play Subscribers Forecast Share by Country 2012-2017
- 3.3 Global Quad Play Revenues Forecast 2012-2017
 - 3.3.1 Quad-Play Revenues Forecast by Country 2012-2017
 - 3.3.2 Quad-Play Revenues Forecast Share by Country 2012-2017

4. LEADING NATIONAL QUAD-PLAY MARKETS 2012-2017

- 4.1 United States Quad-Play Market 2012-2017
 - 4.1.1 United States Quad-Play Revenue Forecast 2012-2017
 - 4.1.2 United States Quad-Play Subscriber Forecast 2012-2017
- 4.2 French Quad-Play Market 2012-2017
 - 4.2.1 French Quad-Play Revenue Forecast 2012-2017
 - 4.2.2 French Quad-Play Subscriber Forecast 2012-2017
- 4.3 Japanese Quad-Play Market 2012-2017
 - 4.3.1 Japanese Quad-Play Revenue Forecast 2012-2017
 - 4.3.2 Japanese Quad-Play Subscriber Forecast 2012-2017
- 4.4 Chinese Quad-Play Market 2012-2017
 - 4.4.1 Chinese Quad-Play Revenue Forecast 2012-2017
 - 4.4.2 Chinese Quad-Play Subscriber Forecast 2012-2017
- 4.5 German Quad-Play Market 2012-2017
 - 4.5.1 German Quad-Play Revenue Forecast 2012-2017
 - 4.5.2 German Quad-Play Subscriber Forecast 2012-2017
- 4.6 UK Quad-Play Market 2012-2017
 - 4.6.1 UK Quad-Play Revenue Forecast 2012-2017
 - 4.6.2 UK Quad-Play Subscriber Forecast 2012-2017
- 4.7 Dutch Quad-Play Market 2012-2017
 - 4.7.1 Dutch Quad-Play Revenue Forecast 2012-2017
 - 4.7.2 Dutch Quad-Play Subscriber Forecast 2012-2017
- 4.8 Italian Quad-Play Market 2012-2017

- 4.8.1 Italian Quad-Play Revenue Forecast 2012-2017
- 4.8.2 Italian Quad-Play Subscriber Forecast 2012-2017
- 4.9 Spanish Quad-Play Market 2012-2017
 - 4.9.1 Spanish Quad-Play Revenue Forecast 2012-2017
 - 4.9.2 Spanish Quad-Play Subscriber Forecast 2012-2017

5. SWOT ANALYSIS OF THE QUAD PLAY MARKET 2012-2017

- 5.1 Market Positioning
- 5.2 Technology
- 5.3 Forging Partnerships and Keeping Track of Competitors
- 5.4 Pricing Schemes
- 5.5 Brand Differentiation

6. LEADING COMPANIES IN THE QUAD PLAY MARKET

- 6.1 AT&T
- 6.2 Iliad
- 6.3 Megacable
- 6.4 Optus
- 6.5 PCCW
- 6.6 SingTel
- 6.7 Verizon Wireless
- 6.8 Virgin Media

7. CONCLUSIONS

- 7.1 Key Findings of the Report

8. GLOSSARY

LIST OF FIGURES

- Figure 2.1 Fixed and Mobile Broadband Technologies - Speed vs. Mobility
- Figure 2.2 Global Mobile Subscriber Forecast by Service 2012-2017 (Million)
- Figure 2.3 Global Fixed Broadband Subscribers Forecast 2012 - 2017 (Million)
- Figure 2.4 Global FTTX Subscribers Forecast 2012 - 2017 (Million)
- Figure 2.5 Global FMC Subscriber Forecast 2012-2017 (Million)
- Figure 2.6 Global TV Shipments Forecast 2012-2017 (Billion)

- Figure 2.7 Global Shipments of HDTV Forecast 2012-2017 (Million)
- Figure 2.8 Global Shipments of 3DTV Forecast 2012-2017 (Million)
- Figure 2.9 Global IPTV Subscribers Forecast 2012-2017 (Million)
- Figure 2.10 Global mVoIP Subscribers Forecast 2012-2017 (Million)
- Figure 2.11 Global Wi-Fi Handset Shipments Forecast 2012-2017 (Million)
- Figure 2.12 Global IMS Subscribers Forecast 2012-2017 (Million)
- Figure 3.1 Global Quad-Play Subscribers Forecast 2012-2017 (Million)
- Figure 3.2 Quad-Play Subscribers Forecast by Country 2012-2017 (Million)
- Figure 3.3 Quad-Play Subscribers Forecast Share by Country 2012 (%)
- Figure 3.4 Quad-Play Subscribers Forecast Share by Country 2017 (%)
- Figure 3.5 Global Quad-Play Revenues Forecast 2012-2017 (\$Million)
- Figure 3.6 Quad-Play Revenues Forecast by Country 2012-2017 (\$Million)
- Figure 3.7 Quad-Play Revenues Forecast Share by Country 2012 (%)
- Figure 3.8 Quad-Play Revenues Forecast Share by Country 2017 (%)
- Figure 4.1 US Quad-Play Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.2 US Quad-Play Revenue Forecast 2012- 2017 (\$Million)
- Figure 4.3 US Quad-Play Subscriber Share Forecast 2012, 2014, 2017 (%)
- Figure 4.4 US Quad-Play Subscriber Forecast 2012- 2017 (Million)
- Figure 4.5 French Quad-Play Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.6 French Quad-Play Revenue Forecast 2012- 2017 (\$Million)
- Figure 4.7 French Quad-Play Subscriber Share Forecast 2012, 2014, 2017 (%)
- Figure 4.8 French Quad-Play Subscriber Forecast 2012- 2017 (Million)
- Figure 4.9 Japanese Quad-Play Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.10 Japanese Quad-Play Revenue Forecast 2012- 2017 (\$Million)
- Figure 4.11 Japanese Quad-Play Subscriber Share Forecast 2012, 2014, 2017 (%)
- Figure 4.12 Japanese Quad-Play Subscriber Forecast 2012- 2017 (Million)
- Figure 4.13 Chinese Quad-Play Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.14 Chinese Quad-Play Revenue Forecast 2012- 2017 (\$Million)
- Figure 4.15 Chinese Quad-Play Subscriber Share Forecast 2012, 2014, 2017 (%)
- Figure 4.16 Chinese Quad-Play Subscriber Forecast 2012- 2017 (Million)
- Figure 4.17 German Quad-Play Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.18 German Quad-Play Revenue Forecast 2012- 2017 (\$Million)
- Figure 4.19 German Quad-Play Subscriber Share Forecast 2012, 2014, 2017 (%)
- Figure 4.20 German Quad-Play Subscriber Forecast 2012- 2017 (Million)
- Figure 4.21 UK Quad-Play Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.22 UK Quad-Play Revenue Forecast 2012- 2017 (\$Million)
- Figure 4.23 UK Quad-Play Subscriber Share Forecast 2012, 2014, 2017 (%)
- Figure 4.24 UK Quad-Play Subscriber Forecast 2012- 2017 (Million)
- Figure 4.25 Dutch Quad-Play Revenue Share Forecast 2012, 2014, 2017 (%)

- Figure 4.26 Dutch Quad-Play Revenue Forecast 2012- 2017 (\$Million)
- Figure 4.27 Dutch Quad-Play Subscriber Share Forecast 2012, 2014, 2017 (%)
- Figure 4.28 Dutch Quad-Play Subscriber Forecast 2012- 2017 (Million)
- Figure 4.29 Italian Quad-Play Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.30 Italian Quad-Play Revenue Forecast 2012- 2017 (\$Million)
- Figure 4.31 Italian Quad-Play Subscriber Share Forecast 2012, 2014, 2017 (%)
- Figure 4.32 Italian Quad-Play Subscriber Forecast 2012- 2017 (Million)
- Figure 4.33 Spanish Quad-Play Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.34 Spanish Quad-Play Revenue Forecast 2012- 2017 (\$Million)
- Figure 4.35 Spanish Quad-Play Subscriber Share Forecast 2012, 2014, 2017 (%)
- Figure 4.36 Spanish Quad-Play Subscriber Forecast 2012- 2017 (Million)
- Figure 5.1 Quad Play Lifecycle in Developed Markets
- Figure 5.2 Quad Play Lifecycle in Developing Markets

List Of Tables

LIST OF TABLES

Table 1.2 Quad Play Market Drivers and Restraints 2012

Table 2.1 Global Mobile Subscriber Forecast by Service 2012-2017 (Million, AGR %)

Table 2.2 Global Mobile Subscriber Forecast by Service 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 2.3 Global Fixed Broadband Subscribers Forecast 2012-2017 (Million, AGR %)

Table 2.4 Global Fixed Broadband Subscribers Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 2.5 Global FTTX Subscribers Forecast 2012-2017 (Million, AGR %)

Table 2.6 Global FTTX Subscribers Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 2.7 Global FMC Subscriber Forecast 2012-2017 (Million, AGR %)

Table 2.8 Global FMC Subscriber Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 2.9 Global TV Shipments Forecast 2012-2017 (Billion, AGR %)

Table 2.10 Global TV Shipments Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 2.11 Global Shipments of HDTV Forecast 2012-2017 (Million, AGR %)

Table 2.12 Global Shipments of HDTV Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 2.13 Global Shipments of 3DTV Forecast 2012-2017 (Million, AGR %)

Table 2.14 Global Shipments of 3DTV Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 2.15 Global IPTV Subscribers Forecast 2012-2017 (Million, AGR %)

Table 2.16 Global IPTV Subscribers Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 2.17 Global mVoIP Subscribers Forecast 2012-2017 (Million, AGR %)

Table 2.18 Global mVoIP Subscribers Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 2.19 Global Wi-Fi Handset Shipments Forecast 2012-2017 (Million, AGR %)

Table 2.20 Global Wi-Fi Handset Shipments Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 2.21 Global IMS Subscribers Forecast 2012-2017 (Million, AGR %)

Table 2.22 Global IMS Subscribers Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 2.23 Salient Points of Brand Differentiation in Quad Play

- Table 2.24 Technologies Pertaining to Quad Play Strategy
- Table 3.1 Global Quad-Play Subscribers Forecast 2012-2017 (Million, AGR %)
- Table 3.2 Global Quad-Play Subscribers Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)
- Table 3.3 Quad-Play Subscribers Forecast by Country 2012-2017 (Million, AGR %)
- Table 3.4 Quad-Play Subscribers Forecast by Country 2012-2017, 2012-2014, 2014-2017 (CAGR %)
- Table 3.5 Quad-Play Subscribers Forecast Share by Country 2012-2017 (%)
- Table 3.6 Global Quad-Play Revenues Forecast 2012-2017 (\$Million, AGR %)
- Table 3.7 Global Quad-Play Revenues Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)
- Table 3.8 Quad-Play Revenues Forecast by Country 2012-2017 (\$Million, AGR %)
- Table 3.9 Quad-Play Revenues Forecast by Country 2012-2017, 2012-2014, 2014-2017 (CAGR %)
- Table 3.10 Quad-Play Revenues Forecast Share by Country 2012-2017 (%)
- Table 4.1 US Quad-Play Revenue Forecast Summary 2012-2017(\$Million, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)
- Table 4.2 US Quad-Play Revenue Forecast 2012- 2017 (\$Million, AGR %)
- Table 4.3 US Quad-Play Revenue Forecast 2012- 2017 (CAGR %)
- Table 4.4 US Quad-Play Subscriber Forecast 2012- 2017 (Million, AGR %)
- Table 4.5 US Quad-Play Subscriber Forecast 2012- 2017 (CAGR %)
- Table 4.6 French Quad-Play Revenue Forecast Summary 2012-2017(\$Million, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)
- Table 4.7 French Quad-Play Revenue Forecast 2012- 2017 (\$Million, AGR %)
- Table 4.8 French Quad-Play Revenue Forecast 2012- 2017 (CAGR %)
- Table 4.9 French Quad-Play Subscriber Forecast 2012- 2017 (Million, AGR %)
- Table 4.10 French Quad-Play Subscriber Forecast 2012- 2017 (CAGR %)
- Table 4.11 Japanese Quad-Play Revenue Forecast Summary 2012-2017(\$Million, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)
- Table 4.12 Japanese Quad-Play Revenue Forecast 2012- 2017 (\$Million, AGR %)
- Table 4.13 Japanese Quad-Play Revenue Forecast 2012- 2017 (CAGR %)
- Table 4.14 Japanese Quad-Play Subscriber Forecast 2012- 2017 (Million, AGR %)
- Table 4.15 Japanese Quad-Play Subscriber Forecast 2012- 2017 (CAGR %)
- Table 4.16 Chinese Quad-Play Revenue Forecast Summary 2012-2017(\$Million, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)
- Table 4.17 Chinese Quad-Play Revenue Forecast 2012- 2017 (\$Million, AGR %)
- Table 4.18 Chinese Quad-Play Revenue Forecast 2012- 2017 (CAGR %)
- Table 4.19 Chinese Quad-Play Subscriber Forecast 2012- 2017 (Million, AGR %)
- Table 4.20 Chinese Quad-Play Subscriber Forecast 2012- 2017 (CAGR %)

- Table 4.21 German Quad-Play Revenue Forecast Summary 2012-2017(\$Million, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)
- Table 4.22 German Quad-Play Revenue Forecast 2012- 2017 (\$Million, AGR %)
- Table 4.23 German Quad-Play Revenue Forecast 2012- 2017 (CAGR %)
- Table 4.24 German Quad-Play Subscriber Forecast 2012- 2017 (Million, AGR %)
- Table 4.25 German Quad-Play Subscriber Forecast 2012- 2017 (CAGR %)
- Table 4.26 UK Quad-Play Revenue Forecast Summary 2012-2017(\$Million, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)
- Table 4.27 UK Quad-Play Revenue Forecast 2012- 2017 (\$Million, AGR %)
- Table 4.28 UK Quad-Play Revenue Forecast 2012- 2017 (CAGR %)
- Table 4.29 UK Quad-Play Subscriber Forecast 2012- 2017 (Million, AGR %)
- Table 4.30 UK Quad-Play Subscriber Forecast 2012- 2017 (CAGR %)
- Table 4.31 Dutch Quad-Play Revenue Forecast Summary 2012-2017(\$Million, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)
- Table 4.32 Dutch Quad-Play Revenue Forecast 2012- 2017 (\$Million, AGR %)
- Table 4.33 Dutch Quad-Play Revenue Forecast 2012- 2017 (CAGR %)
- Table 4.34 Dutch Quad-Play Subscriber Forecast 2012- 2017 (Million, AGR %)
- Table 4.35 Dutch Quad-Play Subscriber Forecast 2012- 2017 (CAGR %)
- Table 4.36 Italian Quad-Play Revenue Forecast Summary 2012-2017(\$Million, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)
- Table 4.37 Italian Quad-Play Revenue Forecast 2012- 2017 (\$Million, AGR %)
- Table 4.38 Italian Quad-Play Revenue Forecast 2012- 2017 (CAGR %)
- Table 4.39 Italian Quad-Play Subscriber Forecast 2012- 2017 (Million, AGR %)
- Table 4.40 Italian Quad-Play Subscriber Forecast 2012- 2017 (CAGR %)
- Table 4.41 Spanish Quad-Play Revenue Forecast Summary 2012-2017(\$Million, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)
- Table 4.42 Spanish Quad-Play Revenue Forecast 2012- 2017 (\$Million, AGR %)
- Table 4.43 Spanish Quad-Play Revenue Forecast 2012- 2017 (CAGR %)
- Table 4.44 Spanish Quad-Play Subscriber Forecast 2012- 2017 (Million, AGR %)
- Table 4.45 Spanish Quad-Play Subscriber Forecast 2012- 2017 (CAGR %)
- Table 5.1 SWOT Analysis of the Quad Play Market 2012-2017

COMPANIES LISTED

AETN
Alaska Communications Systems
Alaska Wireless Network
Alcatel-Lucent
Alice Mobile

AOL
Apple
Assunet
AT&T
BBC Worldwide
Best Buy
Bouygues Telecom
Boxee
Bright House Networks
BT
CanalPlay
Centrapel
Certicall
Champions League
China Mobile
China Telecom
China Unicom
Cisco
Comcast
Cox Communications
Deutsche Telekom
Dish Network
Equaline
Ericsson
Europa League
Euskatel
Everything Everywhere
Fastweb
France Telecom
France Telecom Spain
Free Infrastructure
Free Mobile
Free.fr
Freebox
GCI
Google
HanseNet
Huawei
Hulu

Hutchinson Whampoa
IFW
IH
Iliad Group
Iliad Gaming
Immobiliere Iliad
Intel
IRE
Kabel BW
KDDI
KDG
KPN
LG Electronics
Liberty Global Group
M.C.R.A.
M6
MCM Telecom
Mediaset
Megacable
Megacable Holdings
Megafon
Megared
Metro PCS
Metrocarrier
Microsoft
MobiKom Austria
Mobipel
Movistar Mexico
NBC Universal
Netflix
Netgem
Neuf
New Zealand Telecom
Nintendo
Nokia Siemens
now TV
NTT
NTT DoCoMo
Numericable

O2
O2 Germany
Oi Brazil
One.Tel
Online
ONO
Orange
Orange Spain
Orange UK
Panasonic
PCCW
PCCW VOD
Pipex
PrimaCom
Qualipel
R Cable y Telecomunicaciones Galicia (Mobile R)
Research In Motion
Roku
SFR
Sky
Sky Italia
Skype
Samsung
Softbank
Sony
SpectrumCo
Sprint
Starz
Sunday Communications
Telcel
Telecable
Telecom Academy
Telecom Italia Mobile (TIM)
Telefonica
Telefonica Espana
Telia Sonera
Telstra
TerreStar
TF1

TIM
Time Warner Cable
Tiscali
TiVo
TLC
T-Mobile
Toshiba
UPC
Verizon Communications
Verizon Wireless
Viacom
Video Rola
Vimeo
Virgin Mobile France
Virgin Media
Visa
Vivendi
Vodafone
Vodafone Spain
Warner TV
Yahoo!
YouTube
Ziggo
ZTE

GOVERNMENT AGENCIES AND OTHER ORGANISATIONS MENTIONED IN THIS REPORT

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