

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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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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China State Administration of Radio Film and Television (SARFT)
China State Council
Spanish Regulator CMT
US Justice Department

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