



## 2012 Continuous Information Service

Broadbandtrends offers comprehensive, targeted coverage of next-generation telecommunications infrastructure and services, covering the entire broadband ecosystem from fixed to mobile. The continuous information service from broadbandtrends identifies and analyzes key opportunities and trends for both providers of broadband services and broadband infrastructure equipment; addressing potential issues and challenges, while identifying new opportunities.

### Key Questions Answered:

- What is the role of a "service provider" versus a "network provider"?
- What are the opportunities for broadband in vertical markets?
- What is the impact of broadband on economic development?
- How will the growth of mobile broadband services impact fixed broadband access?
- What impact will broadband stimulus and regulation have on operator business models?
- What new applications are emerging that will drive additional revenue over broadband networks?
- What is the impact of over-the-top video and 3rd party applications on broadband infrastructure?
- What strategies are emerging in the pricing, packaging, and marketing of fixed and mobile broadband services?

### Key Coverage Areas

Broadbandtrends provides strategic, competitive and market intelligence in the following key areas:

- Next Generation Access Networks/Services/Devices
- Fixed and Mobile Broadband infrastructure/Services
- Service provider business and network transformation
- Emerging Broadband Issues, Challenges & Opportunities
- Municipal/Enterprise Broadband Networks

### Key Focus Areas

Broadbandtrends will be providing insight and analysis on the following areas (but not limited to) in 2012:

- Global Broadband Demand
- EU Digital Agenda Regulation
- Broadband Economic Development
- MultiScreen/Over-The-Top Service Trends
- Smart/Connected Home Services Trends
- National Broadband Plans
- Next-Generation Access Technologies
- Broadband Services Evolution
- Smart Grid Deployment Trends
- Broadband/Economic Stimulus

### Subscription Highlights

- *All Reports*
- *Unlimited Analyst Inquiry*
- *Intranet Posting of Reports*
- *Enterprise-Wide License*
- *Unparalleled Client Services*
- *PR Support*

### Report Deliverable Types

- *Quarterly Broadband Trends Report*
- *Quarterly Market Share Reports (DSL, MSAN, FTTx)*
- *Market Outlook Reports*
- *Industry Perspectives*
- **New!** *Vendor Strategy & Scorecard*
- **New!** *Operator/Enterprise Strategy & Scorecard*
- *Research Notes*

## Program Elements

Broadbandtrends provides clients with a wide range of deliverables that address both short-term tactical issues as well as long-term strategic initiatives.

Report Types	Short Description	Frequency
<b>Broadband Trends Report</b>	Provides global broadband subscriber data by region, country and type. Highlights current trends and major announcements in broadband services. Also includes data for VoBB and IP-TV services.	Quarterly
<b>Market Share Report</b>	Provides Annual and Quarterly analysis and market share data by vendor and region. DSL, MSAN, & FTTx.	Quarterly
<b>Market Outlook Report</b>	This report provides a 5-year market forecast and analysis on selected subject. Global Fixed Broadband, Next-Generation Access Equipment (DSL, FTTx), Vertical Market Opportunity	Annual w/ Updates
<b>Industry Perspectives Report</b>	This report will provide in-depth analysis of a technology, market or trend; regulatory or market deployment update.	Quarterly
<b>New! Vendor Strategy &amp; Scorecard</b>	This report provides competitive intelligence on major equipment vendors, their strategies, partners, product solution portfolio and identifies emerging/niche players.	Bi-Annual
<b>New! Operator/Enterprise Strategy &amp; Scorecard</b>	This report provides a comprehensive assessment of deployment activities as related to various broadband architectures, services or smart grid.	Bi-Annual
<b>Research Notes</b>	Short reports providing real-time information on a variety of subjects pertaining to the broadband community, including major announcements or trade shows	Ongoing

## Key Coverage Areas

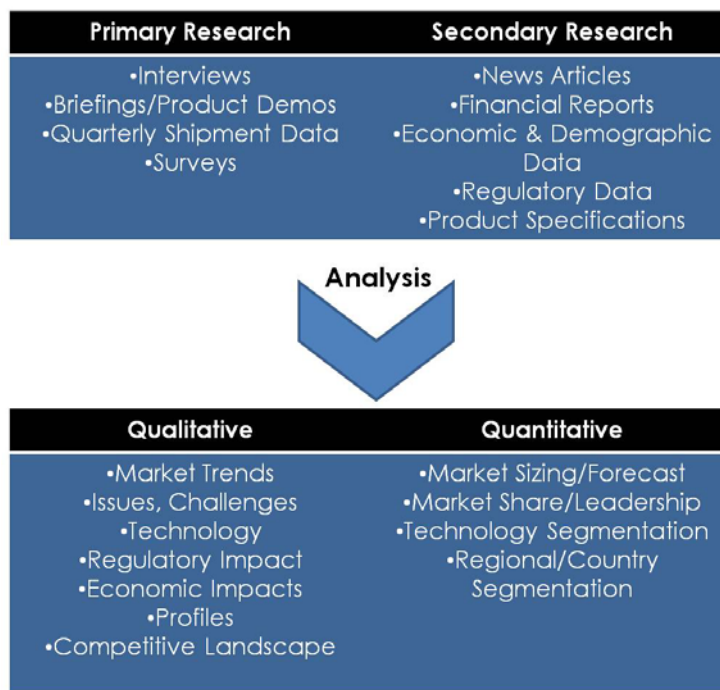
Broadbandtrends comprehensive coverage of the broadband ecosystem follows a number of key areas and continuously evolves.

	Examples
<b>Key Technologies</b>	DSL, Cable, FTTx (WDM-PON, 10G PON, NG-PON), Mobile Broadband (WiMAX, HSPA, LTE, etc.), Satellite, Ethernet in the First Mile, Home Networking (MoCA, HomePNA, HomePlug, UWB, ZigBee, Wi-Fi etc.)
<b>Key Platforms</b>	DSLAMs, CMTS, Multi-Service Access Platforms, FTTx, Carrier Ethernet; FTTx gateways & Optical Network Terminals, IP-Set Top Boxes, Residential Gateways
<b>Key Applications</b>	Broadband Entertainment (Over-the-Top Video), IP-TV, Voice over Broadband, Smart Home Services, Triple and Quad Play Services, Service Convergence, Bundling, Entertainment Packaging, Smart Grid
<b>Emerging Broadband Issues, Challenges &amp; Opportunities</b>	National Broadband Plans, Economic Stimulus, Smart Grid, Deep Packet Inspection; Bandwidth Caps, Walled-Garden vs. Open Garden Applications, Regulatory, Net Neutrality, Economic Stimulus,

### Why broadbandtrends.com?

Broadbandtrends utilizes a variety of research sources in the preparation our Reports. This includes primary research gained from telephone and in-person interviews with industry players – including equipment manufacturers, network operators, service providers, industry associations, regulators, utilities and financial analysts. This is supplemented by secondary research from conferences, news sources and publications.

These primary and secondary research sources, combined with the analyst’s industry expertise, form the foundation for the qualitative and quantitative analysis presented in Broadbandtrends’ Reports. We take care to insure that our analysis is well-supported by facts. In cases, where information is limited, assumptions are well documents. Our analysts are prepared to explain these assumptions and the methodology applied, both within the report and in direct conversations with clients.



### Our Commitment to our Clients

To foster a collaborative environment that provides timely, unbiased and dependable insight and analysis that will help drive tangible results for our clients. Our goal is to help you identify new opportunities, understand your competition and optimize your strategies for success.

### Principal Analyst



Teresa Mastrangelo, Principal Analyst and Director of Research, brings 25 years of telecommunications and utility experience to broadbandtrends. In her role, Teresa works as a consultant to equipment manufacturers, service providers, energy operators, financial analysts and venture capital firms, identifying emerging trends, new market opportunities and advising on product positioning, market development, and business plans. Teresa was awarded her BSEE from Virginia Polytechnic Institute in 1987. She has also completed post graduate work at Roanoke College and Penn State University.

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