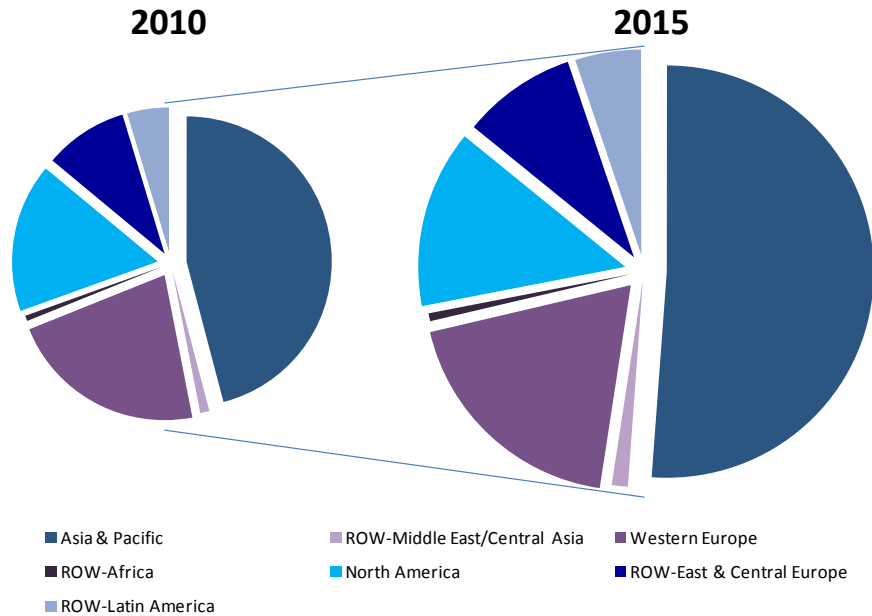


Synopsis

This report analyzes the global market for consumer broadband services, including players, regulatory issues, technologies, and market trends. It explores the evolution of broadband in key regions and nations and the market forces that will shape the future of this industry. The report evaluates alternative broadband services and the growth of broadband value-added services (VAS) including, entertainment, home security, energy, and health services. It also includes global forecasts for broadband services through 2015.

Worldwide Broadband Subscriptions

Projected Worldwide Growth in Broadband Subscriptions



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“As a core service for technology diffusion, the changes occurring today in the broadband services market will affect the technology market far beyond communications,” said Brett Sappington, senior research analyst, Parks Associates. “While many markets are seeking to roll out basic services, some are facing an ‘arms race’ for broadband speed among operators. Regulations on local loop unbundling and net neutrality stand to drastically change the competitive landscape among fixed-line operators while competition is increasing from mobile broadband solutions. In markets of high penetration, operators are looking to value-added services (VAS) to retain customers and increase their ARPU.”

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