

**Regional Bell Operating Companies (RBOC)
Data Communications Strategies and
Opportunities, Market Forecasts, 2002-2007**

RBOC Data Market Assessment



Make a Splash

WinterGreen Research, Inc.
Lexington, Massachusetts
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CHECK OUT THESE KEY TOPICS

**RBOC Participation In Industry Change,
Competitive Market Aspects,
Rapid Development Of Data Services,
*RBOC DATA MARKET OUTLOOK***

**CARRIERS ADAPT SYSTEM ARCHITECTURE FOR VOICE AND DATA,
RBOC WIRELINE SERVICE FORECASTS,
RBOC GROWTH PLATFORM EXPANSION, DATA AND DSL**

Regional Bell Operating Companies (RBOC) Data Communications Strategies and Opportunities, Market Forecasts 2002-2007

The RBOCs are positioning to achieve a market presence in broadband services. Companies are expected to have lower total revenue in the near term, but become increasingly profitable.

RBOC data markets totaled \$25.2 billion in 2001. Leased lines and frame relay accounted for the largest proportion of data services revenue. For the first half of 2002 RBOC data markets totaled \$13.1 billion.

Leased lines are expected to account for an increasingly large proportion of RBOC data communications revenue in the near term.

RBOC markets are \$170.1 billion in 2001 are expected to reach \$238.1 billion by 2007. Market growth will be driven by participation in wireless communication.

Companies Profiled

BellSouth
Qwest
SBC Communications
Verizon Communications

REPORT METHODOLOGY

THIS IS THE ONE HUNDRED FIFTY-FIFTH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, OR TELEPHONE EQUIPMENT. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT.

YOU MUST HAVE THIS STUDY

Regional Bell Operating Companies (RBOC) Data Communications Strategies and Opportunities, Market Forecasts 2002-2007

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