

Cable Modems

Strategic Opportunities and Forecasts to 2001

Cable modems enable two-way, high-speed data transmission. Cable to homes, offices, educational institutions and similar organizations provide the fastest Internet/Intranet access, telecommuting, and on-line services access. Cable modems represent a major performance breakthrough over traditional analog modems, offering access speeds up to 1000 times as fast as traditional analog modems. Hybrid networks support the speed even as systems scale.

Incremental subscriber growth is expected as cable modems achieve acceptance in the market. Cable modem markets at \$99 million in 1997 are anticipated to reach \$2 billion in 2001.

New technology enables multiple communications services to be provided over upgraded network distribution systems or new hybrid fiber/coaxial cable (HFC). Upgrading the broadband networks of the local telecommunications carriers, the long distance carriers, and the cable television industry is occurring. Replacement and/or re-engineering of the switched voice and low-speed data networks operated by the telephone companies are meeting a competitive market created by cable companies that offer direct, high speed Internet access, supported by cable modems.

- **Explosive growth of cable modem market segments is anticipated as high speed Internet access to new media content is desired by consumers and business alike.**

THE STUDY ADDRESSES:

- **Strategies for participating in high growth cable modem markets**
- **Strategic positioning of cable services providers**
- **Market directions and strategic market alliances**
- **Risk/reward scenarios -- access to existing customer bases**
- **Strategies for success**

You NEED This Study

COMPANIES PROFILED

COMPANY PROFILES
@HOME NETWORK

AMD
BAY NETWORKS, INC.

LANCITY
CORPORATION

CABLELABS	HYBRID NETWORKS	OMNIVIEW
COM21	IBM	PHASECOM
DACOM	IMEDIA	PHILIPS
DIGITAL EQUIPMENT	INTEL	PROTOZOA
FIRST PACIFIC	MCSI	TERAYON
NETWORKS	MITSUI	CORPORATION
GENERAL INSTRUMENT	MOTOROLA	VIEWPOINT DATALABS
HEWLETT-PACKARD	NETGAME	VIRTUS CORPORATION

REPORT OUTLINE

CABLE MODEM EXECUTIVE SUMMARY

1. MARKET DEFINITION AND OPPORTUNITY

Definition

Market opportunities

Price

Cable modem connections

T1

Hybrid/coax cable systems

Web tops

High speed data pipe enables interconnection

Standards

Cable modem issues

2. CABLE MODEM MARKET FORECASTS

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Cable TV subscriber profile

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Internet

Intranet

Internet/Intranet

Internet products and services

Market participants

LanCity

Motorola

Hewlett-Packard

Intel

Hybrid Networks

Market growth factors

Market growth features

XDSL versus the cable modem

Cable modems

Data communications

Business cable modem

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Residential cable modem

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Transition to digital for cable operators:

Distribution

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Motorola

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First Pacific National

Hybrid networks

Wireless

TCP/IP

AMD/COM21

Com21

Hewlett Packard (HP)

Phasecom

Reverse channel spectrum organizer

Terayon

Teracomm

Terapro

Data modem

LanCity's LCW workgroup modem

Com21

General Instrument Surfboard

Services

Convergence Systems Incorporated (CSI)

Typical flat rate service

Cable modem trials

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ADSL competes with cable modems

Asymmetric architecture

Network administrator

Interoperability

Coaxial fiber-optics

Market convergence

Interface

Gallium arsenide (gaas)

Network computer (NC)

Digital compression

Quality of service

Security

ATM

Speed

Data trials

ISDN

Topology

Cable switching

5. CABLE MODEM COMPANY PROFILES

6. CABLE MODEM APPLICATIONS AND

STRATEGIC ALLIANCES

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Internet

Intranet access
 Telemedicine
 Telecommunications
 Video games
 LAN/Wan
 Software distribution
 Data access
 Distance learning
 Video conferencing
 Multimedia

Narrow casting
 Energy
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 Support of emerging companies
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 Motorola and Microsoft
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**6. CABLE MODEM APPLICATIONS AND
 STRATEGIC ALLIANCES**

Internet user access server functions

REPORT METHODOLOGY

This is the twenty-first in a series of market forecasts of Internet data communications, telecommunications, and information services. The project leaders have significant experience preparing industry studies. Forecasts are based on

primary research and proprietary data bases. In-depth interviews are conducted with a broad range of key participants in the market.