

WINTERGREEN RESEARCH, INC.

**Wireless Services Market Opportunities, Strategies, and
Forecasts, 2006 to 2012**

Wireless Services



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

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CHECK OUT THESE KEY TOPICS

WORLDWIDE COMMUNICATIONS SERVICES MARKET SHARES
Worldwide Communications Services Market Forecasts
Internet Delivery Of Audio and Video Content

Wireless Communications Services

Convergence Of Voice and Data
Consolidation In The Wireless Communications Industry

WIRELESS COMMUNICATIONS COMPETITION

WiMAX GAINING TRACTION

SENSOR NETWORKS

PRINCIPLE DIGITAL TRANSMISSION TECHNOLOGIES

IP MULTIMEDIA SYSTEMS (IMS)

IMPACT OF TEXT MESSAGING

SIP

WIRELESS DATA SERVICES

PUSH TO TALK

PUSH TO TALK MARKET DEFINITION

OPPORTUNITY ABOUNDS

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Wireless Services Market Opportunities, Market Forecasts, and Market Strategies, 2006-2012

Wireless Telecommunications services competition is increasing. Smaller, stand-alone wireless providers are transferring licenses to larger, better capitalized and more experienced wireless providers. Resellers buy bulk wholesale service from facilities-based carriers for resale. They provide another set of differentiated competitors in the marketplace.

As wireless data proliferates, content has become increasingly significant as a factor in the appeal of services. Content providers participate in the wireless value chain. Opportunities for increased leverage and/or opportunities to compete for wireless data revenues are proliferating.

Ongoing industry consolidation, the development and deployment of new technologies, the introduction of new products and services, new market entrants, the availability of additional spectrum represents market forces. Both licensed and unlicensed spectrums are used, and regulatory changes are market driving forces.

Competitive factors in wireless telecommunications services industry relate to national and multi-national positioning. Wireless communications services providers seek to have a strong national position in countries in which they operate. The ability to keep pace with network capacity needs and offer highly reliable national coverage through the provider network is important. National providers have an extensive national network.

Wireless communications services companies continue to look for expansion opportunities in other countries, through the build-out of existing licenses, acquisitions and/or spectrum leasing.

Coverage capability is a significant competitive factor, "Don't drop Grandma, with Grandma hanging out on a wall" is the marketing campaign. Large numbers of base stations are needed to provide coverage. Network reliability, capacity and coverage are central. Lower prices, improved service quality, and new service offerings have led to increased minutes of use per customer.

Worldwide wireless communications services markets are growing in response to demand from every person in the world. Everyone wants a cell phone. Markets at \$324 billion in 2006 are anticipated to reach \$757.6 billion in 2012.

Companies Profiled

Market Leaders

Telefonica
NTT DoCoMo
Vodafone
Cingular

Market Participants

América Móvil

British Telecom (BT)

China Unicom

Elisa

KDDI

Sprint Nextel

TeliaSonera

AT & T

China Mobile Communications

Deutsche Telekom / T Mobile

France Telecommunications

Mobile 365

Telecom Italia S.p.A.

Verizon

Wireless Services Strategies and Forecasts, 2006-2012

REPORT METHODOLOGY

THIS IS THE 289TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. 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. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

YOU MUST HAVE THIS STUDY

Wireless Services Market Opportunities, Strategies, and Forecasts, 2006 to 2012

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