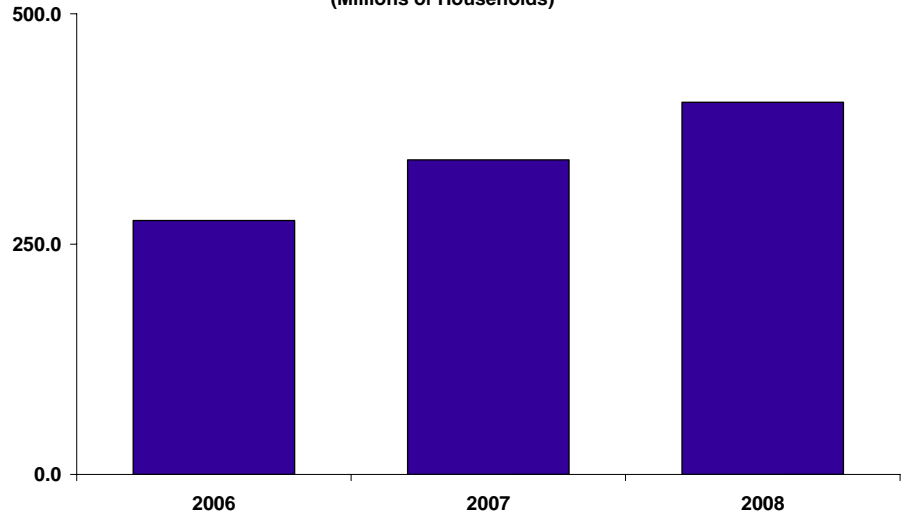


Synopsis

This report analyzes the growth prospects for broadband services around the world, including the impact of the global recession on consumer adoption and spending. It also examines major broadband service features, trends, and shifts in current business models designed to monetize investments in next-generation broadband infrastructures. It also includes forecasts of broadband adoption by household for the world as well as by region.

Global Broadband Subscribers

Broadband Subscribers - Worldwide
(Millions of Households)



Source: Digital Living Forecast Workbook - Global
© 2009 Parks Associates

Publish Date: 2Q 09

“The need for information and communication services persists despite current recessionary economic conditions,” said Jayant Dasari, research analyst, Parks Associates. “Consumers are less likely to cancel Internet access and broadband services than other residential services, such as phone services, pay TV, and monitored security. However, with the commoditization of bandwidth, service providers have had to adjust business models to remain competitive, which includes marketing bundled services.”

Contents

- 1.0 Report Focus and Summary**
 - 1.1 Burning Questions for Broadband Services Market
 - 1.2 Scope of Report
 - 1.3 Sources of Data
 - 1.4 Definitions and Descriptions
 - Consumer Ratings
 - Global Regions
 - 1.5 Glossary of Terms
- 2.0 Broadband Services – Market Analysis**
 - 2.1 Asia-Pacific
 - 2.2 Western Europe
 - 2.3 North America
 - 2.4 Key Industry Trends
 - 2.4.1 Bandwidth Commoditization
 - 2.4.2 Changes in Broadband Service Business Models
 - Bundled Services
 - Tiered Services
 - Bandwidth Caps and Net Neutrality
 - Value-added services
 - 2.5 Broadband Services – The Consumer Perspective

- 2.5.1 Impact of Current Economic Conditions
- 2.5.2 Consumer Affinity for Bundled Services
- 2.5.3 Consumer Demand for Value Added Services
- 2.5.4 Broadband Entertainment

3.0 Technologies Enabling Broadband

- 3.1 Digital Subscriber Line (DSL):
- 3.2 Fiber Technologies
- 3.3 Cable Broadband Technologies
- 3.4 Alternate Broadband Technologies

4.0 Global Forecasts

5.0 Market Implications and Recommendations

Figures

- Regulatory Authorities and Industry Consortium References
- Global Forecast Regions
- Worldwide Broadband Subscribers
- Broadband Services Market Growth Contribution by Region
- 2008 Global Broadband Market Share by Technology Type
- 2007 Global Broadband Market Share by Technology Type
- Broadband Subscribers - Asia-Pacific
- Leading Broadband Markets in Asia-Pacific – EOY 2008
- ARPU Trends in Asia
- Broadband Service Subscribers - Western Europe
- Western Europe Broadband Market Share by Technology Type
- Leading Broadband Markets in Western Europe - EOY 2008
- Broadband Service Subscribers – North America
- North America Broadband Market Share by Technology Type
- Leading Broadband Service Providers in North America
- Commoditization of Bandwidth
- Consumer Awareness of Broadband Speeds
- Cable High-Speed Data Penetration
- Cable Digital Voice Penetration
- Cable ARPU Growth
- Bundled Service Offers from Leading Telcos in Western Europe
- Quarterly Broadband Subscriber Growth
- Segmentation of Service Provider VAS
- Broadband Entertainment Deployments
- Digital Storage Deployments
- Impact of Economic Concerns on Spending Habits
- Changes in Household Spending Habits
- Likelihood of Canceling Service
- Households Subscribing to Bundled Services
- Type of Bundle Services
- Services from Broadband Providers
- Consumer Interest in Value-added Services
- Broadband Entertainment Habits
- Internet Video Activities
- Commonly Deployed DSL Technologies
- FTTx Deployments
- PON Technologies
- Cable Service Delivery Architecture

Evolution of DOCSIS
Global Forecast Regions
Global Broadband Services Forecast Methodology
Global Broadband Services Forecast
Global Broadband Forecast - By Region

Attributes

Parks Associates
5310 Harvest Hill Road
Suite 235
Lock Box 162
Dallas TX 75230-5805

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Jayant Dasari
Executive Editor: Tricia Parks
Published by Parks Associates

© May 2009 Parks Associates
Dallas, Texas 75230

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.