

## NGN Market Opportunities

Service providers have the daunting challenge of making large NGN investments, without being certain what products and services will drive ROI. In-Stat's NGN Market Opportunities research service addresses this challenge directly by delivering consumer and business demand-side analysis that identifies target market segments for specific service offerings. This unique service leverages In-Stat's entire portfolio of consumer and business research, combined with thought-leadership, and a global perspective, to deliver executive-level recommendations on the most important NGN topics. Strategic and product planning executives can use this research to determine what NGN technologies they should adopt as well as where to invest design/development efforts to maximize revenue opportunities.

### Topics Covered:

- NGN Deployments & Migration Strategies – Investigates the diverse ways carriers are deploying IMS equipment and how network infrastructure impacts carrier marketing strategies.
- 3 Screen Multimedia Solutions – Investigates the network requirements, technical challenges, as well as consumer preferences regarding delivery of converged multimedia services to multiple devices.
- Growing Consumer BB Adoption via Converged Services – Examines the opportunities to grow consumer broadband penetration beyond computer-centric households using converged services.
- Next-Generation Carrier Revenue Strategies – Examines the potential for revenue and ARPU growth across next-generation consumer voice, video and data services.
- Enterprise Converged Services – Examines the emerging market opportunity for integrated wireline/mobile service bundles with enhanced IMS functionality in the enterprise.
- Global Managed Networks and Services – Investigates emerging trends and market opportunities for NGN-based global business services.
- Internet vs. Network Service Provider Content Delivery – A strategic evaluation of content delivery mechanisms.
- Market In-Sights – Brief articles covering important industry topics such as regulation, net-neutrality, FMC, residential CPE devices, SMB update and shutting down the PSTN.

# NGN Market Opportunities, Cont.

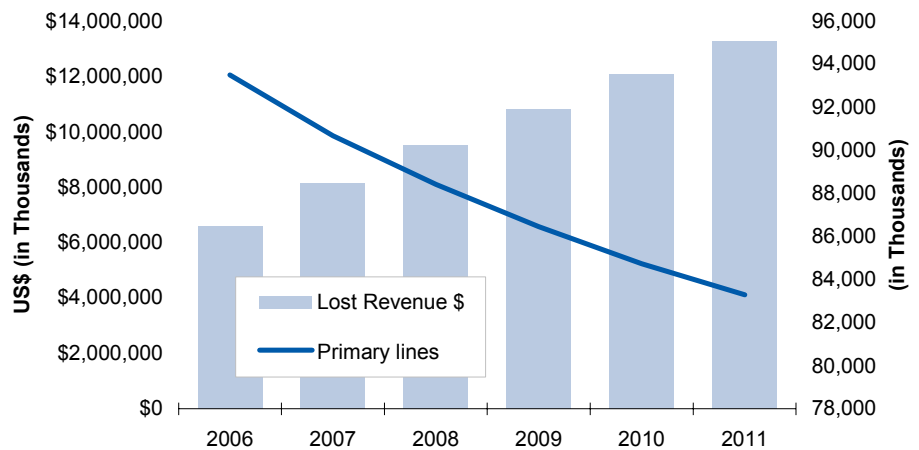
## Critical Questions Answered:

- How will NGN-based converged services impact carrier business models?
- How rapidly will service providers migrate to the NGN?
- How will enterprises benefit from wireless/wireline integration?
- How can enterprises leverage the NGN to achieve their corporate goals?
- What will be the demand for mobile multimedia services?
- What set of NGN services and bundles can generate the highest consumer ARPU growth?
- How will the NGN change the global market for managed services?

Global VoIP Subscribers (in Thousands)	2006	2007	2008	2009	2010	2011
North America						
Latin America						
EMEA						
APAC						
Total						
% of WW BB						
% Growth						

Source: In-Stat, 5/07

### VoIP Subscribers Up, Primary Lines Down



Source: In-Stat, 7/07

## About In-Stat:

In-Stat is the leading provider of actionable research, market analysis and forecasts of advanced communications services, infrastructure, end-user devices and semiconductors. Our insights are derived from both a deep technology understanding and comprehensive research, which examines each segment of the value chain for each market. Technology vendors, service providers, technology professionals and market specialists, worldwide, rely on In-Stat's tenured, experienced staff and in-depth research to support critical business, product and technology decisions.

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