



Residential Broadband Services

The market for residential telecommunications services is transforming as residential voice, data, and video solutions continue to morph around new technologies such as IP TV, VoIP, WiFi and WiMAX.

The Residential Broadband Services practice provides its clients with in-depth demand-side analysis of US household adoption of telecommunications services.

The research service examines legacy revenue dislocation, adoption of emerging, game-changing services, demographic segmentation, and analysis of US consumer demand for voice/data network services.

Topics Covered:

- Consumer VoIP/Telephony Adoption
- Consumer Internet Use/Digital Messaging
- Video Communications Adoption in the Home
- Service Bundles: Loyalty Influencers and Churn Potential for Residential Telecom Services
- Trends in Ethnic Marketing
- Residential Voice/Data Market Segmentation and Spending Trends
- Residential Wireline Erosion and Conversion
- Channel Evolution in the Consumer Market
- Teleworker/Remote Worker at Home

Key Questions Answered:

- What is the penetration and adoption of broadband?
- How do cable companies and telephone companies compete?
- What is the adoption of VoIP and how do P2P solutions like Skype and Yahoo! compete?
- In what ways are broadband services changing Internet use?
- What is the role of IP video communications in the home?
- How does adoption and usage differ by vital population demographics?



Covering the Full Spectrum of Advanced Communications...
from Technology Vendor to End-User

In-Stat's 2006 Research Services In-Depth Analysis That Drives Your Business

Technology vendors, service providers, technology professionals and market specialists, worldwide, rely on In-Stat's experienced staff and in-depth research to support critical business, product and technology decisions. In-Stat's insights are derived from both a deep technology understanding and comprehensive research, which examines each segment of the value chain for each market. Regular and ongoing end-user demand and primary research surveys underpin much of the analysis, enabling In-Stat to provide incisive market knowledge and guidance on future market opportunities.

In 2006, research service subscribers will enjoy a regular flow of easily consumable data and analysis designed to help support their business decision-making process. Deliverables range from comprehensive in-depth reports on new markets or technologies designed to help guide strategic decisions, through to rapid analytical response to major industry events designed to help clients to understand implications and to guide short-term business decisions. Ten hours of analyst inquiry is included with all In-Stat research services.

Research services will consist of some or all of the following deliverable types:

In-Stat In-Depth Analysis

The communications industry is subject to constant change, with new markets and technologies emerging and maturing at varying speeds. These deliverables consist of in-depth research reports that provide the detail needed to delve deep into new and emerging markets, complex technology environments and newly-covered topics where an entire ecosystem warrants coverage. In common with In-Stat's traditional reports, they will often include detailed market analysis, technology analysis, market forecasts, assessment of the competitive environment, and key findings from In-Stat's proprietary end-user research.



In-Stat In-Sights

Often, ongoing shifts are taking place in the industries that In-Stat covers that warrant our analysts' take on what's happening, why it's happening, and how it's affecting our customers and their markets. In-Stat In-Sights provide actionable analysis of market changes that will have an impact on our customers and the markets they serve. Supported by supply-side or demand-side data as appropriate, In-Sights provide a crucial prompt to look at things from a new perspective. When warranted, additional data from In-Stat's proprietary end-user research will be utilized to gain rapid insight from the market.



In-Stat In-Dustry Updates

Some markets researched and tracked by In-Stat move at a pace that require regular analysis and commentary rather than sporadic coverage. In-Dustry Updates refresh the detailed data and analysis by providing much-needed forecast updates, signpost confirmations, market share movements, and technology/regulatory impacts. In fast moving markets, In-Dustry Updates help In-Stat clients to regularly review and adjust their plans and activities.



In-Stat In-Stant Analysis

When something critical is taking place in a specific industry, whether it's a key merger, standard ratification, or a new product or technology, In-Stat Analysis will provide a very timely response that includes probable impacts of current happenings. This product will provide insight as to what the event means to our customers and to the markets involved, providing analysis and expert views that will be supported by extracts from In-Stat's wealth of end-user and technology research.



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