

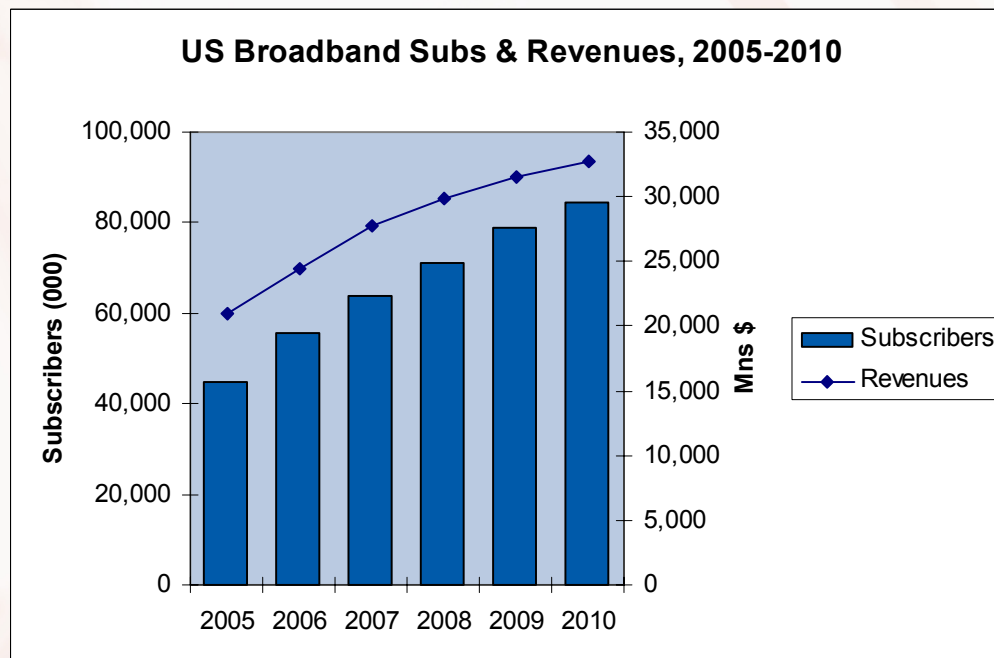
Service Provider Strategies

The telecommunications industry is experiencing upheaval in revenue streams and competitive landscape. Namely, Google and eBay have become relevant threats. Service Provider Strategies takes a critical look at the telecommunications industry and provides clients with analysis of carrier go to market and product strategies in light of these trends and emphasizes convergence, the threat of new entrants, and the renewed cable-telco competition. The service explores bellwether metrics such as broadband adoption, wireline displacement and revenue trends.

Areas of Coverage:

- Triple and quad-play bundling strategies
- Early IMS strategies
- Broadband and wireless strategies
- VoIP market share and competition
- Carrier and vendor performance scorecard

Example of the Typical Level of Detail:



Service Provider Strategies, Cont.

- Data Elements:**
- Total US wireline voice and data revenues
 - Total broadband & Internet access revenues
 - VoIP household adoption
 - Bundle adoption
 - Adoption of converged networks
 - Layer 2 to layer 3 migration
 - Analysis of business drivers

- Critical Questions Answered:**
- What are the early experiences with IMS?
 - How or when will Internet TV impact telco & cable TV's business case?
 - What are the leading bundling strategies for the cable MSOs and carriers?
 - What is the rate of decline in core industry revenues?

- Deliverables:**
- Continuous information service (minimum of 8 annual deliverables, including In-Depth Reports, In-Sights, In-Stat Analyses and In-Dustry Updates)
 - Direct analyst inquiry
 - Research briefing sessions
 - On line HTML and FTP access to research reports

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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