

3Q10 Cellular Subscription Analysis

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Report Summary

The power of the cellular handset is really very impressive when one considers that the device in your pocket or purse literally unifies the world.

The 3Q10 Cellular Subscription report is a PowerPoint presentation that takes an involved look at the cellular subscriber ecosystem and the factors that influence the growth or decline of a given technology.

Global cellular subscribers are covered and forecasted by region (North America, Caribbean and Latin America, Asia/Pacific, Eastern Europe, Western Europe, and Middle East and Africa) for the years 2007–2014. There is a further segmentation by airlinks: 2G subscribers (CDMA2000 grouped with CDMA One, and 2G GSM, GPRS, and EDGE/EDGE+ subscribers). 3G subscribers (CDMA2000 EV-DO Rel 0+, and WCDMA/HSPA/HSPA+) are presented for each region. Lastly, WiMAX 802.16e and LTE subscribers are forecast.

Key findings include:

- GSM, GPRS, EDGE/EDGE+ subscribers expected to crest in XX.
- In-Stat has CDMA 2000 & CDMAOne subscribers expected to peak in XX. New subscribers in China and India are being offset as North American mobile operators migrate their customers to 3G services.
- In the 3G world, CDMA Rel.0 platforms are likely to plateau in XX.

The Cellular Subscription report is sold in conjunction with the 3Q10 Cellular Contracts, Deployments, and Subscriptions Database.

Agenda

- Presentation of subscriber forecasts
- –Discussion of key trends
 - Market (spectrum, regulations, broadband caps, etc.)
 - Financials (subscribers, key contracts/relationships)
 - Technology (chipsets, handsets, devices, architecture, backhaul/infrastructure)
- Continuation (3G→HSPA→LTE) or (CDMA→CDMA EV-DO Rev. B)

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