



News Flash

2012 incoming! 2011 outgoing!

Looking back on the year gone by, as a new year starts and an old one ends, we contemplate what brought us revenues, and we think of our ARPUs and our MoUs.

Another year, another chance; To add the subscribers new;
This time we'll leap old issues, To have a real breakthrough!

Indian telecom industry is all set to welcome the New Year with major trends like cost optimization, customer service, smart devices, and mobile app ecosystems in 2012.

Starting with the flashback, after expanding at 7% in 2011, we expect the global telecom services market to grow at a more modest 4% in 2012 as a result of the rising volatility and uncertainty facing the global economy. Total service revenue can be expected to reach \$1.7 trillion - 2.4% of global GDP - in 2012.

Other trends include:

- ❖ Mobile subscriptions will pass the 6bn mark in February, with the 3 billion mark being passed in Asia-Pacific in January.
- ❖ India will surpass China to become the world's largest mobile market in terms of subscriptions.
- ❖ Wimax will see the beginning of its end in Asia. Operators will favor LTE instead.
- ❖ Broadband penetration of population will pass the 10% mark globally. This milestone creates opportunities to provide consumers with information, entertainment and value-added services.
- ❖ The M2M opportunity will take higher priority on operator agendas. Investment and innovation will follow.
- ❖ A cloud computing strategy, the high-growth of the IT service market and a clear value proposition for the enterprise market will become central to operators' growth profile.
- ❖ IPTV penetration of population will pass the 1% mark globally.
- ❖ The installed base of PCs will pass 2 billion.
- ❖ The mobile handset market will surpass the \$200 billion mark.

Mobile broadband, enabled by the proliferation of high-speed mobile computing devices including smartphones and tablets, will be one of the largest growth areas in 2012. Particularly as the price of these computing devices comes down, enabling further penetration in emerging markets.

The smart device market will continue to act as a catalyst for significant changes to operator strategy, and will affect network investment, service pricing, and value-added service offerings. App functionality and content will become ever more reliant on the network and cloud services.

Ovum advocates that network data management will be vitally important, and notes that the trend towards the bundling of services will accelerate in 2012. David Kennedy, Ovum research director commented, "More bundled strategies will emerge in 2012, particularly

from second tier operators, since many incumbents already have services in place. Bundling opportunities will be especially evident among mobile-only operators in countries where fiber NGA networks are being deployed."

Source: <http://www.telecomasia.net/content/pyramids-top-telecom-trends-2012?src=related>
<http://www.ciol.com/Technology/Networking/News-Reports/Telecom-trends-for-2012-Ovum/156505/0/>