The Fixed Line Telecoms in Italy industry profile is an essential resource for top-level data and analysis covering the Fixed Line Telecoms industry. It includes data on market size and segmentation, plus textual and graphical analysis of the key trends and competitive landscape, leading companies and demographic information.

Scope

- Contains an executive summary and data on value, volume and/or segmentation
- Provides textual analysis of Fixed Line Telecoms in Italy's recent performance and future prospects
- Incorporates in-depth five forces competitive environment analysis and scorecards
- Includes a five-year forecast of Fixed Line Telecoms in Italy
- The leading companies are profiled with supporting key financial metrics
- Supported by the key macroeconomic and demographic data affecting the market

Highlights

- Detailed information is included on market size, measured by value and/or volume
- Five forces scorecards provide an accessible yet in depth view of the market's competitive landscape
- Market shares are covered by manufacturer or brand

Why you should buy this report

- Spot future trends and developments
- Inform your business decisions
- Add weight to presentations and marketing materials
- Save time carrying out entry-level research

Market Definition

The fixed-line telecommunications market is valued as the revenues obtained by operators for voice telephony and other non-voice information transmission using fixed lines (wirelines), rather than wireless systems. Only revenues from end-users are included, with revenues from other operators, as in wholesale transactions, excluded. Market volumes are for the number of fixed-line telephones. All currency conversions were carried out at constant 2008 average annual exchange rates. For the purpose of this report Europe is deemed to comprise of Belgium, the Czech Republic, Denmark, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Romania, Russia, Spain, Sweden, the Ukraine and the United Kingdom.
Figure 8: Drivers of supplier power in the fixed line telecoms market in Italy, 2009
Figure 9: Factors influencing the likelihood of new entrants in the fixed line telecoms market in Italy, 2009
Figure 10: Factors influencing the threat of substitutes in the fixed line telecoms market in Italy, 2009
Figure 11: Drivers of degree of rivalry in the fixed line telecoms market in Italy, 2009
Figure 12: Fastweb SpA: revenues & profitability
Figure 13: Fastweb SpA: assets & liabilities
Figure 14: Telecom Italia S.p.A.: revenues & profitability
Figure 15: Telecom Italia S.p.A.: assets & liabilities
Figure 16: Wind Telecomunicazioni SpA: revenues & profitability
Figure 17: Italy fixed line telecoms market value forecast: $ billion, 2009–14
Figure 18: Italy fixed line telecoms market volume forecast: million fixed line telephones, 2009–14

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