Telecom Global Market Analytics Outlook 2016


The telecommunications (telecom) industry is a part of the information and communication technology industry. The industry is primarily engaged in operating and providing access to facilities for the transmission of voice, data, text and video. The industry is broadly divided into four sub-segments - Wired, Wireless, Satellite and other Telecommunications services.

The Telecommunications Market Analytics Report provides strategists, marketers and senior management with the critical information they need to assess the global telecommunications and compare it with other markets and across geographies.

Reasons to Purchase:
- Outperform competitors using accurate up to date demand-side dynamics information.
- Identify growth segments for investment.
- Facilitate decision making on the basis of historic and forecast data and the drivers and restraints on the market.
- Benchmark performance against key competitors.
- Develop strategies based on likely future developments.
- Utilize the relationships between key data sets for superior strategizing.
- Suitable for supporting your internal and external presentations with reliable high quality data and analysis.

Description:
Where is the largest and fastest growing market for telecommunications? How does the market relate to the overall economy, demography and other similar markets? What forces will shape the market going forward? The Telecommunications Global Market Analytics Report answers all these questions and many more. The report covers market characteristics, size and growth, segmentation, regional and country breakdowns, competitive landscape, market shares, trends and strategies for this market. It traces the market's historic and forecast market growth by geography. It places the market within the context of the wider telecommunications market, and compares it with other sectors.
- The market characteristics section of the report defines and explains the market.
- The market size section gives the market size ($b) covering both the historic growth of the market and forecasting the future. Drivers and restraints looks at the external factors supporting and controlling the growth of the market.
- Market segmentations break down market into sub sectors. Market segments include Wireless Telecommunications Carriers, Wired Telecommunications Carriers, Communications Hardware
- The regional and country breakdowns section gives the size of the market by geography and compares their historic and forecast growth. It covers all the regions, key developed countries and major emerging markets. It draws comparisons with country populations and economies to understand the importance of the market by country and how this is changing.
- Competitive landscape gives a Description: of the competitive nature of the market, market shares, and a Description: of the leading companies. Key financial deals which have shaped the market in recent years are identified. Companies covered include AT&T Inc., Verizon Communications, China Mobile Ltd., Softbank Group Corp., Deutsche Telekom AG, America Movil, Vodafone Group Plc, China Telecom, Telefonica S.A.
- The trends and strategies section highlights the likely future developments in the market and suggests approaches companies can take to exploit this.
- The telecommunications market section of the report gives context. It compares the telecommunications market with other segments of the telecommunications market by size and growth, historic and forecast. It analyses percentage of GDP, per capita average telecom expenditure, per capita average telecom expenditure per annum, per household average telecom expenditure, mobile phone users penetration, per capita average telecom expenditure versus mobile phone users penetration, smartphone user penetration, per capita average telecom expenditure versus smartphone users penetration, tablet user penetration, per
capita average telecom expenditure versus tablet users penetration, mobile phone internet penetration, per capita average telecom expenditure versus mobile phone internet penetration, internet penetration, per capita average telecom expenditure versus internet penetration, fixed broadband subscriptions, per capita average telecom expenditure versus fixed broadband subscriptions, wireless broadband subscriptions, per capita average telecom expenditure versus wireless broadband subscriptions, internet hosts, telecom market size versus internet hosts, average internet speed (mbps), telecom per capita versus average internet speed (Mbps)

Scope:

Markets compared: Telecom, IT Services, Software Products, Computer Hardware.
Companies mentioned: AT&T Inc., Verizon Communications, China Mobile Ltd., Softbank Group Corp., Deutsche Telekom AG, America Movil, Vodafone Group Plc, China Telecom, Telefonica S.A.
Countries: Australia, Brazil, China, France, Germany, India, Italy, Japan, Spain, Russia, UK, USA.
Regions: Asia, Americas, Europe, Middle East & Africa, Oceania.
Time series: Five years historic and forecast.
Data: Ratios of market size and growth to related markets, population, GDP, capex, mobile phone users penetration, per capita average telecom expenditure versus mobile phone users penetration, smartphone user penetration, per capita average telecom expenditure versus smartphone users penetration, tablet user penetration, per capita average telecom expenditure versus tablet users penetration, mobile phone internet penetration, per capita average telecom expenditure versus mobile phone internet penetration, internet penetration, per capita average telecom expenditure versus internet penetration, fixed broadband subscriptions, per capita average telecom expenditure versus fixed broadband subscriptions, wireless broadband subscriptions, per capita average telecom expenditure versus wireless broadband subscriptions, internet hosts, telecom market size versus internet hosts, average internet speed (mbps), telecom per capita versus average internet speed (Mbps)
Data segmentations: country and regional splits, market share of competitors, market segments.
Sourcing and Referencing: Data and analysis throughout the report is sourced using end notes.

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