



Broadband Strategies for the Mobile Market

WiMAX is emerging as a technology that can compete with mobile data networks. Operators such as Korea Telecom and SK Telecom in Korea along with Sprint and BellSouth in the U.S. have announced plans or intentions to deploy mobile WiMAX technologies. Mobile WiMAX gives the wireline carriers an opportunity to enter the mobile wireless market with better performance and lower costs than the 3G technology being deployed by mobile carriers today. We expect that many of the current mobile carriers will also adopt mobile WiMAX technologies to provide higher speed and to lower their costs.

This report discusses the technical and regulatory factors that are leading to the deployment of WiMAX mobile services. It discusses the strategies of twelve service providers offering high-speed wireless data services and twelve systems and component companies that are addressing this market. This report discusses how these companies expect that mobile WiMAX will affect the high-speed wireless data market.

This report presents the business case for WiMAX in mobile networks. It compares the business case for mobile WiMAX at 2.5GHz and 3.5GHz to HSDPA and shows the fundamental cost advantages that mobile WiMAX enjoy over 3G technologies. Two business cases are shown. One is for the green field

operator creating a mobile WiMAX network from scratch. The second is for the established mobile carrier that uses WiMAX to supplement its existing mobile services using dual mode handsets.

The report also includes a set of market forecasts for the mobile WiMAX and the 3G markets that give a global forecast along with forecasts for Europe, Asia, North America, and the Rest of the World. A forecast is included for mobile WiMAX and 3G subscribers, service revenue, device shipments and value, and Capex. A supplemental spreadsheet is included that includes the charts in the report along with supplemental charts that provide additional perspectives on the market.

Who Should Buy This Report?

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Where to Get More Information

You can get information on this report at <http://www.telecomview.info>. The report is available for \$2,495 for a single user license and a spreadsheet that includes the charts from the report along with supplemental charts that provide additional perspectives on the market. Both departmental and corporate licenses are available.

The report can be purchased at <http://www.telecomview.info>. There is also a Free Whitepaper available on our website that provides information about the Mobile Broadband Wireless market.

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Table of Contents

I	Executive Summary	I.6	Broadband Mobile Wireless Market Forecast
I.1	Introduction	I.7	Conclusions & Recommendations
I.2	Global Regulation	2	Global Regulation
I.3	Broadband Mobile Wireless Technologies	2.1	EMEA
I.4	Market Strategies	2.2	NA
I.5	Business Case Scenarios	2.3	APAC

3	Technology Strategies	4.9	APAC-KDDI au
3.1	3G and WiMAX Overview	4.10	APAC-NTT DoCoMo
3.2	Wireless System Company Strategies	4.11	APAC-Korea Telecom
3.3	Alcatel	4.12	APAC-SK Telecom
3.4	Alvarion	5	Business Case Scenarios
3.5	Ericsson	5.1	Business Case for New Market Entrants
3.6	Intel	5.2	Business Case for Current Mobile Carriers
3.7	IPWireless	5.3	Business Case Assumptions
3.8	Lucent	6	WiMAX/3G Mobile Market Forecast
3.9	Motorola	6.1	Market Environment
3.10	Nokia	6.2	Forecast Methodology
3.11	Nortel	6.3	Global Forecast-3G
3.12	PicoChip	6.4	Global Forecast-WiMAX
3.13	Samsung	6.5	Asia Pacific
3.14	Siemens	6.6	Western Europe
4	Market Strategies	6.7	North America
4.1	EMEA BT	6.8	Rest of World
4.2	EMEA-Orange	7	Conclusions & Recommendations
4.3	EMEA-T-Mobile	7.1	Conclusions
4.4	EMEA-Vodafone	7.2	Recommendations
4.5	NA-BellSouth	8	Glossary
4.6	NA-Cingular		
4.7	NA-Sprint		
4.8	NA-Verizon		

Table of Figures

Figure 1-1: WiMAX Certification Waves

Figure 1-2: Breakeven Points for Greenfield Networks

Figure 1-3: Broadband Mobile Subscribers, 3G versus WiMAX

Figure 1-4: WiMAX Mobile Subscribers by Region

Figure 3-1: Spectral Efficiency of HSDPA

Figure 3-2: WiMAX Certification

Figure 3-3: WCDMA Roadmap

Figure 3-4: UMTS-TDD Long Term Evolution

Figure 3-5: Motorola MOTOwi4 Outdoor Base Site

Figure 3-6: Converged Network Architecture

Figure 3-7: 4G Evolution

Figure 3-8: Wireless Applications

Figure 3-9: UMTS Evolution

Figure 3-10: Complementary Wireless Technologies

Figure 4-1: Vodafone Comparison 3G and WiMAX

Figure 4-2: Areas Served by BellSouth's Broadband Wireless Service

Figure 4-3: BellSouth Broadband Wireless Coverage

Figure 4-4: SK Telecom's Technology Evolution

Figure 5-1: Breakeven Points for Pure WiMAX Networks

Figure 5-2: Breakeven Point for 3G Supplemented by WiMAX

Figure 6-1: 3G Broadband Mobile Subscribers, by Region

Figure 6-2: 3G Broadband Mobile Subscribers, by Technology

Figure 6-3: 3G Broadband Subscribers, Basic versus Enhanced

Figure 6-4: 3G Broadband Mobile Service Revenue, by Region

Figure 6-5: 3G Broadband Mobile Capex, by Region

Figure 6-6: 3G Broadband Mobile Device Shipments, by Region

Figure 6-7: 3G Broadband Mobile Device Shipments Value, by Region

Figure 6-8: WiMAX Broadband Mobile Subscribers, by Region

Figure 6-9: WiMAX Broadband Mobile Service Revenue, by Region

Figure 6-10: WiMAX Broadband Mobile Capex, by Region
 Figure 6-11: WiMAX Broadband Mobile Device Shipments, by Region
 Figure 6-12: WiMAX Broadband Mobile Device Shipments Value, by Region
 Figure 6-13: 3G Broadband Mobile Subscribers in Asia, by Country
 Figure 6-14: WiMAX Broadband Mobile Subscribers in Asia, by Country
 Figure 6-15: 3G Broadband Mobile Subscribers in Asia, by Technology
 Figure 6-16: 3G Broadband Mobile Subscribers in Europe, by Country
 Figure 6-17: WiMAX Broadband Mobile Subscribers in Europe, by Country

Figure 6-18: 3G Broadband Mobile Subscribers in Europe, by Technology
 Figure 6-19: 3G Broadband Mobile Subscribers in North America, by Country
 Figure 6-20: WiMAX Broadband Mobile Subscribers in North America, by Country
 Figure 6-21: 3G Broadband Mobile Subscribers in North America, by Technology
 Figure 6-22: 3G Broadband Wireless Subscribers-ROW
 Figure 6-23: WiMAX Broadband Mobile Wireless Subscribers-ROW
 Figure 6-24: 3G Broadband Mobile Wireless Technology-ROW

Table of Tables

Table 1-1: Broadband Wireless System Strategies
 Table 1-2: Carrier Broadband Wireless Market Strategies
 Table 1-3: Cost per User for WiMAX and 3G Networks
 Table 2-1: EU Spectrum for WiMAX
 Table 3-1: Technology Comparison
 Table 3-2: WiMAX Best Case Spectral Efficiency
 Table 3-3: WiMAX Worst Case Spectral Efficiency
 Table 3-4: WiMAX Spectrum Requirements
 Table 3-5: WiMAX Peak Data Rate
 Table 3-6: Broadband Wireless System Strategies
 Table 3-7: UMTS-TDD Evolution
 Table 3-8: PicoChip Fixed Scenario Evolution
 Table 3-9: PicoChip Mobile Scenario Evolution

Table 4-1: Carrier Broadband Wireless Market Strategies
 Table 4-2: BellSouth 3G Wireless Broadband Services
 Table 5-1: Cost per User for WiMAX and 3G Networks
 Table 5-2: Metro Area Wireless Network Assumptions
 Table 6-1: 3G Network Status
 Table 6-2: 3G Penetration by Region
 Table 6-3: WiMAX Penetration by Region
 Table 6-4: 3G Subscribers Forecast Comparison-Millions
 Table 6-5: WiMAX Subscribers Forecast Comparison-Millions
 Table 8-1: Glossary

Annex

All of the charts that are included in Section 6: WiMAX/3G Mobile Market Forecast are also included in the spreadsheet Annex that accompanies this report. In addition there are a number of charts that are not included in the report but that may provide additional clarity to this market.

The Annex includes the following worksheets:

Global Charts
 Global Tables
 Asia-Pacific Charts
 Asia-Pacific Tables
 Western-Europe Charts
 Western Europe Tables

North America Charts
 North America Tables
 ROW Charts
 ROW Tables
 Business Case Assumptions
 Business Case Charts