

Telecommunications Briefing & Forecasts

Market size data, analysis, and forecasts for the telecoms sector in 60 countries

Telecommunications Briefing & Forecasts answers critical marketing questions for those responsible for setting strategy and developing business worldwide. Telecommunications Briefing & Forecasts combines in-depth data and analysis on the telecoms sector with key macroeconomic indicators for the largest global economies. Five-year industry forecasts developed by our in-house proprietary model provide market size potential in key telecoms sectors.

The result is a comprehensive resource that enables companies to better understand penetration levels for their products and to assess the market potential of telecoms services around the world.



Use Telecommunications Briefing & Forecasts to:

- Gauge the market potential for products and services within a country by using forecasts for consumer spending, demographics and penetration levels of telecoms products.
- Size the telecoms market on a comparable basis across the 60 largest worldwide economies.
- Get five-year forecasts specific to the telecoms sector.
- Access comprehensive market information—up to 211 data series per country.

- Assess the key industry trends by tracking and forecasting annual sales and prices of key products and services.
- Review historical data on the telecoms industry dating back to 1990.

Critical issues and events analysis

Telecommunications Briefing & Forecasts provides regularly updated coverage of the key events and critical themes affecting the sector. Our deep analysis combines our views on the industry's latest issues with our assessment of forthcoming developments, giving you a detailed overview of the sector worldwide. Our coverage includes:

- Latest analysis—up-to-date analysis on key developments.
- Data—access to a data tool that provides key industry indicators and forecasts.
- Reports providing a detailed overview for the industry in that country.

A unique forecasting methodology

Content for this service is produced in conjunction with econometric models developed and maintained by our in-house economics team. These models incorporate the main economic drivers of the telecoms sector to produce country-specific forecasts.

Our team of over 160 in-house country and industry analysts monitors these derived baseline forecasts, adjusting the outlook where necessary and taking into account our extensive local knowledge of the markets. The Economist Intelligence Unit ensures that robust econometric modeling techniques and expert judgment on specific countries and the telecoms market combine to provide the best possible forecasts.

Telecommunications industry sub-sectors

The service also provides coverage of the main sub-sectors in the technology industry.

- Mobile • Fixed • Internet

Which data series are included?

Telecoms Revenue & Investment

MARKET VALUE

- Telecoms revenue: Total fixed line (US\$, LCU, % change)
- Telecoms revenue: Total mobile (US\$, LCU, % change)
- Telecoms investment: Total (US\$, % of GDP, % of total fixed investment)
- Telecoms investment: Mobile (US\$, % of GDP, % of total fixed investment)

MARKET PENETRATION

- Telephone main lines (units, % change, per 100 people)
- Mobile subscriptions (units, % change, per 100 people, % of world total)
- Mobile subscriptions (share of world total)
- Potential mobile subscriptions (units)
- Internet users (units, per 100 people)
- Internet subscriptions (units, % change, per 100 people, % of world total)
- Potential internet subscriptions
- Broadband subscriptions (units, % change, per 100 people, % of world total)
- Potential broadband subscriptions
- Broadband subscriptions: gap to potential
- Cable modem internet subscriptions

(units, % change, per 100 people, % of world total)

- DSL internet subscriptions (units, % change, per 100 people, % of world total)

Telecoms equipment

TOTAL TECHNOLOGY SECTOR

- Market demand (US\$, LCU, % change)

COMPUTERS, PERIPHERALS, AND OTHER OFFICE MACHINERY

- Market demand (US\$, LCU, \$ change)

DATA, TELECOMS, AND POWER

TRANSMISSION CABLES

- Data, telecoms and power transmission cables: Market demand (US\$, LCU, % change)

LCDS AND OTHER AUDIO-VISUAL AND TELECOMS COMPONENTS

- Market demand (US\$, LCU, % change)

MOBILE PHONES AND OTHER

COMMUNICATIONS EQUIPMENT

- Market demand (US\$, LCU, % change)

TELEVISIONS, CD/DVD PLAYERS, DIGITAL CAMERAS AND OTHER CONSUMER ELECTRONICS

- Market demand (US\$, LCU, \$ Change)

GPS NAVIGATION AND OTHER MEASURING EQUIPMENT

- Market demand (US\$, LCU, % change)

INDUSTRIAL PROCESS CONTROL EQUIPMENT

- Market demand (US\$, LCU, % change)

Information technology

MARKET VALUE

- Total IT spending (US\$, LCU, % change, % of GDP, % of fixed investment)
- IT hardware spending (US\$, LCU, % change, % of GDP)
- Packaged software sales (US\$, LCU, % change, % of GDP)
- IT services spending (US\$, LCU, % change, % of GDP)

MARKET PENETRATION

- Personal computers (units, % change, stock per 100 people, % of world total)
- Potential personal computers

Overall market size and growth

- GDP (% real change)
- Consumer prices (% change, average)
- Working-age population growth (% change)
- GDP per head (US\$)
- Private consumption per head (US\$)
- Real personal disposable income (US\$ at 2005 prices)

Competitiveness

- Overall productivity of labour (GDP at PPP, per worker, US\$, % change)
- Productivity of capital (ICOR)
- EIU availability of skilled labour rating (5=high)
- EIU quality of labour force rating (5=high)
- Growth in average wages (US\$; % change)
- Overall unit labour costs level (index, US=100, LCU, % change)

Demographics

- Recorded unemployment (%)
- Employment growth (% change)
- Households (units)
- Population (units, % change)
- Population aged 0-14 (units, % of total)
- Population aged 15-64 (units, % of total)
- Population aged 65+ (units, % of total)
- Population age brackets in 5 year increments from 0 to 100+ (21 series)

Income

- Median household income (US\$)
- Number of HHs earning from US\$1,000 per year to US\$75,000+per year (9 series)

The image displays three overlapping screenshots of The Economist website, specifically the Telecommunications section. The top screenshot shows the 'World telecommunications outlook' article, featuring a table with data for various countries and a 'Five-year outlook' section. The middle screenshot shows the 'Network operators' competitive challenges' article, which includes a graphic of stepping stones and discusses the impact of Google, Apple, and Amazon on the industry. The bottom screenshot shows the 'Canada telecoms: BlackBerry to lay off 4,500 employees' article, detailing the company's financial struggles and the impact on its workforce. Each screenshot includes the website's navigation menu, search bar, and various article teasers.

Company profiles

All information related to a particular company is categorised so that you can easily find the entire selection of articles that we have published on that company.

- Access strategic analysis and profiles of key players.
- Stay up-to-date on the competition, latest deals, and company strategies.
- Compile competitive analyses encapsulating the position of the market leaders.

Special reports on telecoms

The Special Reports section pulls together our analysis of key industry issues. Here you will find our coverage of important themes, gathered in individual microsites that may focus on one-off thematic reports (for example, the impact of deregulation on the Middle East's telecoms incumbents); encapsulate all our coverage of major industry events; or collate our content on perennial issues (for example, our ongoing analysis and background information on emerging markets).

Risk ratings weighted to the telecoms sector

Risk ratings for industry sub-sectors at a global and country level are available, allowing you to rank and benchmark the operational risk in the countries or regions where you operate. Derived from The Economist Intelligence Unit's own standard operational risk model, Risk Briefing, the industry risk ratings are weighted according to their impact on the telecoms industry.

Easily compare industry forecasts and data

All the data and forecasts are standardised, so you can make direct comparisons across countries and regions. For example, you can compare the forecast number of broadband subscriptions for the next five years in the US with the same data series for Chile.

Telecommunications Briefing & Forecasts delivers:

- Regular updates for 60 countries.
- Special telecoms industry reports.
- Telecoms-weighted risk ratings.

- Regular company profiles.
- Up to 211 series for 60 countries from 1990-present.
- Five-year forecasts.

Access choices:

- Enterprise IP control or username access available.

www.eiu.com

- EIU Data Tool for series selection at data.eiu.com

• Technology Indicators (data only) are available separately on our partners' platforms:

- Bureau van Dijk at eiu.bvdep.com

- Alacra at eiu.alacra.com

- Online Store semi-annual reports available at store.eiu.com

Interface features:

- Downloadable Excel® tables.
- Series codes.
- Series definitions.
- Analyst name and forecast date.
- Colour coding.
- Automatic graphing.
- Preset searches and saved searches.
- Archives to 2002, when information permits.

Which countries are covered?

- Argentina • Algeria* • Australia • Austria • Azerbaijan*
- Belgium • Brazil • Bulgaria • Canada • Chile • China
- Colombia • Czech Republic • Denmark • Ecuador* • Egypt*
- Finland • France • Germany • Greece • Hong Kong
- Hungary • India • Indonesia • Iran* • Ireland • Israel*
- Italy • Japan • Kazakhstan* • Malaysia • Mexico
- Netherlands • New Zealand • Nigeria* • Norway • Pakistan
- Peru* • Philippines • Poland • Portugal • Romania • Russia
- Saudi Arabia* • Singapore • Slovakia • South Africa
- South Korea • Spain • Sri Lanka • Sweden • Switzerland
- Taiwan • Thailand • Turkey • Ukraine* • United Kingdom
- United States of America • Venezuela • Vietnam*

* For countries marked with an asterisk, limited data are available for some series.

Americas

The Economist Intelligence Unit
750 Third Ave, 5th Floor
New York, NY 10017 USA
Tel: +1 212 698 9717
Fax: +1 212 586 0248
e-mail: americas@eiu.com

Europe, Middle East, & Africa

The Economist Intelligence Unit
20 Cabot Square
London, E14 4QW
United Kingdom
Tel: +44 (0)20 7576 8181
Fax: +44(0)20 7576 8476
e-mail: london@eiu.com

Asia & Australasia

The Economist Intelligence Unit
6001 Central Plaza
18 Harbour Road, Wanchai
Hong Kong
Tel: + 852 2585 3888
Fax: +852 2802 7638
e-mail: asia@eiu.com