

Telsyte Issues 2007 Australian Telecom Market Outlook

Sydney, 4th December 2006 – Australia's leading telecommunications research and analysis firm Telsyte today issued a new report outlining its outlook for the Australian telecommunications market in 2007, with an emphasis on the business telecommunications segment.

Warren Chaisatien, Telsyte Managing Director, observed that against the backdrop of continued commoditisation of legacy services, extreme competition and saturation in traditional product segments, convergence remains the industry's buzzword. Broadband and mobile continue to be the industry's growth powerhouses, with sales and marketing efforts shifting towards a customer-centric, technology-agnostic model. "Nonetheless, we remain many years away from a truly converged world portrayed by industry players," said Mr Chaisatien.

Telsyte's outlook for 2007 includes:

Overall telecom market outlook

- ❑ Convergence to lead to the consolidation of second-tier carriers
- ❑ Mobile voice revenue to start falling as penetration exceeds 100%
- ❑ WiMAX to fight back after HSDPA levelled playing field
- ❑ IPTV and rich content ready to roll as ADSL2+ becomes ubiquitous

SME telecom market outlook

- ❑ Increased importance of telephony channels as the market moves from a technology to customer service war
- ❑ Fixed voice service struggling to remain relevant through renewed pricing models

Enterprise telecom market outlook

- ❑ As business mobility enters a new phase, SOA and SIP are the name of the game
- ❑ Business fixed-mobile convergence offerings becoming a reality
- ❑ IP Telephony growth to take a breather before Unified Communications kicks in

To receive a complimentary copy of the report, please contact Mark Kuper, Telsyte Sales and Marketing Director, on (02) 8297 4619 or by email at mark.kuper@telsyte.com.au.

The **Australian Telecom Market Outlook 2007** report presents the collective views of Telsyte's analysts on the major trends expected to shape the Australian telecommunications market in 2007, with an emphasis on key developments in the business segment. These views are drawn from Telsyte's extensive research and analysis of the Carrier, Mobile & Wireless, and Enterprise

Communications markets. Pricing and market forecast data in this study is drawn from Telsyte's **Instant Benchmark** and **Instant Forecast** online databases.

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About Telsyte

Telsyte is an Australian-based market research and strategy organisation specialising in the Carrier, Mobile & Wireless, and Enterprise Communications market. Telsyte is a wholly owned business unit of leading independent telecommunications consulting firm Gibson Quai – AAS Pty. Ltd. (www.gqaas.com.au).