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Telsyte Publishes Top 10 List for Australia's 2009 Telecom Market

Sydney, 1st December 2008 – As 2008 draws to a close amid uncertain business environments, Telsyte analysts reflect on the developments that have taken place in the Australian telecom market in the past 12 months and project the top 10 trends that will shape the industry for the coming year.

"Australia's telecom market in 2009 will be underpinned by four major themes: cost savings and productivity improvements in business, content-rich collaboration, pervasive mobility and broadband sans fibre," said Warren Chaisatien, Telsyte Research Director.

Telsyte's top 10 trends are:

- ❑ Counter-cyclical telecom service providers to gain as the economy slows;
- ❑ "Green" telecom to remain top of mind, driven by cost savings, good corporate citizenship and the prospect of carbon trading;
- ❑ Rapid increase in business partner networks as the slowdown accelerates collaboration;
- ❑ Hosted unified communications (UC) to thrive, particularly among small and medium businesses;
- ❑ Mobility to become the next UC element, bridging back-office UC deployment with mobile line-of-business application rollouts;
- ❑ "Invasion" of consumer applications in the enterprise, bringing powerful multimedia and social network capabilities to business;
- ❑ Contact centre functionality to become commonplace across the organisation;
- ❑ "Year of mobile content" fuelled by next-generation smartphones, dropping mobile data charges and user preference to go "off deck."
- ❑ Birth of an advertising-subsidised mobile market, powered by location-based technology; and
- ❑ Ethernet over copper to emerge as ADSL2+ speeds stall and fibre remains absent on the horizon.

Full details of these top 10 trends can be found in Telsyte's latest special report titled, "**Telsyte's Top 10 List: Top 10 Trends That Will Shape the Australian Telecom Market in 2009**" published today.

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About Telsyte

[Telsyte](http://www.telsyte.com.au) is an Australian-based market research consultancy specialised in the competitive intelligence of the converged communications market. Telsyte's expertise is centred on the three core competency areas of Carrier & Broadband, Mobile & Wireless and Enterprise Communications. Telsyte provides industry insights through custom research and consulting as well as ongoing research, which includes market reports and online databases. Telsyte is a business unit of Australia's largest independent telecom consulting company, [Gibson Quai-AAS Pty Ltd.](http://www.gibsonquai.com.au)

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