

Monday 7th April 2008

Sydney, 7th April 2008 - Telsyte, Australia's converged communications competitive intelligence expert, today released three studies as part of its **2008 Market Analysis and Forecast Report Series**, offering a review of the 2007 industry performance and a five-year analysis and forecast for the Australian Fixed Line, Mobile, and Enterprise Communications markets.

Mevan Jayatilleke, Telsyte managing director, said that 2007 was a mixed bag, with overall growth in telecom services picking up speed while growth in enterprise communications equipment sales lagged. "With the new Labor Government's National Broadband Network (NBN) initiative, two additional nation-wide high-speed mobile networks and unified communications on the horizon, 2008 is poised to be a watershed year for Australian industry players."

Highlights of the major findings include:

Fixed Line Market

- The Australian telecommunications industry enjoyed accelerated growth, generating \$26.2 billion in service revenue last year.
- The broadband subscriber base grew to over 5 million subscribers in 2007 and is expected to add in excess of 2 million subscribers in the next five years.

Mobile Market

- The 3G market, which more than doubled in the past 12 months after having quadrupled in 2006, is eventually putting Australia's 2G mobile era to an end.
- The battle between 3G-based mobile broadband and WiMAX-based wireless broadband has been won hands-down in favour of the former.
- That victory was cemented by the Federal Government's recent cancellation of the OPEL contract.

Enterprise Communications Market

- In 2007, IP telephony has experienced steady growth in corporate Australia, with IP-based equipment revenue constituting almost 60% of last year's enterprise telephony market - and set to rise to three-quarters in five years' time.
- The decision makers are delaying their decision on the uptake of Unified Communications proposition, waiting to see what Microsoft has to offer
- Nortel has leveraged off the alliance with Microsoft in bridging the gap between Cisco, in the process, overtaking Avaya's number 2 position in the IP telephony market.

Published annually, Telsyte's **Market Analysis and Forecast Series** reports provide a detailed investigation and comprehensive analysis of Australia's converged communications space as well as delivering unique insights and valuable recommendations to market players. Data sheets for the 2007 market and 2008-2012 forecasts are available for purchase from our [Instant Forecast](#) online database.

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Converged Communications Competitive Intelligence

About Telsyte

Telsyte is an Australian-based market research and consultancy specialised in the competitive intelligence of the converged communications market. 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 consultant Gibson Quai-AAS Pty Ltd.