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Monday 14th December 2009

Telsyte Sees Four Screens and Three Clouds in Australia's 2010 Telecom Market

Sydney, 14th December 2009 – Telsyte, Australia's leading independent telecom and media research consultancy, today released its annual Top 10 Predictions, outlining the 10 major developments that will shape the industry in 2010.

While NBN will continue to make headlines generating hot debates and negotiations, Telsyte sees Telstra holding the trump cards and, regardless of the separation outcome, the telco will not be worse off. Benefiting from rapidly growing broadband download plans and the increasing popularity of online content-enabled gaming consoles, IPTV will thrive to underpin convergence in the home. "We see the rise of the fourth screen – a new portable, wireless Internet device – to make a splash in the consumer market, while three types of cloud computing – consumer cloud, SME cloud, and enterprise cloud – will dominate the ICT landscape next year," said Warren Chaisatien, Telsyte Research Director.

Telsyte's top 10 trends for 2010 are:

- Telstra versus NBN Co: it's a game of brinkmanship;
- Continued industry consolidation;
- Telco and media convergence: Clash of the Titans;
- User campaign to drive NBN viability;
- Emergence of pay-as-you-go DSL and very large download plans;
- IPTV, mobile QoS and network neutrality;
- Mobile carriers making a comeback in content provisioning;
- Consumer cloud and the rise of the fourth screen;
- Three clouds to dominate Australia's computing sky; and
- UC to begin from back-office operations.

Full details of these top 10 predictions can be found in Telsyte's latest special report titled, "Four Screens and Three Clouds: Top 10 Trends That Will Shape the Australian Telecom Market in 2010" 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.](#)

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