



## Telsyte

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## Australia is Falling Behind in FMC, Finds Telsyte

**Sydney**, 7th January 2008 - Telsyte, Australia's converged communications competitive intelligence expert, today released its latest report titled ***Australian Fixed-Mobile Convergence Market, 2007 Assessment & 2008-2012 Forecast***, offering Australia's first FMC user forecast and providing insight into the latest developments and outlook for the Australian FMC market.

Warren Chaisatien, Telsyte managing director and author of the study, said that Australia is falling behind other comparable markets when it comes to FMC, with commercialised offerings and notable consumer and business adoption not expected until 2010. That puts us three to five years behind Europe, North America and certain economies on Asia.

Highlights of the major findings include:

- Telsyte has identified a five-phase FMC evolution roadmap for Australia, ranging from commercial convergence to fully-fledged FMC.
- In the next 24 months, the industry will focus on fixed-mobile substitution and access convergence, leading to full FMC – with access, network and service convergence – in 2010;
- More than half a million of Australian FMC users are forecast at the end of 2012, representing just 2% of mobile users and 8% of broadband users at the time.
- International case studies show that full-service operators with fixed and mobile services tend to experience more success with FMC launches. Nonetheless, their legacy organisational structures appear to be a major inhibitor to FMC introductions.
- Australian full-service operators like Telstra and Optus were found to be the most reluctant to discuss FMC. Mobile-only carriers, meanwhile, tended to be more open and aggressive.
- Industry emphasis has thus far been placed on technology-driven Quality of Service (QoS) but as we move towards real convergence, the emphasis will shift to end-user-driven Quality of Experience (QoE).

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### About Telsyte

[Telsyte](#) 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.](#)