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## Market reports

# AUSTRALIAN MOBILE MARKET, 2007 REVIEW & 2008-2012 FORECAST

March 2008

Despite penetration levels exceeding 100% of the population, Australia's mobile market recoded stronger-than-expected growth in 2007, thanks largely to the substantial 3G progresses made by all four carriers, notably Telstra's Next G. The industry remained one of the very few segments driving the country's telecom connectivity market.

The mobile market was arguably the most exciting, innovative and competitive segment, with important milestones continued to be made last year: the introduction of flat mobile data charges, debut of 3.5G networks across the country, and the introduction of prepaid and MVNO 3G offerings.

Produced annually as the flagship report in Telsyte's Market Analysis and Forecast Series, this study offers a detailed investigation and comprehensive analysis of the Australian mobile market by providing:

- A snapshot of the Australian mobile market for the year ending December 2007, featuring the market's key performance indicators (KPIs), including subscribers, revenue and ARPU, by network generation (2G vs. 3G), by service (voice vs. non-voice), by non-voice application type (messaging, mobile broadband, paid content), by user segment (business vs. consumer), and by billing status (prepaid vs. postpaid);
- Brief profiles of the four major mobile carriers and MVNOs, including their 2006 and 2007 KPIs, strategies, activities, and the range of smart phones they carried;
- Analysis of industry trends and outlook with discussions on technology and regulatory developments, as well as trends and mobile application adoptions by businesses and consumers;
- Telsyte's five-year forecast of the market from 2008 to 2012 in terms of subscribers, revenue and ARPU, by network generation, service, non-voice application type, user segment, and billing status;
- A comparative five-year forecast of 3G-based mobile broadband vs. WiMAX-based wireless broadband markets;
- A summary of major announcements and developments impacting the Australian mobile market in the past 15 months; and
- Conclusion and recommendations.

Published simultaneously with this study are two other Market Analysis and Forecast Series reports, namely:

- *Australian Telecom and Fixed Line Market, 2007 Review & 2008-2012 Forecast*, (Publication Number: 80476); and

- *Australian Enterprise Telephony Market, 2007 Review & 2008-2012 Forecast*, (Publication Number: 80478).

**Australian Mobile Market, 2007 Review & 2008-2012 Forecast** is a 46-page report costing \$2,995 (excluding GST) and includes 28 Figures and 9 Tables.

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