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## Market reports

# FOUR SCREENS AND THREE CLOUDS: TOP 10 TRENDS THAT WILL SHAPE THE AUSTRALIAN TELECOM MARKET IN 2010

December 2009

2009 has been a dramatic year shaped by the collapse of global financial markets that began at end of 2008 and the announcement in early 2009 that the Australian government would invest \$43 billion in a new high-speed national broadband network (NBN). The impacts of the NBN on the market, regulation, services, pricing and competitive landscape over the next few years will be far-reaching and industry-changing.

Amid the global financial and economic meltdown, 2009 saw Australia fare reasonably well. As predicted by Telsyte at the end of last year, the local telecom services market in 2009 has continued to expand, with total service revenue topping \$26 billion, an increase of 5% year-on-year. Mobile and broadband remained the industry's growth powerhouses.

As the year draws to a close with NBN continuing to dominate the headlines and a refuelled consumer convergence market on the horizon, Telsyte analysts have reflected on the developments that have taken place in the past 12 months and projected the major trends that will shape the industry in 2010.

**Four Screens and Three Clouds: Top 10 Trends That will Shape the Australian Telecom Market in 2010** is a 8-page report costing \$500 (excluding GST).

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