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TOO MUCH OF A GOOD THING: MANAGING AND MONETISING AUSTRALIA'S MOBILE DATA EXPLOSION

January 2010

Produced annually as part of Telsyte's *Technology Research Series*, this study offers a detailed discussion on the Australian mobile data explosion situation by providing:

- An analysis of the current situation supported by a five-year forecast of smartphone and mobile broadband users, plus the associated growth in mobile data bandwidth;
- An examination on the impacts of the mobile data boom on users, carriers' operations, as well as carriers' costs, revenue and profitability; and how well Telstra, Optus and VHA are positioned in response to rising mobile data demands;
- Practical cost-control and revenue-enhancing strategies that carriers can implement to not only mitigate but also benefit from those impacts, along with key consideration factors for those strategies;
- A focused discussion on mobile QoS, a strategy expected to be widely trialled and implemented by Australian carriers in 2010, based on Telsyte's recent primary research into the topic across eight international markets; and
- Telsyte observations and conclusion.

Too Much of a Good Thing: Managing and Monetising Australia's Mobile Data Explosion is a 23-page report costing \$3,995 (excluding GST) and includes 11 Figures and 1 Tables.

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