

# Global Broadband Statistics – The Next Generation

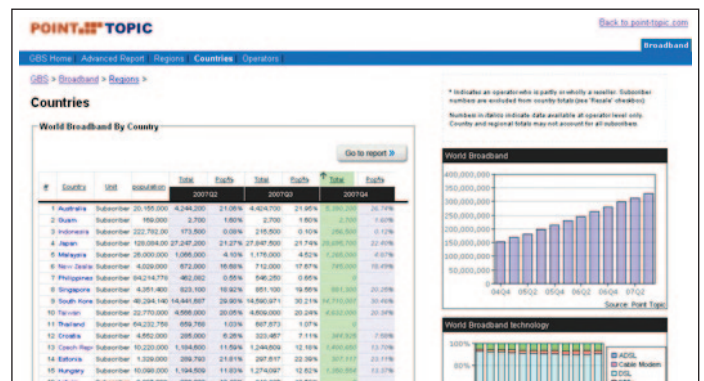


More operators in more countries, improved interface, advanced navigation and integration with the Operator Source service, enhanced query and reporting facilities are just some of the improvements that the latest update brings you.

The original and still the best resource for broadband data Point Topic, founded in 1998, has been gathering, analysing and continuously publishing global broadband data for a decade.

Regarded by many as the de facto broadband data provider we continue to deliver the most comprehensive, up to date, accurate and timely data sets available at the most cost effective prices.

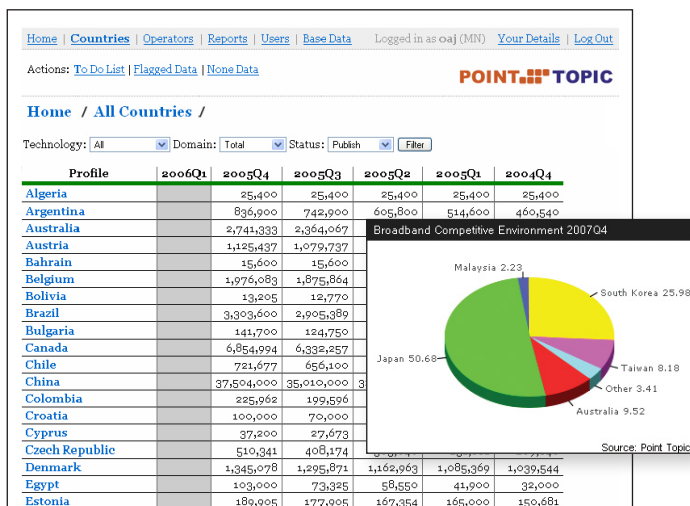
We have the most complete historical data set and the widest, and ever increasing, operator coverage in the market. Coupled with 5 year forecasts for the top 40 broadband countries Point Topic offers the broadest, most up to date and accurate set of subscriber numbers available.



## IPTV statistics now also available

In addition to broadband subscribers we have added IPTV subscription numbers to the Global Broadband Statistics database for no extra charge you get:

- Quarterly updates
- Data that has been researched and compiled by experts in the field using industry contacts, regulators, service providers, web research and information drawn from conferences and interviews
- Estimates where required – in a developing market place reporting is still prone to delays. We help smooth out the picture with estimated and interpolated data where necessary
- Tracking 62 operators in 32 countries at all stages of IPTV deployment – from tiny trials to matured mass-market rollouts. We will be adding operators on a regular basis
- Complete historical data coverage from the start of IPTV in early 2002 and for each subsequent quarter
- All major technology segmentation (ADSL2+, FTTH, FTTB, FTTC)



“...to actually gather the kind of data that Point Topic provides takes weeks and weeks and weeks of effort. It requires talking to people, it requires pouring through annual reports and filings – it’s not easy to get that granularity of data. That’s why people love Point Topic.”

Orhan Ertugrul, CEO – Enjenta

## What Global Broadband Statistics reveals

Point Topic covers broadband subscribers worldwide currently with data for more than 420 operators in 112 countries.

The GBSv2 database allows you to view the world of broadband on your desktop:

- Browse the information at world, regional, country and operator level – including sortable tables and graphs giving you immediate and easy access to the data and outputs you need
- Quarterly updates from a continuous research program give you the up to date overview of the broadband market as it is today
- Links to the Operator Source service give you single click access to country overviews as well as operator profiles (subscription required)
- Full source disclosure, including links, allows you to review the inputs we have gathered to collate the basic information
- Pre-configured reports let you quickly see the top level data including country penetration, operator market share, technology preferences
- Advanced reporting let’s you break the information down further by all broadband technologies (DSL, FTTx, cable, ADSL2+WiFi, WiMax and more) and by channel (retail, on and off net, wholesale and LLU)
- 5 year forecasts for the top 40 countries updated twice a year.

There is no better window on broadband than the Point Topic **Global Broadband Statistics** database.

## Global BroadBand Statistics methodology

Our analysts around the world collate information from multiple sources. Operator reports, regulators, press, other primary and secondary research as well as personal contacts with a network of individuals across the world in many of the ISPs we report on.

The data feeds into our central analysis stations and undergoes a rigorous, well established and continuously tested verification process. We check the inputs, collate and normalise the data and publish the results as soon as they are confirmed.

As a result you get access to the most accurate numbers available.

## Who should use Global Broadband Statistics and who does?

The simple answer is everyone involved in broadband. If you:

- Are an telco supplier, operator or ISP – be it fixed, mobile or virtual
- Providing online content
- Are a vendor of network equipment, modems or other supplier seeking the best positioning in the market
- Regulating
- Consulting on broadband issues
- Benchmarking regional, country or operator progress
- Analysing broadband for investment opportunities
- Marketing policy
- Marketing online or marketing to online suppliers and users

We help thousands of individuals in hundreds of organisations around the world make good decisions founded on the best inputs available. Why not let us help you?

## Ordering

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