

# WiMAX: Ambitions and reality. A detailed market assessment and forecast at the global, regional and country level (2006-2012)

The latest report from Senza Fili Consulting on WiMAX's prospects for growth

**WiMAX: Ambitions and reality** is an in-depth analysis of the opportunities and challenges that WiMAX presents over the next five years. It is based on an extensive forecast of subscriptions, devices in use, service revenues and equipment revenues.

In the next five years, WiMAX will become a mature technology for mobile broadband access and will be ready to take on the challenge from LTE. Initially, the largest opportunity for WiMAX lies in the fixed-access and nomadic market in emerging countries and in a few developed countries like the US.

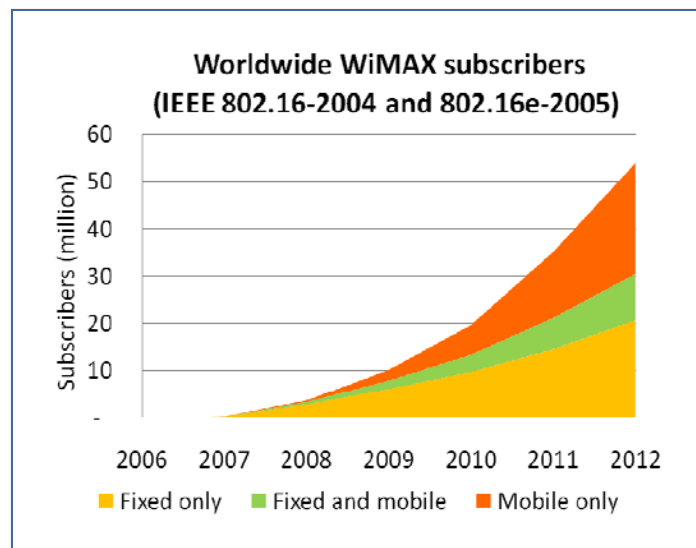
This will give WiMAX the opportunity to gain a strong foothold in the market, as mobile devices become commercially available and affordable to the mass market. With time, mobile access will gain more traction, as mobile operators commit to deploying high-capacity, low-latency, all-IP mobile broadband networks.

By the end of the forecast period, most subscribers will use WiMAX as a mobile technology. In developed countries, WiMAX is a natural evolution beyond 3G; in emerging markets, it may represent the first mobile broadband data network for subscribers. In all cases, WiMAX subscribers will increasingly use multiple devices linked to a single account, depending on where they are and which applications they are using.

It is not yet clear which technology, WiMAX or LTE, will win the battle to conquer the mobile broadband mass market. The stakes are high, as mobile broadband has the potential to become as pervasive as cellular voice. Both WiMAX and LTE use a similar set of technologies at their core so the performance will be comparable. At the end of the day, it may not matter much which one will prevail to operators and subscribers.

The report presents an overview of how we expect the market for WiMAX to develop, of the challenges faced by WiMAX operators, and of the market opportunity that the technology presents in different geographies.

Our analysis is based on a wide range of consulting engagements with network operators and vendors worldwide, on the development of in-depth business models to assess the market opportunity for different players, and on a continuous dialogue with the key players in the fixed and mobile broadband market.



## Extensive forecast (2007-2012) of WiMAX demand, service revenues and equipment revenues

### Regions

Asia Pacific, North America, Western Europe, Eastern Europe, Latin America, Middle East/North Africa, Sub-Saharan Africa

### Countries

Argentina, Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Korea, Mexico, Spain, Russia, UK, USA

### Forecast data for each country and region

- Fixed and mobile broadband subscribers
- Fixed and mobile WiMAX subscribers
- Data and VoIP service revenues
- Device types in use and sale volume
- Equipment revenues for network infrastructure and subscriber devices

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Author: Monica Paolini, Senza Fili Consulting, 207 pages, 133 figures

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