

Research forecast report

**Mobile broadband in Europe: forecasts and
analysis 2009–2014**

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5. Mobile broadband will become a major growth driver in the telecoms industry, despite the recession
6. Mobile broadband service take-up will increase dramatically, but ARPU will decline sharply
7. **Document map – Introduction, scope and methodology**
8. This report includes forecasts for 30 individual countries in Europe
9. The data annex includes the following measures
10. In the context of this report, we are using the following definition of ‘mobile broadband’
11. Four factors will drive growth in the mobile broadband market in Europe
12. There will be six waves of growth in mobile broadband penetration
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14. **Document map – Key trends in the mobile broadband market in Europe**
15. The number of mobile broadband connections will reach 140 million by 2014
16. Growth rates will vary from country to country
17. Casual users will dominate the installed base during the forecast period

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18. The consumer segment will account for 87% of connections in 2014
19. Prepaid services will gradually challenge the dominance of contract subscriptions
20. Growth in the number of mobile broadband connections will peak in 2012
21. Economic development, competition and quality of fixed services will determine mobile broadband penetration
22. Mobile broadband service adoption will be largely unaffected by DSL and cable penetration
23. Most users will employ mobile broadband services as a complement to fixed services
24. Sales of mobile broadband as a new or substitutive service will peak at the beginning and end of the forecast period
25. Many broadband households will have added mobile broadband as a complementary service by 2014
26. Mobile services will account for almost half of all broadband connections by 2014
27. Three factors will drive a decline in mobile broadband monthly ARPU
28. Contract subscriptions will continue to account for the majority of revenue
29. Consumers will account for the most revenue, but the business segment will continue to be valuable

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Document map

Executive Summary

Introduction, scope and methodology

Key trends in the mobile broadband market in Europe

Actions

Author, copyright and key to acronyms

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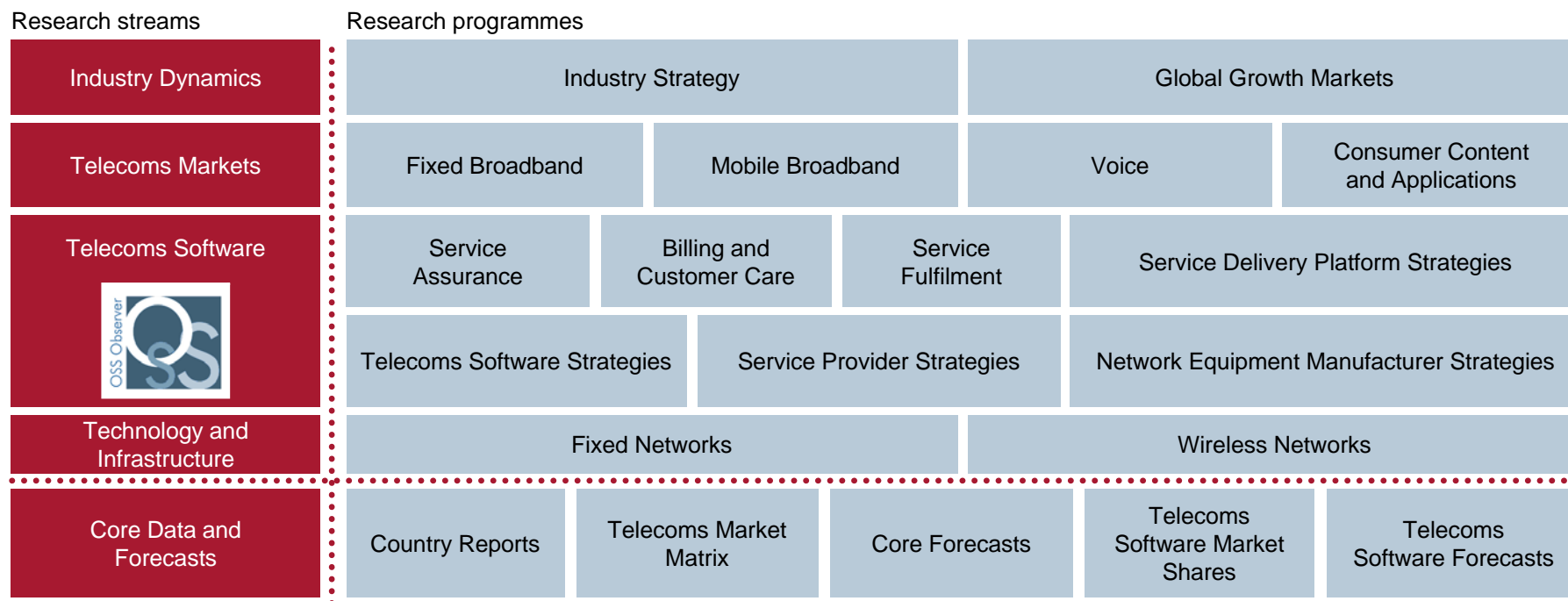
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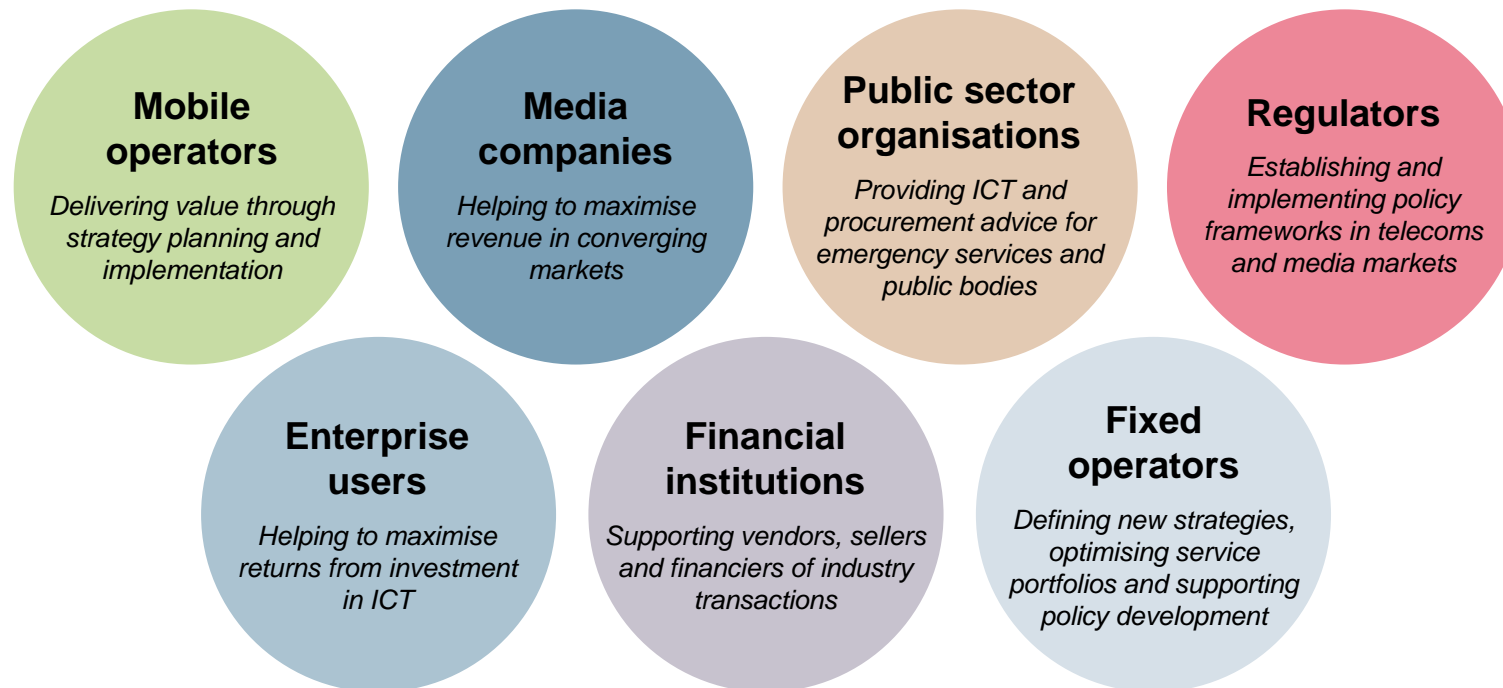


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