Strategies adopted by mobile operators to launch fixed broadband services: ten operator case studies

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About this report

This report outlines the approaches that ten different mobile-only operators have used to launch fixed broadband (FBB) services.

The report highlights the most common approaches used by mobile operators and discusses the advantages and disadvantages of each profiled operator's strategy.

The report is mainly based on:

- Analysys Mason's internal research on the consumer market
- Analysys Mason's proprietary historical data, prepared by the *Regional Markets* research practice

CASE STUDIES

- 2degrees (New Zealand)
- Digi (Spain)
- Iliad (Italy)
- Maxis (Malaysia)
- Odido (the Netherlands)
- Salt (Switzerland)
- T-Mobile (Poland)
- T-Mobile (USA)
- Vodafone (Australia)
- Vodafone (UK)

KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the most prevalent strategies that mobile operators are using to launch fixed broadband services?
- Which infrastructure do mobile operators use for offering fixed services?
- Which retail price strategy do mobile operators use when they enter the fixed market?
- Which mobile operators have been the most successful (in terms of fixed market share) in the fixed market?
- What are the main advantages and disadvantages of these strategies?

WHO SHOULD READ THIS REPORT

- Strategy, pricing and planning teams within mobile operators that are considering entering the fixed market.
- Strategy, pricing and planning teams within fixed-only and converged operators that want to develop a defensive strategy when/if a mobile operators is due to launch a fixed proposition.
- Other parties that are interested in the strategies adopted by mobile operators to enter the fixed market, such as regulators and infrastructure operators.

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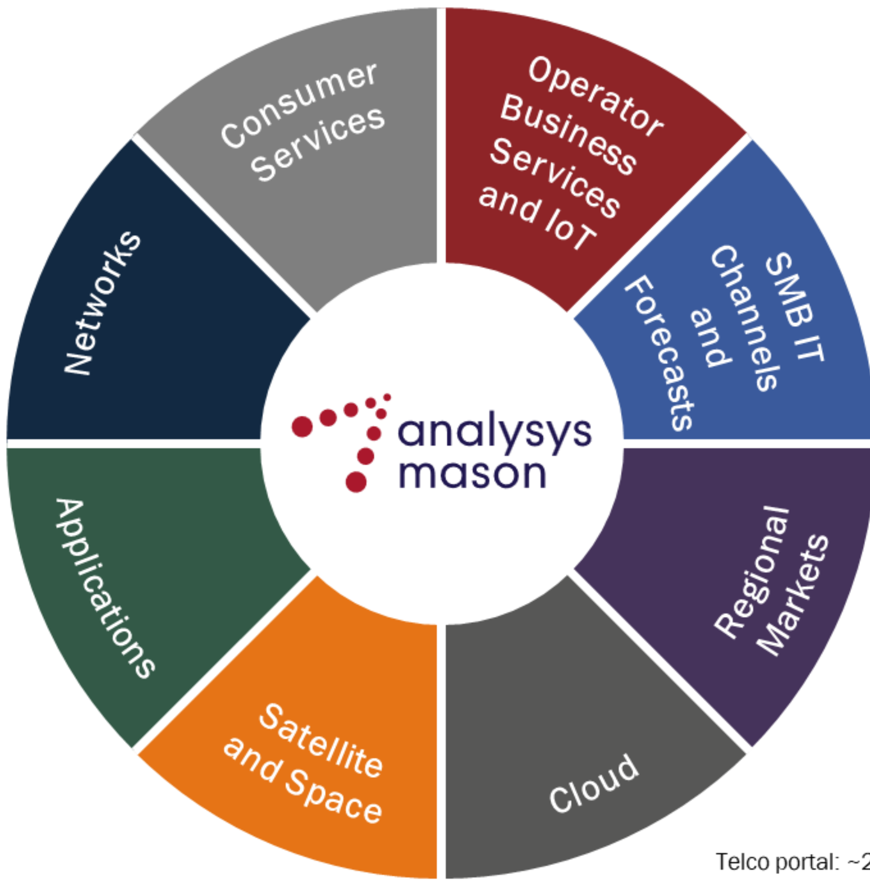

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