

LTE Mobile Broadband to Generate \$70bn in Revenues Within 5 Years According to Juniper Research

Submitted by: Juniper Research

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Hampshire, UK – 31st March 2009: LTE next generation technology is set to revolutionise mobile broadband services with dramatically increased speeds for both businesses and consumers over the next five years, a new study from Juniper Research concluded.

The Juniper Research LTE Mobile Broadband report (<http://www.juniperresearch.com/shop/viewreport.php?id=177>) found that revenues from LTE mobile broadband subscribers will exceed \$70 billion globally by 2014.

Broadband Consumer Electronics Devices

Juniper Research found that this exciting technology will create a new connected era for devices such as portable games consoles and digital cameras, with vendors already eyeing the prospects. In this way, LTE will bridge the gap between the mobile and consumer electronics worlds.

Challenges Ahead

However, the LTE Mobile Broadband report (<http://www.juniperresearch.com/shop/viewreport.php?id=177>) determined that there are several open issues that need addressing before the market takes off. Report author Howard Wilcox cautioned: "LTE will offer broadband speeds of up to 100mbit/s or more: this is at least five times faster than the best mobile broadband now and around 20 times faster than most people experience via fixed DSL. The challenge for mobile operators is how to make profits yet keep prices attractive enough for subscribers to sign up. It's all about the business case."

Further findings include:

- LTE's main markets will be the developed nations of North America, Western Europe, the Far East and China, which together will account for 90% of the market by 2014.
- Mobile commerce and payments, the mobile web and the need to return to economic growth will all drive mobile broadband.
- Although the recession could have short term impact, LTE's longer term prospects should not be adversely affected.

Juniper Research provides a balanced assessment of the opportunity represented by the rapidly developing and very topical LTE mobile broadband technology. The report includes a comprehensive six year forecasting suite of critical figures, data and analysis on enterprise and consumer subscriber take-up, devices, network access via dongles, cards and embedded capability, chipset shipments, ARPUs and service revenues. The report also evaluates the key mobile operators and vendors pioneering in this developing market.

Whitepapers and further details of the study, LTE Mobile Broadband Strategies: Consumer & Enterprise

Markets; Devices & Chipsets 2009-2014 (<http://www.juniperresearch.com/shop/viewreport.php?id=177>) can be freely downloaded from www.juniperresearch.com. Alternatively please contact John Levett at john.levett@juniperresearch.com, telephone +44(0)1256 830002.

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