

Service Provider Markets – Asia Intelligence Service

Part of the Service Providers and Markets Service Area

Analysis of Asia communications markets exploring country and regional market developments, and service provider strategy across mobile, broadband, pay TV and video services, with extensive data, forecasts and research from our 'in market' analyst team.

“ Omdia expects the COVID-19 crisis to have a less severe impact on the mobile market in Asia and Oceania than in other regions, with mobile service revenues in Asia and Oceania declining by just 2% YoY in 2020. ”

Matthew Reed
Practice Leader

Service Provider Markets – Asia Intelligence Service

Part of the Service Providers and Markets Service Area Package

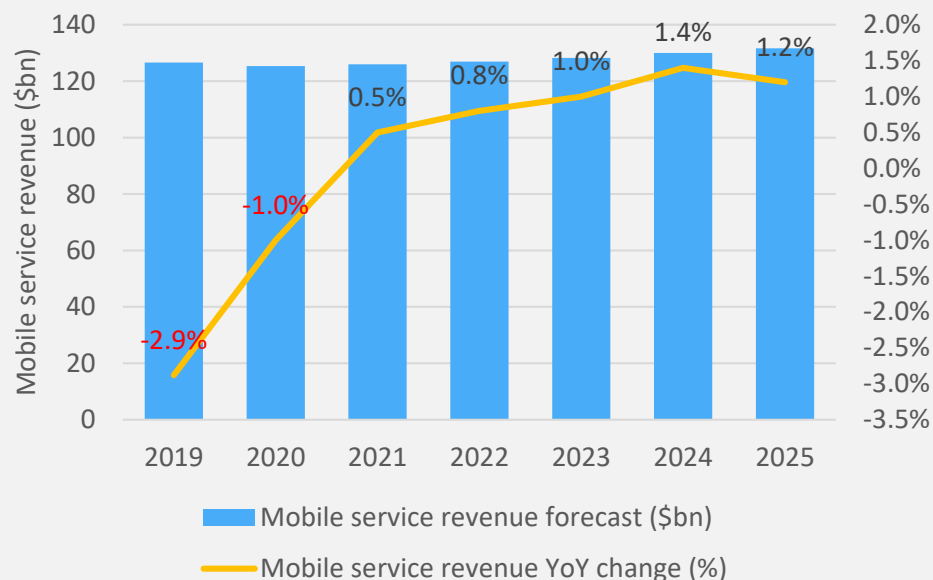
HOW OMDIA HELPS YOU

- Size and compare mobile, broadband, TV and OTT video markets in the region
- Understand major trends and competitive dynamics by country market
- Scrutinize service provider performance with case studies and operator profiles
- Assess the prospects for 5G and track service launches
- Assess and mitigate the impact of COVID-19

KEY QUESTIONS ADDRESSED

- How will service revenues and subscriptions for mobile, broadband, TV and OTT video services grow in key Asia country markets?
- How will COVID-19 impact service provider markets across the region, in both the short and medium term?
- What steps are service providers taking to defend their businesses against the impact of COVID-19, and how are they taking advantage of new opportunities?
- How are 5G service launches progressing across the region?
- What are the major trends across the region and key country markets?
- How are the major service provider groups performing and innovating, and how are they evolving their digital strategies?

China, mobile service revenue forecast, 2019-25



Service Provider Markets – Asia: Our Expert Analysts



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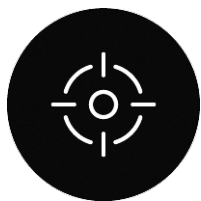


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Service Provider Markets – Asia: Deliverables



MARKET DATA

—Annual—

Comprehensive 5-year forecasts for major countries in the region for network traffic, 5G and mobile, fixed, TV and video markets.



TRENDS TO WATCH REPORTS

—Annual—

Major trends that Omdia expects to impact the Asia market over the next 12 months



COUNTRY REPORTS

—Annual—

Profiles of the major country markets in the region, with data and analysis for telecoms and TV sectors.



MARKET TRACKING

—Annual—

Service provider 5G launches and service providers' fixed–mobile convergence (FMC) activities in Asia



ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



ANALYST ACCESS

—Ongoing—

Prompt responses from Omdia's regional analyst team to urgent and unique questions.

Service Provider Markets – Asia: Market Data

Mobile, Broadband, TV, and OTT Video Forecasts

Five year subscription and revenue forecasts for telecoms and media markets covering mobile, fixed broadband, fixed voice, pay TV, TV advertising, and OTT video, for 17 country markets.

DETAILS

Frequency: Annual

Measures

- ARPU
- Service revenues
- Subscriptions
- Household penetration
- Population penetration
- Connections
- Advertising revenues
- Subscription revenues

Geographies:

- Central and Southern Asia (3 countries and rest of region)
- Oceania, Eastern and Southern Asia (14 countries and rest of region)

COVERAGE

Fixed broadband

- Wireline: Cable modem; DSL; Fiber; Other (ARPU, Service Revenues, Subscriptions, Household penetration)

Mobile

- 3G; 4G; 5G; Other (Subscriptions, Population penetration)
- Data; Voice; SMS (ARPU, Service Revenues)

Machine to person (M2P)

- Subscriptions

Machine to machine (M2M)

- Subscriptions

Fixed voice

- Wireline: Call revenues; Subscriptions revenues (Service revenues)
- Wireline: PSTN; ISDN; Fixed wireless telephony; Cable telephony; VoIP (Subscriptions)

TV advertising

- Multichannel TV (Advertising revenues, ARPU); FTA TV (Advertising revenues)

OTT video

- SLIN; SVOD (ARPU, Subscriptions, Household penetration, Subscription revenues)

Pay TV

- Cable TV; IPTV (ARPU, Service Revenues, Subscriptions, Household penetration)
- Digital DTH (ARPU, Service revenues)
- Pay digital DTH (ARPU, Revenues)

Free TV

- Connections, Household penetration

Service Provider Markets – Asia: Reports and Analysis

Trends to Watch Report

Major trends that Omdia expects to impact the Asia market over the next 12 months

Frequency: Annual

Our Trends to Watch reports provide an annual assessment of the major trends predicted to shape key markets in the region in the following year, with recommendations. Coverage: Asia, India, China, 5G

Market Forecast Reports

Analysis of the latest market developments with recommendations for key market players

Frequency: Annual

Omdia's Regional Outlook reports provide an update on the major trends and dynamics across the region's digital markets.

Country Reports

Profiles of key country markets in the region

Frequency: Annual

Detailed market summaries covering mobile, broadband, TV, and OTT video service segments, with insight into operator initiatives, M&A and regulation, with subscription, revenue, and technology forecasts for these services. Coverage: Australia, China, Hong Kong, Indonesia, Japan, Malaysia, Myanmar, New Zealand, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam.

Service Provider Markets – Asia: Market Tracking

5G Service Provider Tracker

Service provider 5G launches, operator 5G service announcements, and 5G initiatives in Asia split by country

Frequency: Quarterly

This tracker covers service provider 5G launches, operator 5G service announcements, and 5G initiatives. It includes 5G spectrum used for commercial services as well as 5G network-sharing agreements. It provides a detailed and comprehensive view of concrete 5G launch plans and the 5G-specific services offered.

Service Provider Fixed-Mobile Convergence Tracker

Service providers' fixed–mobile convergence (FMC) activities in Asia

Frequency: Quarterly

This tracker covers service providers' FMC activities at three levels: the corporate-level convergence of fixed/TV with mobile businesses, fixed/TV with mobile at commercial-bundling level, and fixed and mobile technology convergence for the provision of broadband services (convergence at a technology level).

Related Content: Service Providers & Markets Service Area Coverage



Service Area Package: Service Providers & Markets

Service Provider Strategies
Intelligence Service

Service Provider Markets
Regulation Intelligence Service

Service Provider Markets –
Americas Intelligence Service

Service Provider Markets –
Asia Intelligence Service

Service Provider Markets –
Europe Intelligence Service

Service Provider Markets –
MEA Intelligence Service

World Information Series –
Service Provider (WIS-SP)

5G Spotlight Service

World Cellular Information
(WCIS) Series Spotlight Service

World Telecoms Financial
Benchmarks Spotlight Service

World Broadband Information
(WBIS) Series Spotlight Service

World Cellular Investors
Spotlight Service

About Omdia's Service Providers & Markets Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts, leveraging the most comprehensive industry dataset available, will help you unlock value in entirely new and profound ways.

Custom Solutions

Omdia's consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.

Our “Ask an Analyst” service provides best in class customer support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.