

Is the Canadian mobile broadband market ripe to take off?



With >100 pages, this Report builds on extensive breakthrough research conducted by LYA

Mobile Broadband in Canada

Canada is on the edge of a new revolution in mobile services. On the demand side, there is the growing interest in, penetration and usage of broadband services by mobile users. On the supply side, the incumbent mobile carriers have been deploying their 3G networks, introducing leading edge handsets, smartphones and PDAs, and planning their migration to 4G, when eventually a single technology platform will likely transform the supply landscape. At the same time, following the completion of the AWS auction, there is likely to be an increase in the number of mobile networks in Canada.

The introduction in Canada by Rogers of the much-awaited iPhone in its new, enhanced 3G version was soon followed by the Samsung Instinct and the BlackBerry Bold, with the BlackBerry Storm and other handsets just waiting to make their appearance. These powerhouse devices form the front line of the battle for the mobile Internet, enabling consumers and businesses to experiment with on demand mobile broadband. Mobile data revenues reported by Canadian carriers have been rising rapidly, indicating that a significant and increasing portion of Canadian consumers benefit from mobile data services.

LYA has conducted extensive research into the mobile broadband market in Canada. This Report builds on research of mobile handsets assessing technology platforms and features (as of November 21, 2008) coupled with research on pricing and primary research on 3 separate occasions, with more than 1K respondents over 18 each time, over the last few months, among Canadian consumers across the country. **LYA has surveyed 22 mobile data applications**, including texting, for their use by Canadian mobile subscribers, as well as willingness to pay for mobile data services in addition to iPhone buying intentions.

With >100 pages, this LYA Report includes more than 60 Tables and 20 Figures to fully illustrate the status of all mobile service providers, the handsets and capabilities offered and mobile broadband applications. This Report is a “Must Have” for telcos, mobile service providers, broadcasters, content providers, equipment suppliers as well as investors, regulators and policy makers, as you finalize your plans for 2009. This Report provides insight to assess the following issues, among many others:

- * What is the market share of the various carriers, flanker brands (The Three Os) and other service providers across the country
- * What are the current capabilities of handsets offered by mobile service providers, 17 in total in LYA’s survey? Which handsets are offered by which mobile service provider? What are the strengths of each mobile service provider in terms of handset features such as camera phone, GPS, social networking, support of YouTube, mobile TV, etc.?
- * Of all mobile subscribers polled by LYA, close to 20% identified that they pay for data services as part of their mobile service – but how does this play out among demographic groups and in different parts of Canada? What is the percentage of mobile data users among Bell, Telus and Rogers subscribers?
- * Which mobile broadband applications are the most popular, with whom, and where?
- * How much are Canadian consumers willing to pay for mobile broadband? How does this compare to what they pay now and does it vary across the country?
- * How many 3G iPhones could Rogers expect to sell over the coming months and apart from upgrading their own customers, how are other Canadian carriers at risk of losing subscribers who want an iPhone? And much more...

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Mobile Broadband in Canada

Table of Contents

1. What are the key characteristics of the mobile Internet in Canada in 2008?.....	1
2. A Portrait of Canadian Mobile Subscribers and of Mobile Data Subscribers.....	7
2.1 MOBILE SUBSCRIBER DISTRIBUTION ACCORDING TO KEY DEMOGRAPHIC CHARACTERISTICS: PER PROVINCE, GENDER, AGE, INCOME, EDUCATION AND LANGUAGE FRENCH/ENGLISH.	8
2.2 THE THREE OS (THE FLANKER BRANDS) AND MVNOS AS WELL AS RESELLERS HAVE CAPTURED MORE THAN 10% OF TOTAL CANADIAN MOBILE SUBSCRIBERS; BUT, HOW MUCH MORE AND HOW DOES THIS PLAY OUT IN EACH REGION?...	14
2.3 WHAT ARE THE KEY CHARACTERISTICS OF CANADIAN MOBILE DATA SUBSCRIBERS IN 2008.....	21
3. The key features of mobile handsets offered in Canada.....	25
3.1 THE POOL OF HANDSETS BEING PROMOTED IN CANADA	25
3.2 THE INCREASING PROPORTION OF SMARTPHONES AND 3/3.5G HANDSETS BEING OFFERED	30
3.3 CANADIAN SURVEY OF KEY HANDSET FEATURES	35
3.3.1 <i>Handset hardware features: GPS, touch screens, high quality cameras and Wi-Fi</i>	36
3.3.1.1 Where am I? Where is my phone so I can find out?.....	36
3.3.1.2 Touch screen: the new must have feature.....	38
3.3.1.3 Can we finally put those hot spots to real use with mobile handsets? Yes and No.....	39
3.3.1.4 Please say “cheese” for my 5 megapixels camera phone!	42
3.3.2 <i>Entertainment features: MP3 sound quality, radio, video clips, Mobile TV as well as YouTube.</i>	45
3.3.2.1 I heard it on the radio... oops!... on my phone!.....	45
3.3.2.2 Video, Video, Video, and did we say Video with EVDO Rev A or HSPA for the full enchilada.....	48
3.3.2.3 Mobile TV: an enhanced offering but still no home run; and what about the impact of YouTube?.....	50
3.3.3 <i>Personal Communications features: social networking, Instant Messaging, e-mail as well as HTML and WAP 2.0 web surfing</i>	54
4. Mobile broadband applications – what are Canadians doing with their mobile services – and who wins or loses among the top three carriers.....	57
4.1 MESSAGING AND SOCIAL NETWORKING.....	59
4.2 BUYING AND CONSUMING ENTERTAINMENT ON THE GO; THE PREFERENCES OF CANADIAN CONSUMERS.....	63
4.3 FINDING THINGS OUT... INQUIRING CANADIANS WANT TO KNOW.....	66
4.4 SURFING THE MOBILE INTERNET	68
4.5 USING A LOT OF DATA ON MOBILE PHONES? TO SOME EXTENT	70
4.6 CANADIANS’ FAVOURITE MOBILE APPLICATIONS	72
5. Value of mobile broadband services.....	77
5.1 HOW MUCH CANADIAN SUBSCRIBERS PERCEIVE MOBILE BROADBAND TO BE WORTH.....	77
5.2 HOW MUCH SERVICES ARE WORTH BY DEMOGRAPHIC GROUP.....	81
5.3 TRANSLATING WORTH INTO VALUE ACROSS CANADA.....	85
5.4 PREFERENCES FOR PRICING STRUCTURE FOR MOBILE BROADBAND.....	88
6. The Market potential for the iPhone in Canada.....	91
6.1 HOW MANY CANADIANS WANT TO BUY AN IPHONE?	91
6.2 WILL THE IPHONE INCREASE CHURN AMONG OTHER CARRIERS AND ATTRACT NEW CUSTOMERS TO WIRELESS?.....	93
6.3 ARE CANADIANS WILLING TO PAY PENALTIES TO SWITCH PROVIDER TO GET AN IPHONE?.....	95
6.4 MARKET SHARE – BLACKBERRY VS IPHONE IN TERMS OF BUYING INTENTIONS.....	96
6.5 IMPACT OF PRICE POINTS.....	97
6.6 WHAT ARE CANADIANS LOOKING FOR IN AN IPHONE?.....	99
6.7 WHO WILL MAKE USE OF IPHONES AS A TOOL FOR BUSINESS.....	101
7. Appendix 1 – Detailed results of usage by mobile broadband application and ranking according to penetration.....	105



Mobile Broadband in Canada

LIST OF TABLES

TABLE 1 – MOBILE PENETRATION AMONG CANADIANS 18 YEARS OLD AND OVER IN TOTAL AND PER REGION.....	8
TABLE 2 – REGIONAL MOBILE SUBSCRIBER MARKET SHARE BY BRAND AND BY CARRIER	17
TABLE 2 – REGIONAL MOBILE SUBSCRIBER MARKET SHARE BY BRAND AND BY CARRIER	18
TABLE 3 – MOBILE SUBSCRIBER MARKET SHARE BY GENDER AND AGE GROUPS BY BRAND AND BY CARRIER.....	17
TABLE 4 – MOBILE SUBSCRIBER MARKET SHARE BY LEVEL OF EDUCATION AND BY RESPONDENT LANGUAGE BY BRAND AND BY CARRIER	19
TABLE 5 – MOBILE DATA SUBSCRIBERS IN TOTAL IN CANADA AND BY REGION	22
TABLE 6 – MOBILE DATA SUBSCRIBER DISTRIBUTION BY GENDER, AGE AND HOUSEHOLD TYPE	22
TABLE 7 – INCOME LEVEL AND EDUCATION OF CANADIAN MOBILE DATA USERS	23
TABLE 8 – MOBILE DATA SUBSCRIBER PENETRATION AMONG THE TOP 3 NATIONAL MOBILE CARRIERS	24
TABLE 9 – HANDSET VENDORS AND NUMBER OF HANDSETS BEING OFFERED BY EACH CANADIAN MOBILE SERVICE PROVIDER	27
TABLE 10 – NUMBER OF HANDSETS OFFERED EXCLUDING MULTIPLE MODELS WITHIN EACH SUITE.....	28
TABLE 11 – NUMBER OF HANDSET MODELS FOR EACH SUITE OFFERED IN CANADA.....	28
TABLE 12 – HANDSETS AND HANDSET VENDORS ACCORDING TO GSM VS CDMA TECHNOLOGY PLATFORM.....	30
TABLE 13 – PROPORTION OF SMARTPHONES OFFERED BY EACH MOBILE CARRIER AND SERVICE PROVIDER.....	31
TABLE 14 – HSPA AND EVDO HANDSETS OFFERED BY CANADIAN MOBILE CARRIERS*	34
TABLE 15 – A SUMMARY OF CAMERA CAPABILITIES SPLIT AMONG MAIN CARRIER BRANDS, THE THREE OS AND THE MVNOS/RESELLERS	43
TABLE 16 – RADIO OFFERINGS OF AMONG MAIN BRAND CARRIERS, THE THREE OS AND THE MVNOS/RESELLERS	47
TABLE 17 – VIDEO AND 3G/3.5G CAPABILITIES AMONG HANDSETS PER SERVICE PROVIDER	49
TABLE 18 – LIST OF BELL/TELUS AND ROGERS HANDSETS FEATURING YOUTUBE.....	53
TABLE 19 – THE AVAILABILITY OF PERSONAL COMMUNICATIONS FEATURES PER MOBILE SERVICE PROVIDER: FB AND MYSPACE, IM, E-MAIL, AND WAP 2.0 AS WELL AS HMTL BROWSERS	56
TABLE 20 – MESSAGING AND SOCIAL NETWORKING USAGE BY GENDER.....	59
TABLE 21 – MESSAGING AND SOCIAL NETWORKING USAGE BY AGE GROUP	60
TABLE 22 – MESSAGING AND SOCIAL NETWORKING USAGE BY REGION	61
TABLE 23 – MESSAGING AND SOCIAL NETWORKING USAGE BY INCOME AND HOUSEHOLD TYPE	62
TABLE 24 – MESSAGING AND SOCIAL NETWORKING USAGE BY CARRIER.....	62
TABLE 25 – ENTERTAINMENT-ON-THE-GO USAGE BY GENDER	63
TABLE 26 – ENTERTAINMENT-ON-THE-GO USAGE BY AGE GROUP	64
TABLE 27 – ENTERTAINMENT-ON-THE-GO USAGE BY REGION	64
TABLE 28 – ENTERTAINMENT-ON-THE-GO USAGE BY INCOME AND HOUSEHOLD TYPE	65
TABLE 29 – ENTERTAINMENT-ON-THE-GO USAGE BY CARRIER.....	65
TABLE 30 – ON DEMAND INFORMATION USAGE BY GENDER	66
TABLE 31 – ON DEMAND INFORMATION USAGE BY AGE GROUP	66
TABLE 32 – ON DEMAND INFORMATION USAGE BY REGION	67
TABLE 33 – ON DEMAND INFORMATION USAGE BY INCOME AND HOUSEHOLD TYPE.....	67



Mobile Broadband in Canada

List of Tables (continued)

TABLE 34 – ON DEMAND INFORMATION USAGE BY CARRIER.....	68
TABLE 35 – INTERNET BROWSING AND APPLICATIONS USAGE BY GENDER.....	68
TABLE 36 – INTERNET BROWSING AND APPLICATIONS USAGE BY AGE GROUP.....	69
TABLE 37 – INTERNET BROWSING AND APPLICATIONS USAGE BY REGION.....	69
TABLE 38 – INTERNET BROWSING AND APPLICATIONS USAGE BY INCOME AND HOUSEHOLD TYPE.....	69
TABLE 39 – INTERNET BROWSING AND APPLICATIONS USAGE BY CARRIER.....	70
TABLE 40 – HEAVY DATA APPLICATIONS USAGE BY GENDER.....	70
TABLE 41 – HEAVY DATA APPLICATIONS USAGE BY AGE GROUP.....	71
TABLE 42 – HEAVY DATA APPLICATIONS USAGE BY REGION.....	71
TABLE 43 – HEAVY DATA APPLICATIONS USAGE BY INCOME AND HOUSEHOLD TYPE.....	71
TABLE 44 – HEAVY DATA APPLICATIONS USAGE BY CARRIER.....	72
TABLE 45 – MOST POPULAR APPLICATIONS EXCLUDING TEXTING – GENDER, AGE, REGION.....	73
TABLE 46 – MOST POPULAR APPLICATIONS EXCLUDING TEXTING – INCOME, HOUSEHOLD TYPE AND BY CARRIER.....	73
TABLE 47 – TOP 5 APPLICATIONS EXCLUDING TEXTING BY GROUP – GENDER, AGE, REGION.....	74
TABLE 48 – TOP 5 APPLICATIONS EXCLUDING TEXTING BY GROUP – INCOME, HOUSEHOLD TYPE AND BY CARRIER.....	74
TABLE 49 – VALUE OF MOBILE BROADBAND BY GENDER AND AGE GROUP.....	78
TABLE 50 – VALUE OF MOBILE BROADBAND BY REGION.....	79
TABLE 51 – VALUE OF MOBILE BROADBAND BY CARRIER.....	80
TABLE 52 – WEIGHTED AVERAGE VALUE OF MOBILE BROADBAND BY REGION.....	85
TABLE 53 – INTEREST IN BUYING THE IPHONE BY REGION.....	92
TABLE 54 – LEVEL OF INTEREST IN IPHONE BY CARRIER AND AMONG NON-SUBSCRIBERS.....	93
TABLE 55 – SUBSCRIBERS WILLING TO PAY CONTRACTS CANCELLATION CHARGES TO SWITCH TO IPHONE.....	95
TABLE 56 – WILL NOT BUY IPHONE DUE TO EXISTING CONTRACT.....	96
TABLE 57 – BUYING INTENTIONS OF IPHONE VERSUS BLACKBERRY BY REGION.....	97
TABLE 58 – IPHONE BUYING INTENTIONS BY PRICE POINT AND CARRIER.....	99
TABLE 59 – ATTRACTIVENESS OF THE IPHONE BY GENDER.....	100
TABLE 60 – ATTRACTIVENESS OF THE IPHONE BY AGE GROUP.....	100
TABLE 61 – ATTRACTIVENESS OF THE IPHONE BY LEVEL OF EDUCATION.....	101
TABLE 62 – PERSONAL VS BUSINESS IPHONE USAGE BY GENDER AND AGE GROUP.....	102
TABLE 63 – PERSONAL VS BUSINESS IPHONE USAGE BY HOUSEHOLD TYPE.....	102
TABLE 64 – TYPE OF USAGE OF THE IPHONE BY REGION.....	103
TABLE 65 – USAGE AND RANKING OF 21 MOBILE BROADBAND APPLICATIONS BY GENDER.....	106
TABLE 66 – USAGE AND RANKING OF 21 MOBILE BROADBAND APPLICATIONS BY AGE GROUP.....	107
TABLE 67 – USAGE AND RANKING OF 21 MOBILE BROADBAND APPLICATIONS BY REGION.....	108
TABLE 68 – USAGE AND RANKING OF 21 MOBILE BROADBAND APPLICATIONS BY INCOME AND HOUSEHOLD TYPE.....	109
TABLE 69 – USAGE AND RANKING OF 21 MOBILE BROADBAND APPLICATIONS BY CARRIER.....	110



Mobile Broadband in Canada

List of Figures

FIGURE 1 – REGIONAL DISTRIBUTION OF MOBILE SUBSCRIBERS COMPARED TO OVERALL POPULATION 18 AND OVER.....	9
FIGURE 2 – DISTRIBUTION OF MOBILE SUBSCRIBERS BY GENDER	10
FIGURE 3 – DISTRIBUTION OF MOBILE SUBSCRIBERS BY HOUSEHOLD TYPE.....	11
FIGURE 4 – DISTRIBUTION OF MOBILE SUBSCRIBERS BY AGE GROUP	11
FIGURE 5 – DISTRIBUTION OF MOBILE SUBSCRIBERS BY LEVEL OF EDUCATION.....	12
FIGURE 6 – SMARTPHONE OPERATING SYSTEMS SUPPORTED BY MAJOR CARRIERS.....	33
FIGURE 7 – 2008/2007 EVOLUTION IN THE PROPORTION OF HANDSETS WITH GPS FEATURE PER MOBILE CARRIER	37
FIGURE 8 – PROPORTION OF TOUCH SCREEN HANDSETS OFFERED IN NOVEMBER 2008 PER MAJOR WIRELESS CARRIER	39
FIGURE 9 – THE AVAILABILITY OF HANDSETS SUPPORTING WI-FI ACCORDING TO MOBILE SERVICE PROVIDER.....	41
FIGURE 10 – 2008/2007 HANDSETS SUPPORTING MOBİTV FOR THE MAIN CARRIERS.....	51
FIGURE 11 – DISTRIBUTION OF VALUE OVER \$30 PER MONTH BY GENDER AND AGE GROUP.....	78
FIGURE 12 – DISTRIBUTION OF VALUE OVER \$30 PER MONTH BY CARRIER	80
FIGURE 13 – VALUE DISTRIBUTION OF MOBILE BROADBAND BY GENDER.....	81
FIGURE 14 – VALUE DISTRIBUTION OF MOBILE BROADBAND BY AGE GROUP	82
FIGURE 15 – VALUE DISTRIBUTION OF BROADBAND – THE INFLUENCE OF KIDS	83
FIGURE 16 – VALUE DISTRIBUTION OF MOBILE BROADBAND BY LEVEL OF EDUCATION	83
FIGURE 17 – VALUE DISTRIBUTION OF MOBILE BROADBAND BY INCOME LEVEL	84
FIGURE 18 – VALUE DISTRIBUTION OF MOBILE BROADBAND ACROSS CANADA	86
FIGURE 19 – VALUE DISTRIBUTION OF MOBILE BROADBAND BY CARRIER.....	87
FIGURE 20 – THE PREFERRED PRICING STRUCTURE FOR MOBILE BROADBAND	88
FIGURE 21 – WHICH MOBILE DATA USERS PREFER UNLIMITED MOBILE DATA PRICING PLANS	89
FIGURE 22 – IMMEDIATE INTEREST IN İPHONE AND DATA PLAN USERS BY REGION	92



About the Authors

LEMAY-YATES ASSOCIATES INC., founded in 1993, is a leading independent research and management consulting firm focused on communications markets at large. Our extensive project background combined with a solid reputation is the foundation on which high-value services are built. Coupling this with continuous monitoring of the global industry and staying abreast of the latest developments gives us the ability to maintain our leadership in high value-added advice and analysis. LYA is recognized as a key consultancy active in the Canadian mobile market for over 10 years. LYA has advised a number of key parties involved in the mobile industry, from carriers to content providers, conducting reviews and due diligences, market research, technology assessments, auction preparation, bid room support and providing auction tracking software.

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