

Is the Canadian mobile broadband market ripe to take off?



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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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About the Authors

Since 1993 Lemay-Yates Associates Inc., "LYA", has been providing consulting services to the telecom industry focused on business plan development, market research, spectrum licensing, as well as expert testimony and evidence in policy and regulatory matters. LYA is a key advisor to the telecom industry including at the Board and ownership level of many of its clients, helping to drive major investment decisions and strategy. LYA work in the wireless area has included business case and license valuation, due diligence of mobile and fixed wireless operators and technologies, policy development, auction strategy and support, and market research. LYA does independent research and has published a number of reports on telecom markets with topics covering Local Competition, CLECs, Foreign Investment, Mobile 911, Consumer Telecom, Mobile Broadband Services and others. **Please visit our web site at www.LYA.com.**

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