

Positioning WiMAX - How WiMax Stands Up To DSL, Cable, Wi-Fi and 3G

Description: This report helps operators assess the WiMax opportunity. Comparisons of WiMax, HSDPA and CDMA 1xEV-DO capabilities and availability timeframes allow mobile operators to determine the best broadband solution. Fixed operators can benchmark WiMax against other fixed wireless broadband technologies. The report also assesses the impact of the next generation WiMax, 802.16e, on mobility uses for fixed and mobile operators.

These days, WiMAX seems to be at the top of everyone's watch list and has become one of the most anticipated developments in the telecommunications world. Expectations are high for WiMAX, with the technology ultimately promising to deliver metropolitan area mobile broadband. Fact or fiction? This report looks beyond this hype to uncover the true promise of WiMAX.

In an attempt to gauge industry players' interest in WiMAX and understand their views, plans and concerns, we conducted an online survey encompassing 414 wireline and wireless operators and vendors. We then followed up with in-depth operator interviews. Survey results and feedback from operator interviews helped shape this Research's analysis of WiMAX and its prospects in both fixed wireless broadband and mobile markets as compared to other technologies including Wi-Fi, cable, DSL and 3G.

This report provides results of our online survey and operator interviews, and demand projections for 802.16d, 802.16e, Wi-Fi, cable, DSL, HSDPA, CDMA 1Xev-DO and total narrowband and broadband lines. We also examine our projections of wireline and wireless voice revenues.

Key Questions Answered

- What are the promises and shortcomings of WiMAX?
- What factors will drive WiMAX deployments by operators?
- Where will WiMAX be deployed?
- Does WiMAX pose a threat to wireline broadband?
- Does WiMAX pose a threat to 3G?
- Which customer segments will be addressed by WiMAX?
- Is WiMAX here to stay, or will it eventually peter out, like a number of other fixed wireless broadband technologies?

Who should read this report?

- Operators

This report will help operators ascertain the potential and capabilities of WiMAX and whether they should launch it. For mobile operators, the report provides a comparison of realistic availability timeframes for various technologies, and analyzes the impact that WiMAX, HSDPA and CDMA 1xEV-DO would have on each other. For fixed operators, the report benchmarks WiMAX against other fixed wireless broadband technologies.

- Vendors

Should vendors bother with a WiMAX solution in their portfolio? This report helps ascertain where the WiMAX opportunity lies for vendors, and provides insights for product positioning, from WiMAX as a stand-alone solution to WiMAX as a complementary mobile/fixed broadband solution.

- Financial Institutions

This report helps clear the fog surrounding the purportedly disruptive effect of WiMAX on existing service providers. Are investments safe, and what does WiMAX mean for service provider long term revenue? Does WiMAX extend the service provider addressable market? This report answers such

questions, and sheds some light on potential winners and losers.

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