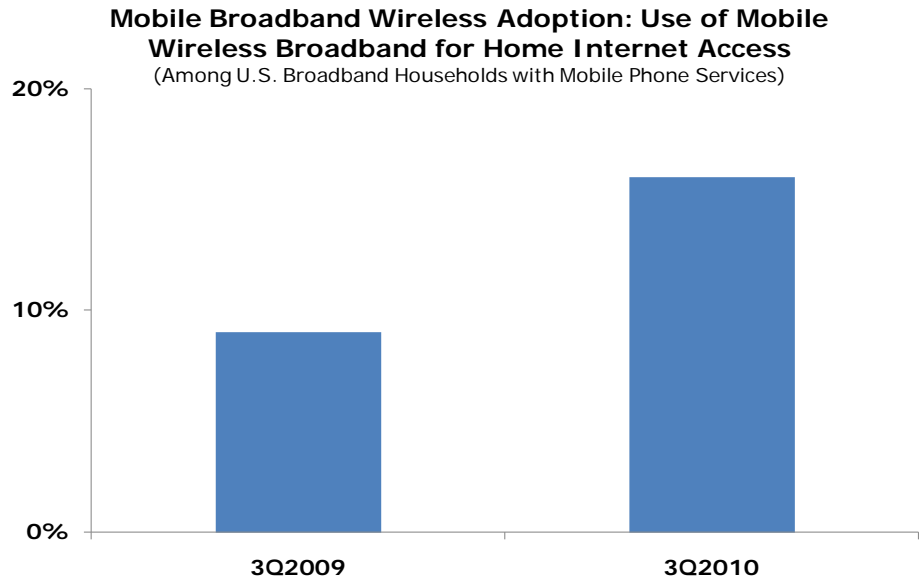


Synopsis

This report analyzes the trends in the mobile broadband market from both consumer and mobile service provider perspectives. It examines mobile operators' broadband initiatives, challenges, and strategies to better monetize opportunities from launching broadband enabled computing devices and related access and value-added services.

U.S. Mobile Broadband Wireless Adoption



Source: *Mobile Convergence Survey 2009 and Mobile Cloud Media Survey 2010*
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"Mobile operators promise better use experience with the forthcoming 4G mobile broadband technology. At the same time, the more capable mobile network will drive the adoption of bandwidth-consuming devices and services. Operators must balance mobile bandwidth needs with the goal to maximize their revenue potentials," said Harry Wang, Director of Mobile and Health Research with Parks Associates. "Over the next few years, we are going to see mobile operators fine tune their operating models and actively explore new revenue growth opportunities in both the consumer and enterprise markets."

Contents

The Bottom Line

- 1.0 Report Summary**
 - 1.1 Purpose of Report
 - 1.2 Scope of Report
 - 1.3 Research Approach
 - 1.3.1 Sources of Information
 - 1.3.2 Definitions and Classifications
- 2.0 Mobile Bandwidth Growth and 4G Service Deployment**
 - 2.1 Consumption of Mobile Bandwidth
 - 2.2 Mobile 4G: Finally Arriving
 - 2.3 WiMAX, LTE and Super Wi-Fi
 - 2.4 Operators' Mobile Broadband Strategy
- 3.0 Mobile Computing Devices**
 - 3.1 Adoption and Usage of Mobile Broadband Data Card
 - 3.2 Netbooks and Tablet Computers
 - 3.3 Consumer Interest in Mobile Broadband Devices & Services

4.0 Market Forecasts

- 4.1 Forecast Methodology
- 4.2 Sources of Information
- 4.3 Mobile Broadband Users: A Five-Year Global Forecast
- 4.4 Sales Forecasts of Data Cards, Netbooks and Tablet Computers

5.0 Market Implications and Recommendations

Figures

- Frequency of Internet Access on Mobile Phones in the U.S.
- Type and Frequency of Internet Activities on Mobile Phones in the U.S.
- Internet Activities on Mobile Phones: U.S. Adults vs. Teens
- CE Devices with Integrated Wi-Fi Capability
- Interest in Having Wi-Fi on Mobile Broadband Devices among Potential Buyers
- Global Mobile Carriers' Network Investment Initiatives
- Mobile Network Traffic Management Solutions and Services
- Global Mobile Carriers' Data Plan Pricing Strategies and Initiatives
- Business Profiles of Major Broadband Data Access Card OEMs
- U.S. Consumer Interest in Mobile Broadband Sharing Options
- iPad's Impact on Purchase Decisions on Other Mobile Access Platforms
- Global Mobile Carriers' Tablet Pricing and Data Plans
- Ownership and Purchase Intention of Mobile Computing Devices
- Interest in CE Devices with Mobile Internet Capabilities
- Preferred Mobile Data Pricing Types
- Price Expectations on Mobile Broadband Access with Sharing Options
- Companies Interviewed for the Report
- Global Mobile Broadband Subscriber by Mobile Technology (3G/4G): 2009-2015
- Global Mobile Broadband Subscriber Forecasts by Region (2009-2015)
- Global External Mobile Broadband Data Card Shipments by Region (2010-2015)
- Global Carrier Subsidized Netbook Sales by Region (2010-2015)
- Global Shipments of Tablets with Embedded 3G Connectivity (2010-2015)
- Evolving Mobile Ecosystem and Business Opportunities through Mobile Broadband

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