

IDC Releases 2007 Top 10 Predictions for Australia's Telecoms Market

2007 – With the path of 2006 already set, IDC's telecommunications and consumer research team expects that in 2007, the Australian telecoms and digital home markets will be characterised by significant technological advances and ever-changing business models in the name of convergence. "The advent of convergence is an inevitability and its execution, delivery, and impact in the market will be a persistent priority for industry stakeholders hoping to make 2007 the 'Year of the End User'," predicts Jerson Yau, Research Analyst, IDC Australia. IDC's study, titled "Australia Telecommunications Market, 2007: Top 10 Predictions," IDC Australia's telecommunications and consumer analysts present their collective views of the top 10 developments and trends expected to dominate the headlines in the Australian telecommunications and digital home markets in 2007. IDC's 2007 telecoms and digital home predictions are:

- # Australian telecom operators will experiment with Fixed-Mobile Convergence (FMC) technological trials, potentially resulting in early commercial launches.
- # Multimedia content, such as IPTV, and Video on Demand (VOD), will gain traction with consumers thanks to vast improvements in quality and delivery.
- # Multimedia networking will multiply, driven by online console gaming, the availability of online media, and the growing installed base of home WLANs.
- # Microsoft will continue its lead in the next generation videogaming race, but Sony will be hot on its heels, catching-up and regaining its leadership within two years.
- # High Definition DVD (HD DVD) will become the new Betamax, but next generation DVD adoption in Australia will not be as rapid as DVD adoption.
- # Off-the-shelf mobility management suites will become attractive propositions for organisations to launch, reign-in, and efficiently manage their mobility strategy.
- # Mobile marketing and advertising will make its presence felt, and will couple brand interests with mobile services in a bid to uplift the mobile channel.
- # Telemetrics will begin to gain considerable traction with smart metering deployments, initiatives in transit, advertising, and Location Based Services (LBS).
- # WAN Application Delivery (WAD) equipment will take off, driven by end users' network and application demands, and seeded into managed services' offerings.
- # Localised marketing campaigns, end-user education, and pre-packaged solutions of Unified Communications (UC) from vendors will drive end users' uptake.

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