

# **3G Launch Strategies: Critical Decisions on Services and Technology**

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Research and Markets has announced the addition of 3G Launch Strategies: critical decisions on services and technology to their offering.

Faced with uncertainty over the demand for new 3G services and a growing multitude of technology evolution paths, mobile operators must now commit to 3G network rollouts and service launches. Rather than being driven by 3G licence requirements, competitor actions or short-term cost savings, operators must take control of their own destinies.

Drawing on case studies of launched and planned 3G services from across the globe, 3G Launch Strategies: critical decisions on services and technology shows how an optimum set of 3G services can be defined and assesses the merits of alternative service strategies. It shows how to decide on the timing and pricing of new services, highlighting the need to take positive action without forcing services to market too soon, and considers the best mix of voice telephony, small-screen services (including video-on-demand) and high-speed Internet/intranet services.

Mobile operators need to make critical decisions about what will be required to support 3G services, including the choice of technology and the speed, depth and breadth of roll-out. By evaluating the diverse approaches being pursued worldwide, this report identifies the most appropriate technology choices for different service mixes, assessing the role of W-CDMA, EDGE, CDMA2000 and alternative wireless technologies such as WLAN, 802.16 and DVB.

3G Launch Strategies: critical decisions on services and technology answers the following key questions:

- What decisions and actions are 3G operators already taking on services and technology and why? What are the potential pitfalls?
- How do operators make the right decisions on 3G services and technologies to support service launch?
- What is the optimum mix of voice, small-screen data and high-speed Internet/intranet services?
- Can mobile operators realistically make money from fixed-mobile substitution?
- Where next for small-screen services? Does video-on-demand lead to a pot of gold?
- What is the role for Internet access - just faster mobile Internet for business users - or can it substitute for fixed DSL?
- What is the right mix of W-CDMA, EDGE and alternative technologies? Does WLAN have a long-term future? Is DVB a threat to 3G?

Who should read this report?

- Mobile operators: understand the options for 3G services and technology, the critical decision factors in choosing between them, and the impact of those decisions.
- Equipment and handset vendors: identify the factors influencing operator decisions on 3G (and other) technology investment.

-- Investors and analysts: understand the business opportunities (and risks) of 3G and the implications for technology investment.

This report contains detailed analysis and discussion under the following headings:

- 1 It is time for decisive action on 3G services and technology
- 2 Structured management of core measures is critical to 3G success
- 3 Early 3G launches lack robust service strategies
- 4 Operator 3G deployments and launches highlight critical technology decisions

For more information visit [www.researchandmarkets.com/reports/c3488](http://www.researchandmarkets.com/reports/c3488)

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