

For Immediate Release
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Home broadband to exceed 500 million connections by 2010

Global household penetration of fixed broadband continues apace, with total subscribers on track to break the 500 million barrier next year, according to recent research from Futuresource Consulting.

"More than 60% of all fixed broadband households on the planet are connecting using xDSL, where digital data transmission takes place over a local telephone network; while cable accounts for a little over 20%," says Patrik Pfandler, Senior Market Analyst, Futuresource Consulting. "And although markets in many developed countries are becoming saturated, alternative hot spots are starting to emerge: our research shows Africa and the Middle East will experience spikes this year that equate to 33% growth.

"Longer term, India is the country to watch out for over the next four years. With one of the lowest household penetration rates for fixed broadband at the moment - at just over 2%, or five million subscribers - the market is projected to grow five-fold by 2013, to almost 25 million lines."

Japan and South Korea lead the way when it comes to broadband speeds, with average download speeds of approximately 30Mb/s each. Looking to Europe, Sweden comes out on top, averaging 14Mb/s last year. In the US, the national average achieved last year was just 2.7Mb/s.

"Download speeds are becoming the next broadband battleground for the ISPs in developed countries," says Pfandler, "with network upgrades over the next four to five years providing a number of players with that much-needed edge in a commoditised market."

Notes

Futuresource Consulting is a specialist research and knowledge-based consulting company providing its clients with expertise in consumer electronics, digital imaging, entertainment media, broadcast, optical manufacturing, storage media and IT.

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