



# **The Broadband market**

## **An quick analysis**

### **of the Operators and their Gateways**

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# Cable and Telco operators > 1M Subs

The total number of Internet Subscribers is estimated 1.4 Billion  
+400 Million subscribers addressable through 60 operators

## Telecom Operators - 250M. Broadband Internet Subs.

América Móvil	Telefónica	Vodafone Group	AT&T	BT Group	Verizon Com...	KT Corpor...	Telkom Indone...	Cable...		
						Fron... Com...	KPN	Tele...	Tel...	
	Nippon Telegraph and Telephone	Orange S.A.	Deutsche Telekom	Telecom Italia	SFR	Swis...	Bh...	F...	Pr...	E...
							Bou... Telec...	Vi...	Te...	Te...
						A1...	Si...	A...	W...	E...

■ About 60 operators, **with more than a Million subs each**, allow to address a base of **+400 M broadband subs**

■ **It excludes China** where there are about another +400M subs

## Cable Operators - 150M Broadband Internet Subs.

Comcast	Charter Communications	UPC	BSNL (Bharat Sanchan Nigam Ltd)	KDDI	Oi	Foxtel	Kab... De... (Vo...)	Opti...	Net	Ro... Ca...	S... C...
								Telstra	S...	Vi...	Tel...
								Multi...	P...	Su...	S...A...
										M...	Co...

■ Globally

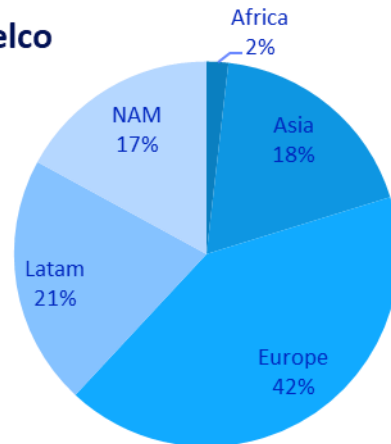
- ▶ 1/3 in NAM
- ▶ 1/3 in Europe
- ▶ 1/3 in Asia + Latam



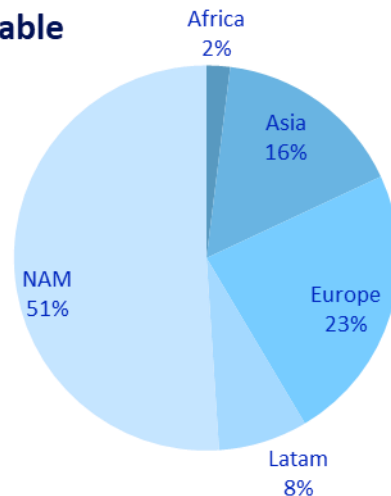
# Cable and Telco - Geography

## A difference between Europe and North America

Geography - Telco



Geography - Cable

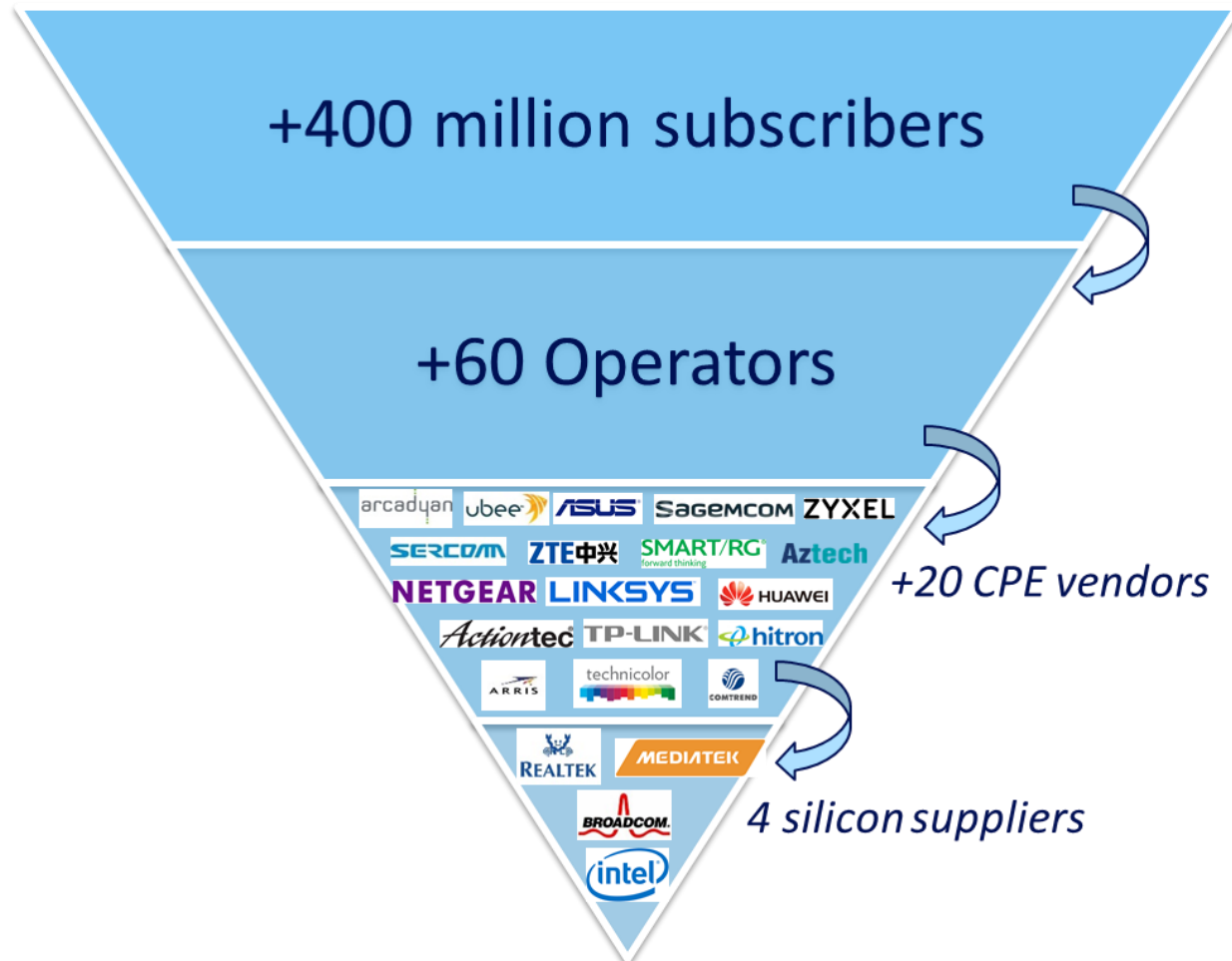


- *Note 1 : the analysis excludes China*
- *Note 2: it considers Operators with at least 1M subs*
- NAM is dominated by Cable operators
- NAM operators usually allow their subscribers to use their own modem or gateway, which is usually not the case in Europe where subscribers tend to use the box provided by the operator
- Operator box can be rent or can be purchased by the subscriber
- Important retail market in NAM, where a large part of end users prefer to buy their router
  - ▶ For savings (not paying CPE renting)
  - ▶ For better LAN performance (Wifi coverage)



# A highly consolidated vendor market

A few CPE vendors and a fewer SoC suppliers dominate the market



## The Broadband CPE market is highly consolidated

- About +20 CPE vendors cover the majority of the sales corresponding to +400 millions subscribers

## It relies on a handful of SoC vendors

- Broadcom, Intel, Mediatek, Realtek
- We simply looked at SoC and did not consider WiFi dedicated IC's like Celeno or Quantenna

## This offers a possibly efficient go-to-market for SW vendors with integration

- either by CPE vendors
- or as part of the SoC SW package



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