



# PORTIO RESEARCH

MARKET RESEARCH SERVICES MARCH 2009



# Company Overview

Portio Research Ltd is an independent UK-based research company, focussed on providing high quality market studies. For our large studies, we specialise in a tightly focussed niche within the mobile sector. We look at customers, I.E. mobile subscribers, and we look at network operators, and we focus mostly on the products and services that connect these two groups. We look at the relationships between operators, the products they sell and the people they sell them to, looking in particular at go-to-market strategies and how the products and services markets vary around the world. We cover network technologies and handsets where it is appropriate, but mobile content and non-voice mobile products, particularly messaging, are our core areas of expertise. For our wide range of smaller research studies, we cover all aspects of the mobile space.

## Portio's Value Proposition

Expertise in Mobile and Wireless Sector

Quality – Focus on highly intelligent data and analysis

Syndicated and Customised Research

Multi-lingual Capability

## Portio Serves Leading Edge Clients

- Mobile Network Operators
- Equipment Vendors
- Service and Application Developers
- Brand Owners
- Consultants
- Financers

# Our Products

## Syndicated Reports on topical subjects related to the mobile and wireless sector

Our research reports aim to address the current market issues and business trends that affect the mobile and wireless sectors, and we attempt to address the future outlook with market forecasts which sit somewhere between optimistic and pessimistic, ideally arriving at realistic. We aim to deliver market sizing data and analysis of current market topics in a timely and accurate fashion, using a combination of primary and secondary research derived from our extensive network of industry contacts, and market observation and experience.

Keeping in mind the varied requirements of our customers, we have recently launched Portio Direct to provide small and mid-sized reports and to augment the product portfolio of Portio Research.

### Portio Research Product Portfolio

- ◆ Mobile Entertainment Futures
- ◆ Mobile Messaging Futures
- ◆ Worldwide Mobile Market Forecasts
- ◆ Strategies for Driving Data ARPU

### Portio Direct Product Portfolio

- ◆ Vendor Profiles
- ◆ Market Strategies
- ◆ Regional Reports
- ◆ Sector Reports

# Portio Research Sample Product Offerings

## Mobile Entertainment Futures 2009-2013

This essential new report provides analysis and growth forecasts for mobile entertainment markets worldwide. With detailed briefings on mobile music, mobile games and mobile video services, as well as projections to 2013 on both a global and regional level, this new study is crammed with invaluable data that helps identify the next growth frontiers for mobile entertainment services and how to tap these future opportunities.

Please [click here](#) for more details.



## Mobile Messaging Futures 2009-2013

Back by popular demand, you can now order the 3rd edition of our best selling messaging report. This new edition is even bigger and better than ever before, packed with detailed market analysis, traffic and revenue forecasts and a new 2008 vendor survey. The report gives you all the data you need for SMS, MMS, mobile email and mobile IM markets worldwide, all packed into this massive 382-page report.

Please [click here](#) for more details.



# Portio Research Sample Product Offerings

## Worldwide Mobile Market Forecasts 2009-2013

Late in 2007 the total number of mobile subscribers worldwide passed 3 billion, and our new market forecasts report shows this figure is set to climb to more than 5.5 billion by the end of 2013. This detailed new resource book is packed with all the essential market forecast data you need with detailed country profiles for 73 key country markets. Packed with subscriber data, handset forecasts, MNO KPIs, ARPU and churn data and much more, you cannot afford to miss out on this valuable industry resource.

For full details please [click here](#).



## Strategies for Driving Data ARPU

This detailed new report will help you understand how best-of-breed mobile data services are driving world-leading high ARPU levels. In this report you can study 20 case studies of leading mobile network operators, which will help you understand the core strategies you need to adopt to drive class-leading non-voice service adoption. Complete with studies from Europe, Asia, North America and the Middle East.

For full details please [click here](#).



# Portio Direct Sample Product Offerings

## Tactical Positioning Report – iPhone vs. BlackBerry

RIM has been able to sustain its leadership in the mobile enterprise market to date in the face of competition from the likes of HTC and Nokia, but its sustainability is now being questioned with the popularity of Apple's iPhone. This new report provides you with an analysis of how BlackBerry is defending its leadership in the mobile enterprise market from attack by Apple's iPhone, and whether BlackBerry can weather the storm.

Please [click here](#) for more details.



## Market Impact Assessment – Femtocells 2008

Operators have been searching for solutions to improve indoor network coverage to increase the appeal of 3G networks and the consumption of mobile data services at home. This new report outlines what femtocells are, how they work, and why they're great news for 3G.

Please [click here](#) for more details.



# Portio Direct Sample Product Offerings

## Handset Vendor Profile: Nokia 2008

This substantial profile, in slide format, offers an overview of Nokia in 2008. This Nokia profile provides company overview, its history, recent mergers and acquisitions, key financial information, and overview of Nokia's business groups.

Please [click here](#) for more details.



## China 2008 – Market Growth Forecasts

Mobile Market Snapshots is an 83 part series that offers a brief statistical overview for a given mobile market. China 2008 – Market Growth Forecasts contains a brief statistical overview for the titular mobile market (including ARPU forecasts), as well as a brief overview of the worldwide and top ten mobile markets.

Please [click here](#) for more details.



# Our Services

In addition to syndicated research, we offer services spanning an entire spectrum from producing custom reports to managing databases and from conducting surveys to providing regular news-feeds.

## Services

Custom Research

Database  
Management

Surveys

Newsletters

- Present independent value-added data on the industry to help gain a clear picture
- Identify trends and release future outlook for the industry, enabling strategic initiatives
- Cost effectively supply quality content on market behavior to facilitate decision-making
- Provide intelligent information on competitors in an independent and cost-conscious way
- Keep updated about the latest happenings in the industry, saving you time and money

# Our Services

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## Services

Custom Research

Database  
Management

Surveys

Newsletters

We offer bespoke business research services, even at very short notice. Examples of such research might include:

- Market entry studies
- Product launch studies
- Commercialization studies
- Competitor profiles
- Market sizing and opportunity assessment
- Business case assessment, independent opinion

These custom-research services are designed to suit every client's unique and specific requirements. We derive intelligent insights from the data collected and help our clients take strategic decisions.

# Our Services

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## Services

Custom Research

**Database  
Management**

Surveys

Newsletters

We offer a range of database management services which can save you much valuable time and extensive internal resources, such as:

- Data cleansing
- Updating of existing databases
- Creation of new databases
- Constant market monitoring
- Advise on database structure and maintenance

# Our Services

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## Services

Custom Research

Database  
Management

Surveys

Newsletters

We conduct B2B and B2C surveys for our clients in multiple languages. We can conduct face-to-face, telephonic and web-based surveys. A few of the surveys conducted by us include:

- Perception analysis
- Branding efficiency
- Customer behavior analysis

Our clients can gain strategic information on the market and its competitors from our survey offerings.

# Our Services

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## Services

Custom Research

Database  
Management

Surveys

Newsletters

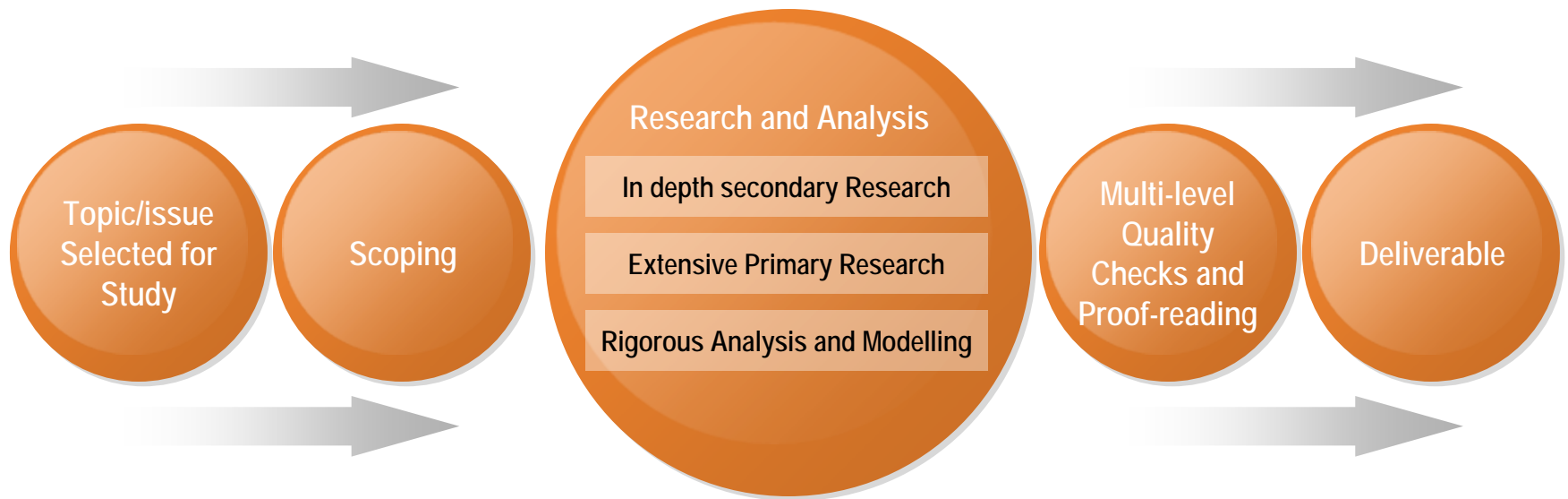
We offer regular news-feeds to our clients by writing customized newsletters on a periodic (daily/ weekly/bi-monthly/monthly/quarterly) basis. The newsletters are prepared by using live data, breaking news and the latest industry developments using our access to extensive paid and publicly available databases. The news can be analyzed and the impact on the end client assessed. Examples of a few topics covered are:

- Coverage of financial results
- Mergers and acquisition activities
- Networking equipment and services contracts

Clients with an urgent need-to-know requirement can benefit immensely from these services. We deliver the latest developments in the industry, in a crisp and easily readable format, so that the reader is always kept well-informed.

# Our Research Methodology

We use a blend of secondary research, primary research and estimation modelling to conduct our studies. Our research methodology is presented below.



# Our Clients

Our clients include leading network operators, OEMs, content providers and applications developers.

- Acision
- Adobe
- Afghan Wireless
- Airtel
- Alcatel-Lucent
- AMD
- American Express
- Amoi Electronics
- AT&T
- AVEA
- Bahrain Telecom Company
- Belgacom Mobile
- Bell Canada
- Bharti Airtel
- BT
- Cell C

- Cotel International BV
- Cisco
- Converse
- Cosmote
- Critical Path
- CYTA
- Deloitte Consulting
- Detecon Consulting
- Digicel Group
- DoCoMo Labs USA
- Dolby Laboratories
- Econet Wireless
- EMAP
- EMT Estonia
- ERA GSM
- Ericsson

- Ernst & Young
- Excelcom (Indonesia)
- France Telecom
- Gemalto
- Global Crossing
- Good Technology
- Harris Corporation
- Hewlett-PackardIdea Cellular
- InfoSpace
- iTouch Plc
- ITU
- Kyocera Wireless
- LogicaCMG
- Macrovision
- MasterCard
- MegaFon

# Our Clients

- Microsoft
- MobileOne Singapore
- MobiNil Egypt
- Mobistar
- Molex Corp
- Motorola
- Movitel Angola
- MTC Vodafone
- MTN
- NEC
- NeuStar
- Nokia
- Nokia Siemens Networks
- Novatel
- NTT DoCoMo
- O2
- Oman Mobile
- Openwave Systems Inc
- Optimus
- Orange

- Orascom
- Oz Communications
- PacketVideo Corp
- Plantronics
- Playboy TV
- Pannon GSM
- Polska Telefonia
- Proximus
- Qatar Telecom
- Qualcomm
- Rogers Wireless
- ROK
- Samsung
- Saudi Telecom Company
- Siemens
- Sprint
- Sierra Wireless
- SingTel
- Sony Corp
- Starhub

- Sunrise (TDC Switzerland)
- SurfKitchen
- Swisscom Mobile
- Sybase
- Syriatel
- Tata
- Tekelec
- Telenor
- Telefonica
- Telstra
- TruePosition
- Turkcell
- U.S.Cellular
- VeriSign
- Vimpelcom
- VIPnet Croatia
- Virgin Mobile
- Vodacom South Africa
- Vodafone Group
- Zain Group

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## Presentation from Portio Research Ltd.

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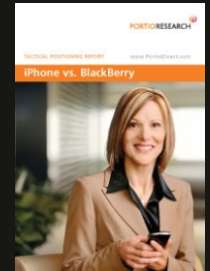
Portio Research Ltd is a UK-based research company focussing on the mobile space, providing reports, handbooks, directories and database products.

## Popular Portio Research reports available for immediate download now:

### Tactical Positioning Report: iPhone vs. BlackBerry

New report offering a critical look at the growing competition between the up-and-coming iPhone and the more established BlackBerry range of handsets which dominate the enterprise mobile e-mail space. Please [click here](#) for more details.

All PortioDirect.com reports are available now for immediate download in PDF format.



### Mobile Market Snapshot: China 2008

Mobile Market Snapshots is an 83 part series that offers a brief statistical overview for a given mobile market including (where available): number of mobile subscribers; mobile penetration (prepaid and postpaid); ARPU; key MNOs; SMS and MMS traffic; and number of active MVNOs. Snapshots are available from GBP 30 each. Check online at [www.portiodirect.com](http://www.portiodirect.com) for full details.

All PortioDirect.com reports are available now for immediate download in PDF format.



### Mobile Operator Group Profile: Vodafone Group

Vendor profiles include the MNO Profile series, covering major operators around the globe, including Vodafone Group, America Movil, France Telecom, Telefonica and many more. Please [click here](#) for more details.

All PortioDirect.com reports are available now for immediate download in PDF format.



If you have any questions or if we can be of any assistance to you, please contact us by e-mail: [info@portiodirect.com](mailto:info@portiodirect.com)