



ConnectedView

Forecasts and Monitors

New networks, devices and cloud-sourced content are creating a Connected Experience that is changing the very nature of how we live, work and play. We call this the era of the connected user, and predict its revenue impact will soar to \$2 trillion by 2014. What will your share of this market be? Which geographies offer the greatest potential? How should your products and services evolve to meet this demand?

ConnectedView Forecasts and Monitors deliver a complete picture of the global wireless and wired connectivity landscape—helping service providers, infrastructure vendors, software companies, mobile device manufacturers and others turn opportunity into revenue. Our ConnectedView Forecasts deliver more than 1 million data points predicting future technology trends, product adoption, pricing and more, while our Monitors track financial and product data for more than 100 leading companies worldwide.

These data tools help market intelligence organizations, product management and executives make critical business decisions, including:

Business planning:

Access detailed technology, competitor and regional data at your fingertips to help develop and support future business plans.

Product development:

See which technologies are growing, which features and services are most popular and what your competitors are doing.

Market expansion:

Evaluate business opportunities within global regions by technology, features and vendor.

Sales initiatives:

Gain insight into market segmentation by company size, technology and geographic distribution.

How can you leverage Yankee Group insights to succeed?

Our ConnectedView Forecast and Monitor data reveals:

- Yankee Group forecasts a total of 134 million registered 4G lines worldwide in 2014, compared with 2.8 billion 3G lines in the same year.
- In 2010, operators in Italy had the highest proportion of prepaid subscribers in Europe: 84 percent.
- By 2014, Yankee Group predicts Symbian will drop to 35 percent of the advanced OS mobile phones in use, while BlackBerry will hold 23 percent, iPhone 18 percent, Android 11 percent, Windows Mobile 7 percent and Linux 5 percent.
- Yankee Group predicts that 112 million cable modems will be sold in 2014 with a CAGR of 15 percent since 2005.

ConnectedView Forecasts and Monitors

Yankee Group Forecasts and Monitors provide a robust view of the global connectivity market – meeting the needs of a wide variety of businesses, from carriers to device makers to infrastructure vendors. They are delivered as Excel files or through our new online data visualization platform, making it easy to find the data you need, create graphics, save custom worksheets and share information with colleagues. All our Forecast and Monitor products feature industry-leading documentation clearly communicating the assumptions, sources, methodology and more for every metric.

ConnectedView Forecasts include historical sales and usage data, as well as five-year projections in 18 forecast segments.

Forecast Segments

Consumer Telephony	Demographics
Consumer Broadband	Mobile Devices
Consumer Connected Devices	Enterprise Mobile Services
Subscription TV	Enterprise Mobile Applications
Consumer Mobile Services	Enterprise Telephony
Consumer Mobile Applications	Enterprise Broadband
Consumer Messaging	M2M
Mobile Transactions	Cloud Computing
Digital Advertising	Corporate Data

ConnectedView Monitors track historical and current product and financial data for more than 100 operators worldwide, including:

- **Product metrics:** Orders, shipments, usage and churn
- **Financial metrics:** Revenue, margins, ARPU, average selling price and minutes of use
- **Market share:** By region and technology

Yankee Group Forecasts and Monitors Online

Our innovative new online data visualization platform enables you to dig deeper into the data and spot patterns, trends and important changes needed for business-critical decisions. Visit www.yankeegroup.com/visualize to see a demo and learn more about our new online platform, including:

- Intuitive, Web-based search capabilities help you dive into all the data available in your subscription using simple keyword searches and filters.
- Easily sort through your results to find just the data, regions and companies you need, then pull the data into your own custom worksheet for further manipulation, comparison, graph creation, and export to Excel or PowerPoint.
- Conveniently share and save data points, visuals and worksheets with team members and colleagues.
- Choose line, bar or pie graphs that can be exported as PPT, XLS or JPEG files. Select the output type, either table or chart, and group by metric or location.

About Yankee Group

Yankee Group is a research and advisory firm that analyzes the impact of Connected Experiences across networks, devices and content. Headquartered in Boston, Yankee Group has a global presence, including operations in Europe, the Middle East, Africa, Latin America and Asia-Pacific.