



# Middle East Consumer Telecom Services

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Middle East Consumer Telecom Services* research provides in-depth data and analysis on consumer telecoms services markets in the Middle East, specifically the six GCC countries, Egypt, and the Levant. The service helps local and multinational telecommunications operators plan their consumer market strategies, based on detailed understanding of consumer demand, the competitive environment, regulatory environment, and emerging technologies.

## Markets and Subjects Analyzed

- Egypt, Saudi Arabia, United Arab Emirates, Bahrain, Kuwait, Qatar, Oman, Jordan, Lebanon
- Consumer broadband access services (including fixed-line, mobile, and WiMax)
- Mobile entertainment services
- Content development initiatives
- Mobile payments
- IPTV and pay TV
- Subscriber data and retention strategies

## Core Research

- Middle East Consumer Broadband 2011–2015 Forecast
- Competitive Landscape of the Middle East Consumer Mobile Market, 2011
- Middle East Pay TV and IPTV 2011–2015 Forecast
- Middle East FTTH Strategies
- Content Development Initiatives in the Middle East

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Middle East Consumer Telecom Services](#).

## Key Questions Answered

1. How is consumer telecoms demand evolving as the region grows and consumer spending choices expand?
2. How are regulatory moves affecting consumer telecoms opportunities, and what will happen in the future? What about increased broadband availability?
3. Which value-added services are proven winners in the consumer space elsewhere, and what is their potential here?
4. How is the changing competitive environment affecting the major telecoms service providers in the region? Who are the winners and what are the lessons to be learned?
5. How are fixed and mobile services and networks coexisting, competing, or converging in the region, and what are the network strategies that will succeed in the long term?

## Global Thought Leadership and Local Perspective on the Consumer Market

### IDC MIDDLE EAST

Services Data  
Surveys  
Telco Relationships

### IDC WORLDWIDE

Market Intelligence  
Strategic Knowledge  
Analyst Field View

### CONSUMER MARKET CHALLENGES

Customer Segmentation  
New Service Types  
New Technical Capabilities  
Margin Preservation  
Heavier Competition  
Content Licensing and Delivery

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## Competitive Analysis

IDC's *Middle East Consumer Telecom Services* research reviews strategies, market positioning, and future direction of several providers in the greater Middle East, including:

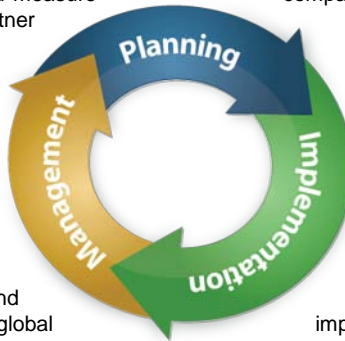
- Incumbent telcos and new licensees
  - Multinational service providers entering the market
  - Consumer content and application providers
  - Telecom equipment vendors
  - Content providers
  - Regulators
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## Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results.

**Consulting:** Target growth opportunities, develop strategies for a flexible service model, enabling us to meet the needs of emerging markets and technologies, assess and measure custom market segments, drive global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global and local market analysts. Tailored offerings such as ExpertROI® use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

**Go-to-Market Services:** Engage prospects through high-value IDC-branded assets and intelligently architected campaigns. This global marketing and editorial expertise center within IDC provides



companies large and small. Deliverables range from a single call-to-action incentive to a series of IDC and/or cobranded programs designed to strengthen multitouch, global media campaigns.

**Events:** Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.

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## Unparalleled Coverage of End-User Requirements Across Vertical Industries

Whether you are a technology buyer or provider, IDC Insights' research translates today's global end-user requirements and trends into business opportunities for your organization. With dedicated businesses targeting energy, financial services, government, healthcare, manufacturing, and retail, IDC provides unmatched integration of global technology and vertical industry expertise to deliver industry-specific customer intelligence that gives clients a powerful business advantage.

Connect and engage with a global network of business and IT professionals in the first-of-its-kind end-user community at <http://idc-insights-community.com>.



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