

<p>Synopsis</p>	<p>Femtocell's Appeal to U.S. Broadband Consumers</p>												
<p>This report updates the current state of 3G and 4G deployments across the globe and analyzes the drivers for convergence between fixed and mobile networks. It explores new revenue opportunities coming out of the fixed-mobile convergence trend and provides global forecasts for services and technologies built around fixed-mobile convergence.</p>	<p style="text-align: center;">Appeal of Femtocell Benefits</p> <p style="text-align: center;">"Please rate the appeal to you of each of femtocell's benefits." (Among all BB HHS)</p> <table border="1"> <caption>Appeal of Femtocell Benefits Data</caption> <thead> <tr> <th>Benefit</th> <th>% finding benefit very appealing (i.e., rating 6-7)</th> </tr> </thead> <tbody> <tr> <td>Improved battery life of phones</td> <td>~55%</td> </tr> <tr> <td>Cheaper in-home voice calling/mobile data costs</td> <td>~55%</td> </tr> <tr> <td>Better in-home coverage/signal strength</td> <td>~50%</td> </tr> <tr> <td>Higher mobile Internet speed</td> <td>~40%</td> </tr> <tr> <td>Enhanced video & audio downloading/streaming speed</td> <td>~30%</td> </tr> </tbody> </table> <p style="font-size: small;">Source: Consumer Femtocell Study 2010, a Custom Project done by Parks Associates for Femto Forum © Femto Forum</p>	Benefit	% finding benefit very appealing (i.e., rating 6-7)	Improved battery life of phones	~55%	Cheaper in-home voice calling/mobile data costs	~55%	Better in-home coverage/signal strength	~50%	Higher mobile Internet speed	~40%	Enhanced video & audio downloading/streaming speed	~30%
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<p>Publish Date: 1Q 11</p>	<p>"The proliferation of mobile services based on 3G and 4G technologies places pressure on the mobile operators to alleviate some of the bandwidth demand by offloading traffic onto fixed networks," said Harry Wang, Director of Mobile Research with Parks Associates. "Service providers are taking this opportunity to bring about a convergence in fixed and mobile services through innovative technologies with the aim of reducing churn and increasing ARPU."</p>
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