

Market Clarity

Australia's Source for Telecommunications Intelligence

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Market Clarity Launches “The State of Broadband Infrastructure in Australia” Report and Broadband Research Portal

- *Will OPEL, NextG, and new DSL broadband deployments overlap existing regional coverage?*
- *Broadband Research Portal identifies latest research on broadband in OECD countries*

Sydney, AUSTRALIA – EMBARGO: 5 February 2008. Award-winning telecommunications analyst firm Market Clarity today released a report that analyses the relationship between new regional broadband initiatives (such as OPEL and Telstra’s NextG) and existing telecommunications infrastructure. The company has also published a Broadband Presentation Pack that identifies the location of Australia’s telecommunications infrastructure and provides unique information on ownership, use, and capabilities.

This self-funded report, *The State of Broadband Infrastructure in Australia*, identifies a large overlap between the government funded OPEL network and existing wireless broadband investments. Many of the companies now offering fixed wireless broadband have focused on regional deployments, and are therefore likely to find themselves in competition with the OPEL WiMAX rollout. On the other hand, the existence of a wholesaler with a broad regional presence will create new opportunities for retailers to launch widespread regional services.

Market Clarity has also found surprisingly high ADSL2/2+ availability in Australia. More than 9.6 million individuals in over 3.7 million households live in exchange areas in which ADSL2/2+ has been deployed¹.

Market Clarity also launched today a free *Broadband Research Portal* on its website, (<http://www.marketclarity.com.au/freebies/>) which provides links to the latest official research on broadband take-up in OECD countries. The *Broadband Research Portal* sources can be viewed alphabetically by country, by compilation reports (where broadband standings from multiple nations are compared), or in its entirety. Links to non-OECD nation statistics will be added by Market Clarity on a progressive basis.

According to Market Clarity CEO, Shara Evans, *The State of Broadband Infrastructure in Australia* represents two years of research to collate, analyse, and identify the location of Australia's broadband infrastructure.

"The information is unique. It provides a 'can't get it anywhere else' resource for decision-makers and architects of public policy and planning on broadband for Australia," she said.

"It lets you know where the infrastructure is, who owns it, and how it is being deployed."

According to Evans, the information detailed in the research provides a comprehensive extension to the *Telecommunications Infrastructure Report Card*² released by Engineers Australia in December 2007, which drew upon Market Clarity's extensive telecommunications infrastructure database.

"The Engineers Australia Report concludes that Australia is reasonably well served by its telecommunication infrastructure," she said.

"However, the Report also calls for a strategic plan and long-term vision for Australia's telecommunications infrastructure to overcome the inequitable service divide between cities and the country. It also calls for strategy to encourage the uptake of newer technologies, sooner."

¹ Market Clarity notes that the ability to receive ADSL2/2+ is subject to distance limitations, good quality copper lines, and the absence of technological interferers such as pair gain systems. These factors will impact the actual number of individuals and households who are able to utilise ADSL2/2+.

² The *Telecommunications Infrastructure Report Card* is available at http://www.engineersaustralia.org.au/news/news/news_article.cfm?obj_uuid=D04D68B0-D501-A30D-8288-5179BB1B726A

Shara Evans said: “*The State of Broadband Infrastructure in Australia* research takes this information a leap further, with a wide range of geospatial maps depicting the availability of Australian broadband infrastructure.”

“It provides well researched information on the location of key telecommunications infrastructure – as well as highlighting areas of the nation that require further attention. It also outlines the current and future needs for higher bandwidth speeds by various sectors.”

She said *The State of Broadband Infrastructure in Australia* research would be a highly sought after resource for decision-makers developing policy on gigabit connections to the home over the next decade.

“These services need to be affordable for users. To rollout ultra high-speed broadband, and maintain this level of affordability, will require an extended ROI period, which could easily span more than a decade.”

Full details on “*The State of Broadband Infrastructure in Australia*” research are available from Market Clarity, info@marketclarity.com.au.

The State of Broadband Infrastructure in Australia costs \$5000+GST. Alternatively customers can purchase a presentation pack which provides key statistics and infrastructure maps covering both broadband and backhaul infrastructure, also for \$5000+GST. A bundle comprising both the report and the presentation pack can be purchased for \$7500+GST.

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About Market Clarity

Winner 2007 ACOMMS Award for Professional Services to the Telecommunications Industry. Market Clarity was founded by leading Australia telecommunications researcher and strategic consultant, Shara Evans. The firm covers all aspects of telecommunications, including traditional and converged services and technologies. Market Clarity is known for its thought leadership in key areas of emerging technologies and services, such as the burgeoning Australian VoIP market. Its databases of technical and market information cover a wide range of facts and figures on the technologies and services that are shaping the telecommunications market. Its insights are derived from a deep understanding of technology, coupled with comprehensive research, which examines each segment of a service's value chain as well as underlying population demographics. By leveraging its engineering knowledge, Market Clarity provides insight, intelligence and advice on all aspects of the Australian telecommunications market. Market Clarity's unparalleled market knowledge and research databases are brought to all of our consulting engagements. Market Clarity is headquartered in Sydney, Australia. For more information please go to <http://www.marketclarity.com.au>.