



Wireless Services – Europe

Current Analysis provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business.

COMPANIES COVERED

- 3
 - BASE
 - Blyk
 - Bouygues Telecom
 - Google
 - KPN Mobile
 - Mobistar
 - Movistar
 - Nokia
 - O2/Telefonica Europe
 - Orange Group
 - Proximus Mobile Belgium
 - TDC Mobile
 - Tele2 - Mobile
 - Telecom Italia Mobile (TIM)
 - Telenor Mobile
 - TeliaSonera Mobile
 - T-Mobile
 - Virgin Media
 - Vodafone Group
 - Wind
 - Yahoo!
- And more...

The Current Analysis **Wireless Services - Europe** module covers the dynamic and rapidly changing landscape of the cellular market in Europe. With the advent of 3G services, network operators, service and content providers, and consumers are facing a more complex competitive landscape. New third generation wireless players are emerging to compete against today's incumbents, which in turn face the dilemma of building third generation networks while still maintaining strong subscriber growth with their traditional GSM services. As a result, all parties are re-evaluating their requirements and looking to find the best solutions to meet their changing needs for communication, information and services.

The Wireless Services - Europe module covers the important tactical and strategic developments in the consumer marketplace, covering new services and tariffs, wireless Web strategies (including both base level implementation as well as applications that leverage the wireless Web platforms) and the deliberations of the major players and international operators entrenched in the European market.

This coverage encompasses both today's GSM-based networks as well as the longer term strategies for third generation services, including proposed infrastructure sharing strategies, as well as related major developments in the traditional GSM marketplace and the new technologies such as WAP, GPRS and Bluetooth that will ease the existing market towards the 3G goal of IP based, broadband wireless communications.

About **Current Analysis**

Current Analysis provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business. This is achieved through the rapid delivery of tactical, actionable intelligence to help fast-paced companies compete in the highly volatile telecommunications, networking, and business software markets.

Please visit us as at: <http://www.currentanalysis.com>

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AVAILABLE PRODUCT
ASSESSMENTS

- Mobile Portal (Europe)

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This CurrentCOMPETE™ module includes:

- **Customizable email updates** delivered either daily or weekly to alert subscribers of the module to new analysis available in key areas of interest.
- **Actionable event reports** which provide rapid analysis of significant competitive events in the market including new product releases, M&A activity, trade show announcements and newly formed alliances.
- **Company Assessments** which provide in-depth analysis of individual companies and analysis of their competitive positioning in specific market segments.
- **Market Assessments** which provide analytical evaluations of specific market segments, including market size, projected short-term and medium-term market growth and stability, business and market drivers as well as company ratings.
- **Comparison feature** allowing module subscribers to create dynamic, side-by-side comparisons of companies' strengths and weaknesses.
- Product-specific analysis related to each module – including product metrics – are available separately as **Product Assessments**.



How We Deliver

Current Analysis is the preeminent source for tactical competitive intelligence and analysis. Our CurrentCOMPETE™ platform provides real-time analysis of breaking industry events, as well as intelligence reports on the markets, companies and products that are shaping the telecom, networking, and business software industries. By providing timely and comprehensive intelligence, we enable organizations to successfully counter competitive threats, and offer effective solutions to emerging challenges.

Our business model and solutions are built on the foundation of solid, quality intelligence and data, making **Current Analysis** the leader for competitive intelligence demands. We serve more than 30,000 users at over 250 enterprise clients, representing preeminent firms in the telecommunications, information technology and consumer electronics industries.

Current Analysis retains over 40 worldwide industry experts. Their frontline perspective and industry experience ensures you receive the best market information and analysis available - delivered within 48 hours of major industry events.

Please visit us as at: <http://www.currentanalysis.com>

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