

Asia Fixed Broadband 2017 – Global Market Size, Trends, Opportunities and Growth

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[Asia - Fixed Broadband Market 2017](#)

Executive Summary

South Korea and Japan are the leading two countries in Asia with regards to internet penetration with penetration reaching 91% in 2016. Behind South Korea and Japan are Singapore (84%), Taiwan (83%), Azerbaijan (79%), and Hong Kong (79%). China leads in terms of overall number of internet users in 2016 (730 million), followed by India (290 million), Japan (115 million) and Indonesia (63.1 million).



The expansion of broadband was for a long time a phenomenon limited to the developed economies, with narrowband dial-up access being the norm in the majority of the poorer developing countries of the region. However this has been gradually changing. In those economies, there is now increasing access to broadband, both DSL and cable modem platforms have both proved popular, with DSL establishing a clear advantage. More recently, we have seen the arrival of FttX as an alternative platform for broadband access in Asia.

China leads the fixed broadband market in terms of both overall subscribers and market penetration. Subscribers reached 213 million in 2016 and market penetration reached 53%. Although China boasts the largest number of broadband connections in the world, annual growth rates are subsiding as housing penetration reaches levels indicative of market maturity. China Telecom and China Unicom are the largest suppliers of fixed broadband.

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However, fixed broadband services will continue to grow based on the sheer volume of data traffic as the market shifts from:

- Connecting people to connecting devices;
- Increasing usage of cloud services;
- Increasing bandwidth demands from higher quality HD and 4K streaming services.

Key highlights of the fixed broadband market in Asia in 2016:

- South Korea and Japan are the leading two countries in Asia with regards to internet penetration.
- Behind South Korea and Japan are Singapore, Taiwan, Azerbaijan, and Hong Kong.
- China leads in terms of overall number of Internet users, followed by India, Japan and Indonesia.
- China leads the fixed broadband market in terms of both overall subscribers and market penetration (53%).
- South Korea holds second place with fixed broadband subscriber penetration of 41% in 2016.
- Hong Kong takes third place with fixed broadband subscriber penetration of 32 % in 2016.

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Table of Contents – Analysis of Key Points

1. Regional analysis

1.1 Internet statistics

1.2 Fixed Broadband Statistics

9. China

9.1 Introduction and statistical overview

9.1.1 Market analysis

9.1.2 Broadband statistics

9.1.3 Forecast broadband subscribers – 2016 - 2021

9.2 Regional Broadband Network Plans

9.3 Fibre-to-the-Premises (FttP) and Fibre-To-The-Home (FttH)

9.3.1 Introduction

9.3.2 Recent Developments

9.3.3 China Telecom

9.3.4 China Unicom

12. India

12.1 Market Overview and analysis

12.2 Broadband statistics

12.2.1 Internet statistics

12.3 National Broadband Policy

12.4 National Broadband Plan

12.5 Forecasts – broadband subscribers – 2016; 2018; 2021

12.6 Fixed Broadband Service Providers

12.6.1 Bharat Sanchar Nigam Ltd (BSNL)

12.6.2 Bharti Airtel

12.6.3 Hughes Telecom

12.6.4 Mahanagar Telephone Nigam Limited (MTNL)

12.6.5 Atria Convergence Technologies (ACT)

12.6.6 Vodafone

12.6.7 Internet Service Providers (ISPs)

12.7 Fixed Broadband Technologies

12.7.1 Hybrid Fibre Coax (HFC) networks

12.7.2 Digital Subscriber Line (DSL) networks

12.7.3 Fibre-to-the-Premises (FttP) and Fibre-To-The-Home (FttH)

12.7.4 Fixed wireless

14. Japan

14.1 Introduction and statistical overview

14.1.1 Market Overview and analysis

14.1.2 Broadband statistics

14.1.3 Forecasts – broadband subscribers – 2016; 2018; 2021

14.2 Fixed Broadband Technologies

14.2.1 Hybrid Fibre Coax (HFC) networks

14.2.2 Digital Subscriber Line (DSL) networks

14.2.3 Fibre-to-the-Premises (FttP) and Fibre-To-The-Home (FttH)

14.2.4 Fixed wireless

14.2.5 Other fixed broadband services

27. Singapore

27.1 Market analysis

27.2 Broadband statistics

27.3 Fixed Broadband Service Providers

27.3.1 Overview

27.3.2 Singapore Telecom (SingTel)

27.3.3 StarHub

27.3.4 MobileOne (M1)

- 27.3.5 MyRepublic
- 27.4 Fixed Line Broadband Technologies
 - 27.4.1 Hybrid Fibre Coax (HFC) networks / Cable Modems
 - 27.4.2 Digital Subscriber Line (DSL) networks
 - 27.4.3 Fibre-to-the-Premises (FttP) and Fibre-To-The-Home (FttH)
 - 27.4.4 Fixed wireless (WiFi and WiMAX)
 - 27.4.5 Voice over Internet Protocol (VoIP)

- 28. South Korea
 - 28.1 Market analysis
 - 28.2 Broadband statistics
 - 28.2.1 Broadband subscribers by access type
 - 28.2.2 Internet users
 - 28.2.3 Internet usage patterns
 - 28.2.4 Forecasts – broadband subscribers – 2016; 2018; 2021
 - 28.3 Broadband Technologies
 -Continued

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