

2008年亚洲宽带市场分析研究报告

报告大纲

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一、报告简介

观研报告网发布的《2008年亚洲宽带市场分析研究报告》涵盖行业最新数据，市场热点，政策规划，竞争情报，市场前景预测，投资策略等内容。更辅以大量直观的图表帮助本行业企业准确把握行业发展态势、市场商机动向、正确制定企业竞争战略和投资策略。本报告依据国家统计局、海关总署和国家信息中心等渠道发布的权威数据，以及我中心对本行业的实地调研，结合了行业所处的环境，从理论到实践、从宏观到微观等多个角度进行市场调研分析。

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订购电话: 400-007-6266 010-86223221

电子邮箱: sale@chinabaogao.com

联系人: 客服

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二、报告目录及图表目录

摘要This market report provides a comprehensive overview of the broadband Internet segment of the market across the various economies of Asia. Asia makes a strong claim to be leading the world when it comes to the development of broadband Internet. In fact, in 2008 after the mobile market, broadband is the fastest growing telecom market segment in Asia. The energetic expansion of broadband, however, has remained more of a phenomenon limited to the developed economies, with narrowband dial-up access being the norm in the poorer developing countries of the region. Of course, there are signs that this is changing, but for the moment there is a 'digital gap'. In those economies where the broadband market is taking off, DSL and cable modem platforms have both proved popular, with DSL having had a clear advantage. With DSL dominating the world market, Asia has become the leading market in the world for DSL, with about 38% of the world's DSL subscribers. More recently, we have seen the advent of FttH as an alternative platform for broadband access. In the leading technology markets of Japan and South Korea FttH is starting to displace other forms of high-speed Internet access. With broadband Internet continuing to take Asia by storm, the region's broadband market finds itself dominated by six players. And these are predominantly the economies of North Asia. South Korea, Hong Kong, Singapore, Macau, Taiwan and Japan, for the moment at least, have left the rest of the region behind in terms of penetration and sophistication of their broadband services and infrastructure. Of these leading countries, South Korea is the most remarkable example of the Asian broadband revolution, with a broadband subscriber penetration in mid-2008 greater than 31%, while more than 90% of households in the country have a high-speed broadband Internet connection. **目录及图表**Table of Contents

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