

2008年全球热区市场报告

报告大纲

观研报告网

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一、报告简介

观研报告网发布的《2008年全球热区市场报告》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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二、报告目录及图表目录

摘要Wi-Fi and hotspots have become commonplace; however, resistance to paying for access remains high. Over the last 12 months hotspot operators have gone through some profound changes to survive in a market where demand increases while willingness to pay for the service decreases. 2008 hotspot market includes the following: End-user data on how and where the service is used. End-user data around willingness to pay for hotspot services. Supply-side analysis on how operators are changing their business strategies. Global forecasts for hotspot venues and access revenues. 目录及图表Executive Summary Introduction Methodology Changes With Users Changes in Use Changes in Paying Changes With Service Providers Increased Bundling Amenity Service Advertising Expanded Service Offerings Market Consolidation The Return of In-Flight Access Forecasts Related In-Stat Reports List of Tables Table 1. Global Hotspot Forecast, 2007 Through 2012 Table 2. Global Hotspot Forecast by Region, 2007 Through 2012 Table 3. Global Hotspot Deployment Forecast by Venue, 2007 Through 2012 Table 4. Global Hotspot Access Revenues (US\$ in Millions), 2007 Through 2012 List of Figures Figure 1. Global Forecast for Hotspot Deployments, 2007 Through 2012 Figure 2. Past Experience With Public Wi-Fi Hotspots Figure 3. Frequency of Hotspot Use Figure 4. Reasons for Using a Hotspot Figure 5. When Have/Would Respondents Use a Public Hotspot Figure 6. Where Respondents Have Previously Used Hotspots Figure 7. Devices Respondents Have Previously Used to Access Public Hotspots Figure 8. Barriers to Using Public Hotspots Figure 9. Expectations for Future Hotspot Use Figure 10. Reasons for Expected Increase Use Figure 11. Types of Previously Used Hotspots—Free vs. Fee Figure 12. Free Hotspot Access Influence on Venue Selection Figure 13. Willingness to Pay for Hotspot Access Figure 14. Amount Willing to Pay for One 24-hour Hotspot Session Figure 15. Amount Willing to Pay for Monthly Hotspot Service—Business Use Figure 16. Amount Willing to Pay for Monthly Hotspot Service—Personal Use Figure 17. Features/Applications That Would Persuade You to Pay for Hotspot Access Figure 18. Does Your Company Have Hotspot Service Subscription

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