

CANADIAN
HOME PHONE SERVICES
MARKETREPORT



2015 EDITION

NBI / MICHAEL SONE
ASSOCIATES INC.

www.nbicanada.com

**CANADIAN HOME PHONE SERVICES
MARKET REPORT, 2015 EDITION**

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About This Report

This is NBI/Michael Sone Associates' 15th report on the Local Services Market in Canada. Unlike previous versions, which covered both consumer and business telephony, the 2015 edition focuses solely on consumer services. NBI/Michael Sone Associates covers the business telecom voice market in two other publications: **Canadian SIP Trunking Market Report** and **Canadian Hosted PBX Services Market Report**.

The extensive primary research that is the hallmark of all NBI/Michael Sone Associates' reports was carried out over the past several months as the residential telephony market continued to evolve. Information, both quantitative and qualitative, was analyzed and organized so as to provide the reader with a detailed understanding of the background, current state and probable future of the local services sector. The final product, **Canadian Home Phone Services Market Report, 2015 Edition**, is the most detailed research report available on this industry.

The consumer telephony services market will experience a myriad of developments over the coming months that NBI/Michael Sone Associates will continue to track.

Following an introduction, NBI/Michael Sone Associates provides detailed quantitative data in Section 2 that measures and forecasts market size, shares and growth for incumbents and competitors.

Section 3 looks at some the current trends within the market among various industry segments.

Section 4 presents the all-important Corporate Profiles (12 in total) that provide a wealth of qualitative and quantitative information including marketing strategy, product development, competitive positioning, bundles, pricing and impacts of regulatory developments.

The report is supported by 29 Exhibits (including 17 company-specific tables) that examine line and subscriber counts, revenues, retail vs. wholesale analysis, and VoIP vs. TDM trending for 2013-2018.