

CANADIAN
INTERNET SERVICE PROVIDERS
MARKET REPORT



2012 EDITION

NBI / MICHAEL SONE
ASSOCIATES INC.

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CANADIAN ISP MARKET REPORT
2012 EDITION

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About This Report

The **Canadian Internet Service Providers Market Report, 2012 Edition** is NBI/Michael Sone Associates' ongoing analysis of the Canadian ISP market and continues to be the most comprehensive and rigorously researched document available on the subject.

At around 70 pages, this edition of the report is divided into three main sections. The first is an overview that discusses major issues, developments and technology pertinent to the industry including the growth of broadband penetration, the maturation of the market and the impact of wireless access technologies. This overview is punctuated with four figures illustrating five-year subscriber and revenue growth trends. The second section provides qualitatively and quantitatively comprehensive individual profiles of 13 significant national and regional ISPs and their subsidiaries. These include the individual telco, cableco and other carriers, as well as the larger independent, non-aligned ISPs. The third section contains three detailed exhibits, which illustrate cableco and telco broadband subscribers & revenues, market shares, business versus consumer data, segmentation by level of broadband service and forecasts through 2014, along with provincial subscriber distribution. Each industry segment has been explored so that the report presents services offered and planned, marketing activities, pricing, as well as technology and application trends.

Please note that the mobile Internet market is examined and discussed in depth in NBI/Michael Sone Associates' **Canadian Mobile Wireless Communications Services Market Report**. ISP subscriber totals and revenues in this report's exhibits do not include mobile Internet customers. Also, fixed wireless access is treated in greater depth in our upcoming **Canadian Wi-Fi/WiMAX Market Report**.