

CANADIAN  
LOCAL TELECOM AND VoIP SERVICES  
MARKET REPORT



2012 EDITION

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ASSOCIATES INC.

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MARKET REPORT, 2012 EDITION**

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## **About This Report**

This is NBI/Michael Sone Associates' thirteenth report on the Canadian Local Telecom Services Market. 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 Local Services Market has undergone many changes. 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 Local Telecom and VoIP Services Market Report, 2012 Edition**, is the most detailed research report available on this industry.

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

Following an introduction and definition of Local and VoIP services and participant sectors in Sections 1 and 2, NBI/Michael Sone Associates provides detailed quantitative data in Section 3 that measures the size of the market, the growth for incumbents and new entrants in both the business and residential sectors over a six-year period (2009 to 2014), and forecasts the share of the market by lines and revenues to be held by the various participants. Included as well are forecasts for the VoIP market, segmented by industry sector (ILEC, cableco, etc.) and by business versus consumer. (It should be noted that all reference to "lines" within the report refers to wireline local access lines unless explicitly stated otherwise.)

Section 4 looks at some the current trends within the market among various industry segments.

Section 5 presents the all-important Corporate Profiles (13 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 39 comprehensive Exhibits that examine line and subscriber counts, revenues, business and residential analysis, bundling, and provincial and city-specific data.