

Australia and New Zealand Telecommunications Market

IDC's *Australia and New Zealand Telecommunications Market* research combines broadband market, mobile market, and digital services research at both wholesale and retail levels. It includes coverage of the broader market opportunities and ecosystem dynamics of the market for digital services and telecommunications in New Zealand. The research identifies strategies for revenue growth, positions competing vendors in the marketplace, provides the voice of the customer, and outlines key trends and focus areas for the market.

Markets and Subjects Analyzed

- Australia and New Zealand (ANZ) broadband market
- ANZ mobile market
- ANZ digital services market
- Competitive dynamics between retail service providers, network providers, and other ecosystem players
- Regulatory developments
- The impact of digital disruption on the telecommunications and digital services markets

Core Research

- The Australian Telecommunications Competitive Landscape
- The New Zealand Telecommunications Competitive Landscape
- The Future of Fibre in New Zealand
- Annual Results Analysis and Commentary of Key Players

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Australia and New Zealand Telecommunications Market](#).

Key Questions Answered

1. How will the telecommunications markets evolve in ANZ?
2. What trends are driving current and emerging business opportunities?
3. What does the current competitive environment look like, and what are the key recommendations for retail and wholesale service providers?
4. What are the emerging business strategy and technology strategy opportunities over the next three to five years?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the Australia and New Zealand telecommunications market, including:

2degrees, Chorus, NBN Co, Optus, Spark New Zealand, Telstra, TPG Telecom, and Vodafone New Zealand