

IPX

Everything you ever wanted to know...
but were afraid to ask!



Trends & drivers



Interviews & Survey

Competitive analysis



Traffic forecast

Report info>>

<http://www.hottelecom.com/ipx-traffic-analysis.html>

IPX Report

Key Findings

A word cloud centered around the acronym 'IPX'. The words are arranged in a circular pattern around the central text. The words include: 'Traffic forecast', 'Challenges', 'Trends', 'Opportunities', 'Competitive Analysis', 'Flavours', 'Definition', 'Survey', 'Key players', 'Drivers', 'Inhibitors', 'Services', and 'Features'. The word 'IPX' is the largest and most prominent, rendered in a bold red font. All other words are in a white font with a subtle drop shadow, making them stand out against the plain white background.

IPX

Traffic forecast

Challenges

Trends

Opportunities

Competitive Analysis

Flavours

Definition

Survey

Key players

Drivers

Inhibitors

Services

Features

We are at the IPX tipping point
and IPX is entering a growth
phase.



LTE and HD Voice are seen by most as the catalysts for growth so most IPX providers are planning to support LTE starting in 2013.



Customers expect that they will continue to use IPX to transport their voice traffic in 3-4 years.



OTT and content providers are expected to grow in popularity, as IPX target customers, over the next 3-4 years to surpass fixed service providers.



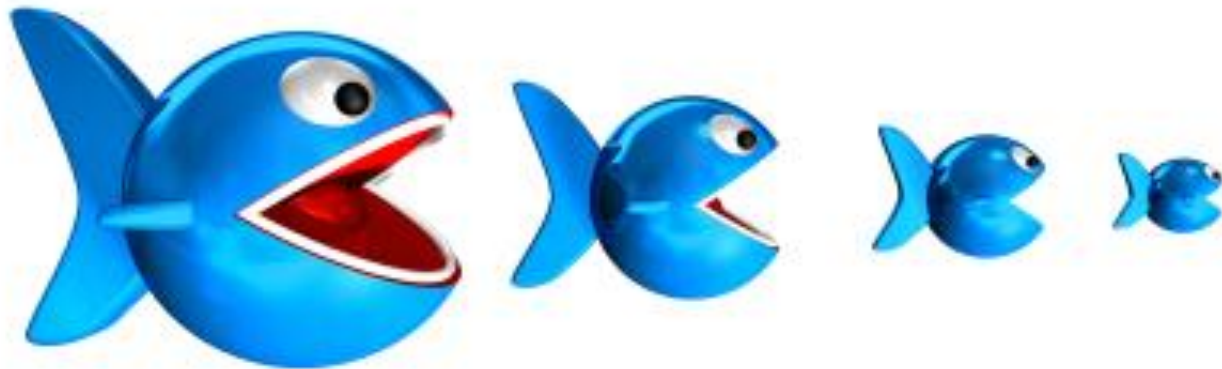
Service providers are expecting to migrate their smaller routes to IPX hubs, while continuing to control their major routes directly.



Discrepancy exists between customers and providers' opinion in regards to IPX.



IPX is seen as a trigger to the consolidation of the International wholesale market.



Per minute billing for voice could
evolve to a capacity based
billing model
down
the line.

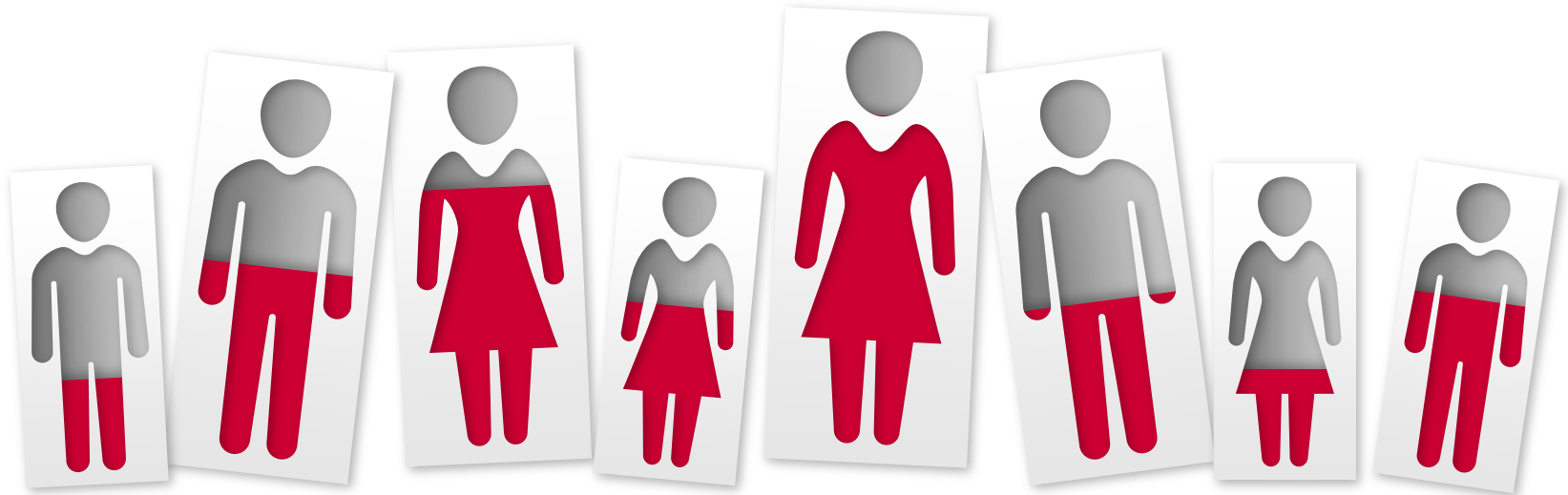


IPX

Survey Results



We surveyed **+100**
IPX providers and customers
from all continents and segments
(mobile, fixed, ISPs, OTTs, cablecos, ASPs)



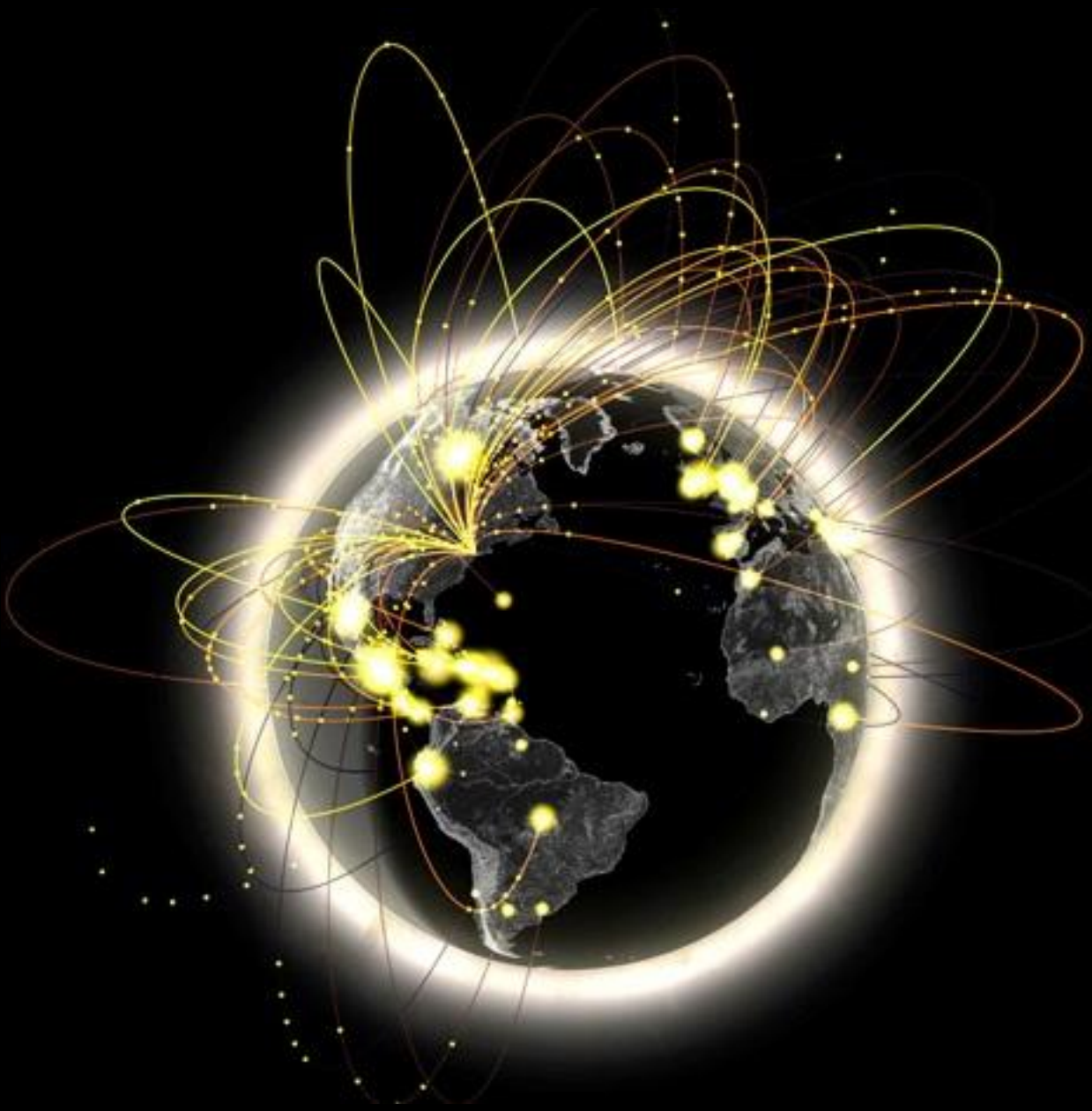
52.4%

of the surveyed IPX customers
said they expected to use IPX
mainly for VoIPX and HD voice
in 3-4 years.



43.3%

of the surveyed IPX providers
said they expected customers
to use IPX mainly for video,
content and RCS services in 3-4
years.



33.1%

of the surveyed IPX
customers said the
most useful IPX
features are the
efficient connectivity
and the
all-IP network

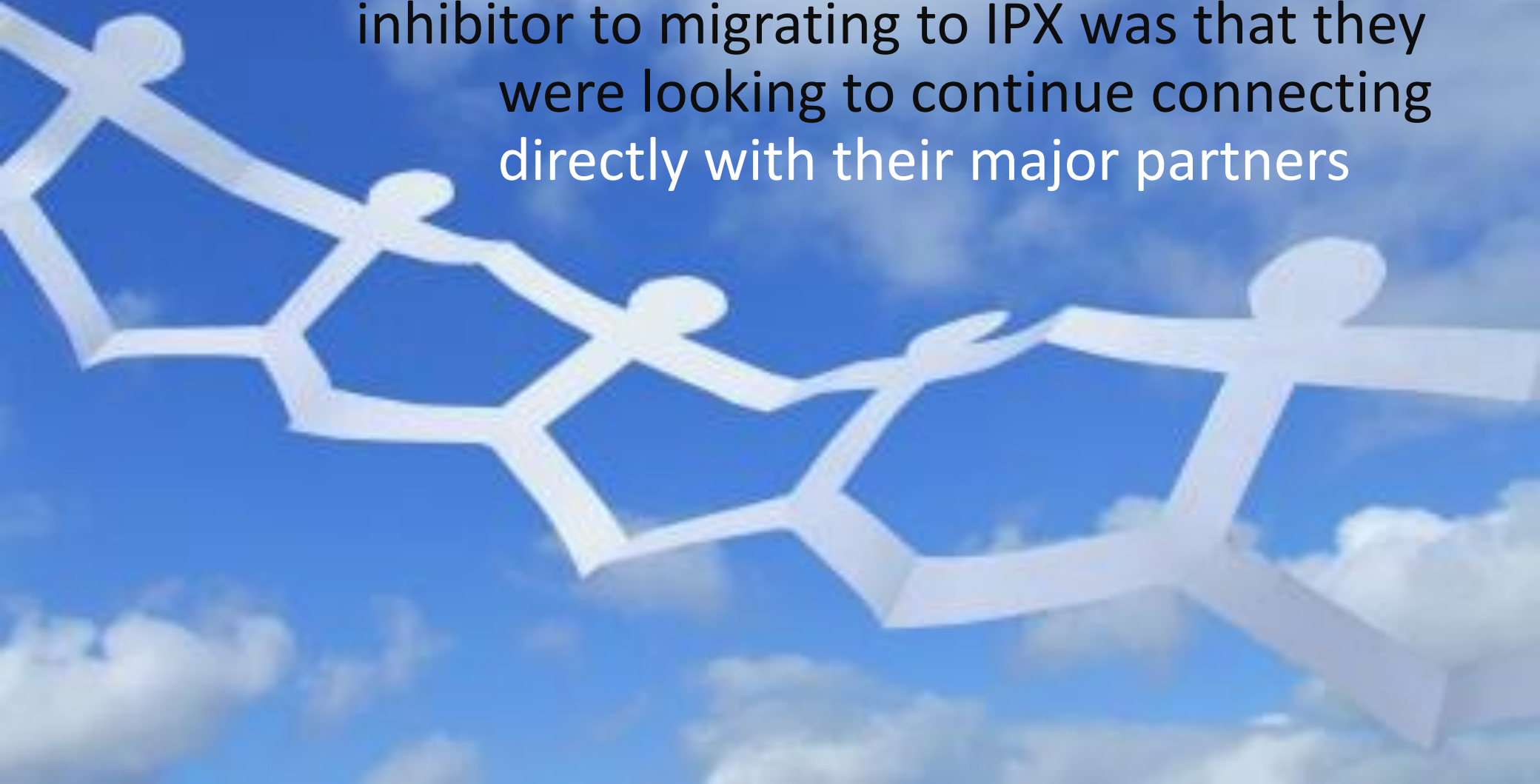
19.7%

of the surveyed IPX
providers said the
most useful IPX
feature was the
quality of service
guaranty.



1/4

Of the surveyed IPX customers said the main inhibitor to migrating to IPX was that they were looking to continue connecting directly with their major partners





38.4%

of the surveyed IPX
providers said the
main inhibitor to
offer IPX services
was the poor
understanding of
what IPX entailed
and its benefits.

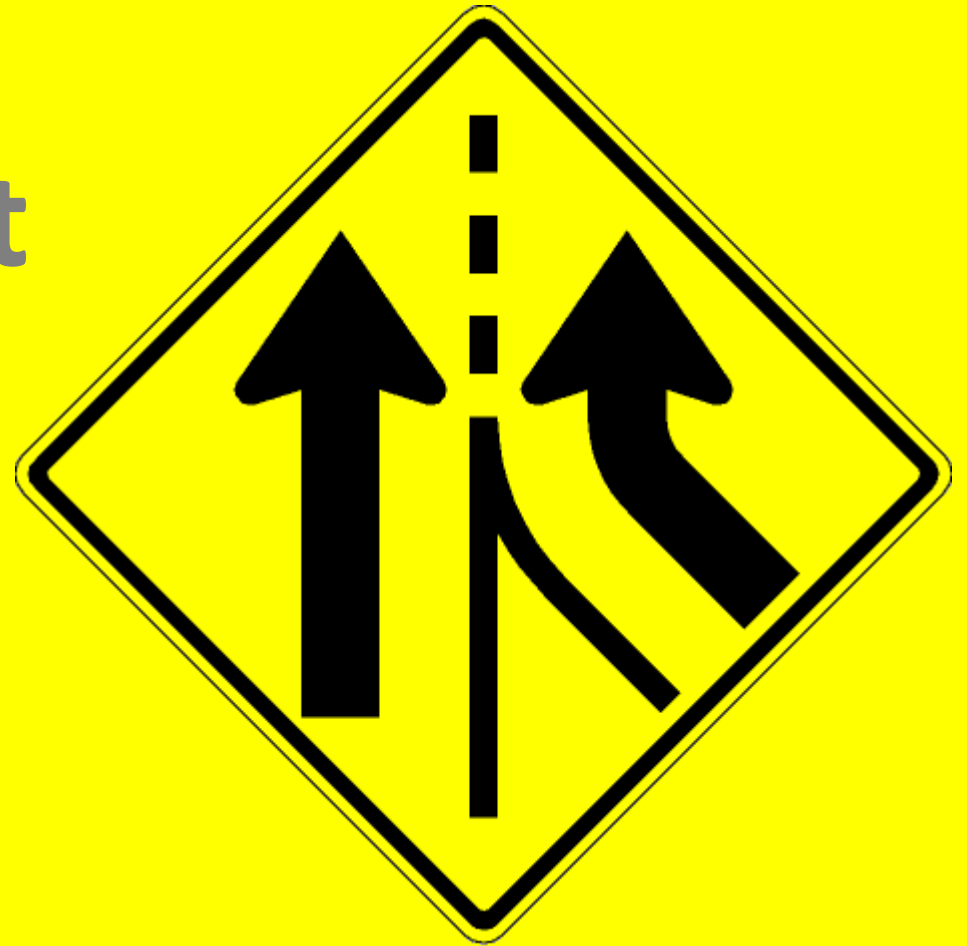
The majority

of the surveyed IPX
customers and providers
agreed that the main driver
for the migration to IPX
was its ability to
support LTE services.



IPX

Traffic Forecast





IPX data traffic

is forecasted to enjoy
a 2012-1015 CAGR of

97%

IPX voice traffic

is forecasted to enjoy
a 2012-1015 CAGR of

39%



40.6%

of IPX voice traffic
is generated in

Asia



49.3%

of IPX data traffic
is generated in

Europe



60%

of the total IPX voice traffic
is generated by

mobile

operators



18%

of the total IPX voice traffic
is expected to generated by

OTT

players & cablecos in 2015



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