



A Total Solution to Expanding & Maintaining  
Your Business in Europe

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### 3 Billion mobile subscribers in 2010

Wednesday April 20, 2005 -- Gartner presented its views on how wireless will become an indispensable business tool to reduce costs, drive revenue and enable new business opportunities at its two-day Wireless and Mobile Summit in London to over 450 European senior IT and mobile decision makers and professionals.

It said convergence and bundling of services as well as Asia / Pacific domination of subscriber growth will be the prevalent trends in the mobile and wireless industry over the next five years. Gartner also predicted that long-term, mobile operators will face an uncertain future, threatened by third party portals, IT outsourcers, and new technologies such as WiMax and DVB.

**Gartner estimates there will be three billion mobile subscribers in the world by 2010, a doubling of current subscriber levels.**

**The largest proportion of growth will come from the Asia/Pacific region, whose subscriber base will characteristically have lower incomes and demand cheaper handsets.** Gartner predicts that by 2009, 20 percent of enterprise buyers will source fixed mobile convergence instead of buying communications services separately. This presents an opportunity to save money, but also a risk because this may not provide best of breed for all services.

Source:

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