



Triple Play Tracker - Europe

Monitor Services from Leading Providers

Current Analysis provides Competitive Response solutions that enable companies to anticipate and counter competitive threats, and win more business.

TRIPLE PLAY METRICS EXAMINED

- Country
- Service
- Cost Triple Play Package
- Speeds
- Standard TV Features
- Exclusive Content
- Triple Play Value Adds
- Planned Features and Value Adds
- Service Delivery Method(s) and Reach
- Planned Service Delivery Method(s) and Reach
- TV Delivery
- Subscriber Numbers Broadband
- Subscriber Numbers TV
- Subscriber Numbers Triple Play
- Broadband Market Share
- Broadband ARPU
- TV Platform
- TV Middleware
- TV CPE/STB
- Other Country TV Deployments
- Major Triple Play Competitors

Triple Play is now a service reality in Europe, but how are commercial services shaping up, and where is the differentiation coming from? The new **Current Analysis Triple Play Tracker** monitors the evolution of the 12 leading broadband, voice and TV bundles in Europe, from providers such as BT, Free, Telefonica, Deutsche Telekom and more.

Triple Play is a strategic necessity, and arguably the best opportunity for network providers to escape the 'dumb bit pipe' syndrome and emerge as multi-service providers to the home. Against a backdrop of heightened regulatory demands, disruptive technologies and the decline in traditional revenues, network operators are turning to Triple Play to revitalise their declining business models – with positive results. Triple Play customers currently deliver up to four times the ARPU of broadband-only customers, with significant value-added up-sell opportunities from VoD and catch-up TV, to on-line storage, parental control and security.

Current Analysis has created an online tracker tool that monitors the market leading Triple

Triple Play Providers Covered:

- BT
- BSkyB
- Virgin Media
- France Telecom
- SFR neuf cegetel
- Free
- Deutsche Telekom
- Telecom Italia
- FASTWEB
- Belgacom
- KPN
- Telefonica

Play services, together with 21 regularly updated metrics spanning areas such as pricing, value-add, uptake and exclusive content. Each service is rated, with values for competitiveness, innovation and momentum, together with snapshot analysis identifying best practice, bundling and pricing trends. The Tracker will be updated four times a year, just after the company quarterly results announcements in order to give readers the most current and accurate picture of recent Triple Play service developments.

The **Current Analysis Triple Play Tracker** provides a critical intelligence overview of the way Triple Play services are shaping up in practice; not theory, but a view from the ground.

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