

Canadian Communications Market Drivers and Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Canadian Communications Market Drivers and Strategies* program provides communications service providers and IT vendors with executive-level insights and compelling thought leadership into competitive, technological, and regulatory trends impacting the Canadian communications services market. This service also offers unparalleled detail in sizing and forecasting market segments and insights into new opportunities, lists drivers of the communications service providers of the future, and offers advice based on end-user research.

Markets and Subjects Analyzed

- Broadband internet access, including cable, DSL, and fixed wireless
- IP convergence and WAN data services
- Wireless voice and data, including 4G/5G, WLAN, and wireless enterprise adoption
- Wireline local access and long distance traditional markets and next-generation SIP trunk access and SD-WAN
- Residential, small, and medium-sized businesses; enterprises; and wholesale markets
- Next-generation network (NGN) trends and communications service providers of the future series

Core Research

- Who's Who in the Zoo: Canadian Communications Services Market Shares
- Canadian Communications Service Provider Capex Spending
- Canadian Wireless Services Forecast
- Canadian Communications Services Forecast
- Business Telecom Survey of Usage and Preference
- Business TV Forecast
- Communications Service Providers of the Future — Emerging Topic Series

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: [Canadian Communications Market Drivers and Strategies](#).

Key Questions Answered

1. What are the current competitive dynamics in the communications service sector?
2. How should communications service providers approach each market segment?
3. What are the size and market share position of players in each segment?
4. How are communications service providers leveraging next-generation technology, and what opportunities are emerging from IP convergence?
5. What is the impact of emerging technologies on both network architecture and service delivery?
6. How will the market for wireless services evolve over the next five years?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of most providers in the Canadian communications services market and their major network vendors, including:

Amazon, Aptum Technologies, AT&T, Avaya, Bell Aliant and Bell Canada (includes Manitoba Telecom), BlackBerry, Bragg Communications, BT, CenturyLink, Ciena Corp., Cisco Systems, Cogeco Connexion, Deutsche Telekom, Digital Colony (includes Allstream and Beanfield), Distributel, EastLink, Ericsson, Freedom Mobile, Google, Hewlett Packard Enterprise, Huawei, Hydro One Telecom, IBM, Intel, Microsoft, Nokia Networks, Persona, Primus Canada, Rogers Communications, Samsung, SaskTel, Shaw, SSi Micro, Telefónica, TELUS, TeraGo Networks, Thunder Bay Tel, Verizon, Vidéotron, Vonage, and ZTE