



**ASIA SHOWS STRONG BROADBAND GROWTH WITH NEARLY  
40% OF GLOBAL BROADBAND MARKET**

*Japan shows biggest quarter on quarter growth of all top ten broadband countries  
while China strengthens their position as the largest broadband country in the world*

8 September 2009 - The Broadband Forum today announced the latest broadband and IPTV statistics, which show strong growth in Asia in both broadband at 18 per cent - and in IPTV, where an impressive 54 per cent improvement took subscriber numbers to nearly three million. Based on data provided for the Forum by industry analysts Point Topic (GBS database at <http://point-topic.com/home/gbs/>), global broadband grew by 12.9 million lines in the second quarter of 2009, while IPTV growth remained strong at 11 per cent - reaching 26.9 million lines.

**Top 10 broadband countries**

| Country     | 2008Q2     | 2009Q2     |
|-------------|------------|------------|
|             | Total      | Total      |
| China       | 75,768,350 | 93,549,000 |
| USA         | 74,440,195 | 86,227,582 |
| Japan       | 29,584,700 | 31,085,500 |
| Germany     | 21,420,702 | 24,086,250 |
| France      | 16,601,286 | 18,324,300 |
| UK          | 16,718,400 | 17,838,200 |
| South Korea | 15,061,659 | 15,876,992 |
| Italy       | 11,534,230 | 12,855,463 |
| Brazil      | 8,490,400  | 10,469,755 |
| Canada      | 9,005,181  | 9,618,107  |

*Source: Data provided for the Broadband Forum by Point Topic ([www.point-topic.com](http://www.point-topic.com))*

Broadband lines in the world now top 444.2 million. China continues its healthy growth, reaching 93,549,000 subscribers while Japan took the honors among the world's top ten countries - being the only one to show an increased growth quarter on quarter over the last year. Australia, the Philippines, Indonesia, New Zealand and Hong Kong are also among countries where broadband growth continues to grow faster with each quarter.

## Asia country-by-country snapshot

| Country     | 2009Q1     | 2009Q2     |
|-------------|------------|------------|
| China       | 89,888,000 | 93,549,000 |
| Japan       | 30,666,900 | 31,085,500 |
| South Korea | 15,706,466 | 15,876,992 |
| Australia   | 6,887,500  | 7,230,500  |
| India       | 6,112,091  | 6,668,073  |
| Taiwan      | 4,969,000  | 4,977,000  |
| Vietnam     | 2,282,900  | 2,512,500  |
| Hong Kong   | 2,262,654  | 2,306,654  |
| Malaysia    | 1,650,000  | 1,700,000  |
| Philippines | 1,136,288  | 1,269,490  |
| Singapore   | 1,007,550  | 1,045,500  |
| New Zealand | 888,500    | 974,000    |
| Thailand    | 835,993    | 843,735    |
| Indonesia   | 722,500    | 822,500    |

Source: Data provided for the Broadband Forum by Point Topic ([www.point-topic.com](http://www.point-topic.com))

Asia continues to play its part in the encouraging global growth of IPTV, adding approximately 2.9 million customers over the last year, and 1.2 million in the last quarter alone.

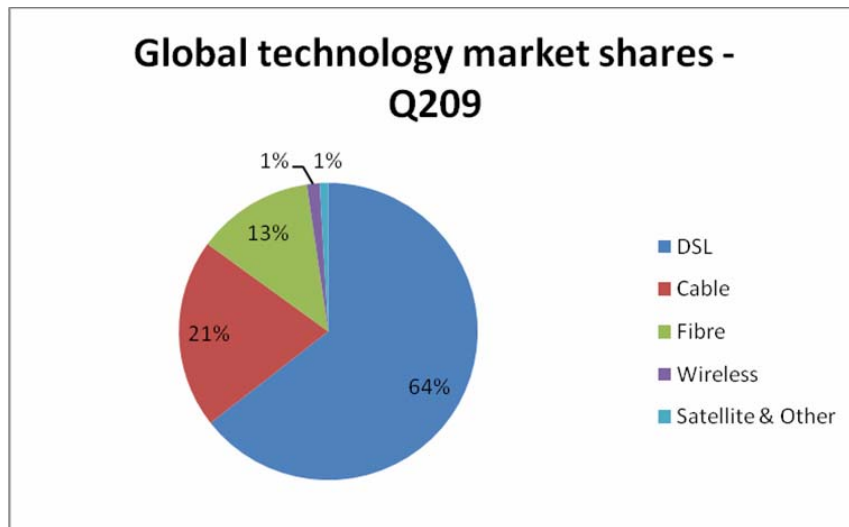
## IPTV subscriptions per territory, in thousands

| Territories                            | 2008Q2 | 2009Q2 |
|--|--------|--------|
| Western Europe, Middle East and Africa | 8428   | 12416  |
| North America                          | 2718   | 5018   |
| South and East Asia                    | 2512   | 4375   |
| Asia Pacific                           | 2817   | 3835   |
| Eastern Europe                         | 655    | 1215   |
| Latin America                          | 14     | 53     |

Source: Data provided for the Broadband Forum by Point Topic ([www.point-topic.com](http://www.point-topic.com))

In terms of technology, fiber and wireless broadband continue to gain technology market share. Consumer demand for IPTV seems to be driving the rollout of higher bandwidth options.

## Broadband technology market share



Source: Data provided for the Broadband Forum by Point Topic ([www.point-topic.com](http://www.point-topic.com))

“This report shows that, while broadband adoption is not immune from the state of the world economy, the technology continues to move forward and I believe this year has shown that broadband expansion is not limited to the top industrialized countries, but is a key factor in assisting developing nations to gain a foothold in today’s tough market,” said George Dobrowski, Chairman and President of the Broadband Forum.

“The Forum continues to drive broadband innovation, and with our latest work around IPTV network and service assurance, we continue to ensure that the industry has all the tools and specifications it needs to optimize networks and to capture the full potential of broadband and IPTV worldwide. We have also undertaken several initiatives in areas such as energy efficiency this year, which will help facilitate network energy savings as broadband growth continues around the world.”

For further information about the Broadband Forum and BroadbandSuite 3.0 mentioned here, visit [www.broadband-forum.org](http://www.broadband-forum.org).

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## **About the Broadband Forum**

The Broadband Forum mission is to develop the full potential of broadband. With the recent union with the IP/MPLS Forum, the Broadband Forum is now the central body for next generation IP network specifications. This organization, comprising around 200 members of most of the world's leading service providers, equipment manufacturers, chip vendors and other key organizations, defines and facilitates next generation networks for local broadband access, mobile backhaul, business services, IPTV, gaming and other applications, and is poised to address further developments as they arise. The Broadband Forum's formal BroadbandSuite™ Release Program, Technical Reports and specifications are publicly available at [www.broadband-forum.org](http://www.broadband-forum.org).