

WiMAX 及 HDTV 发展市场分析研究报告

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一、报告简介

观研报告网发布的《WiMAX 及 HDTV 发展市场分析研究报告》涵盖行业最新数据，市场热点，政策规划，竞争情报，市场前景预测，投资策略等内容。更辅以大量直观的图表帮助本行业企业准确把握行业发展态势、市场商机动向、正确制定企业竞争战略和投资策略。本报告依据国家统计局、海关总署和国家信息中心等渠道发布的权威数据，以及我中心对本行业的实地调研，结合了行业所处的环境，从理论到实践、从宏观到微观等多个角度进行市场调研分析。

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二、报告目录及图表目录

摘要 Overview Obama, WiMAX and 1 Mbps HDTV at the 2008 Democratic National Convention (DNC), by industry veteran, Frank Ohrtman, is must reading for anyone considering the many enterprise applications for WiMAX. The report includes analysis provided by Mr. Ohrtman and a case study presented by KMGH's use HDTV over a WiMAX network implemented and operated by Mr. Ohrtman and his company, WMX Systems. WiMAX and video conferencing vendors, telecommunications service providers, telecommunications investors and any stakeholders in the fast moving field of broadband communications will find the information and insights invaluable. Key Findings HDTV over WiMAX services in the above markets are estimated to achieve as much as \$12.5 billion market value by 2014.

WiMAX vendors will learn that HDTV is a very lucrative niche market for those willing to focus on it and adjust their sales and marketing strategy accordingly

Service providers will learn from this real-world case study that HDTV over WiMAX has powerful applications for enterprise videoconferencing, video surveillance, residential, triple or quadruple play, distance learning and telemedicine.

Key lessons learned from WiMAX operation in which 1 Mbps High Definition TV (HDTV) news reports were uploaded over WiMAX by ABC affiliate KMGH during the 2008 Democratic National Convention in Denver, CO

The broadcast TV industry is now free from expensive satellite or microwave trucks to support newsgathering.

Any one with a digital video camera, the appropriate encoding/decoding device and a WiMAX connection can gather the same reports live and distribute via the internet thus braking a near-monopoly on broadcast spectrum, distribution and infrastructure (towers, transmitters, and other radio equipment) Target Audience

Cellular carriers: HDTV over WiMAX disrupts their traditional business

Broadband wireless service providers: Discover a new market and service opportunity for WiMAX

WiMAX equipment and network device suppliers: Discover lucrative market applications for WiMAX as an \$11 billion market will drive demand for many network deployments and a wide range of network devices

Health care providers: There is the potential to save billions of dollars in annual expenses (transportation, manpower, etc) using HDTV over WiMAX to service patients

Educators: Will gain insight into the billions of dollars that can be saved using distance

learning applications via HDTV over WiMAX

Insurance industry: Will understand that billions of dollars in claims can be avoided via video surveillance via HDTV over WiMAX and reduced health care claims via telemedicine via HDTV over WiMAX

Other equipment and service providers: Videoconferencing vendors and service providers, video encoding equipment vendors, including vendors of IPTV products

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