

ADSL2+ fills the NBN gap

NBN or no NBN, Australians are already embracing high-speed broadband in the meantime through ADSL2+, according to research outfit Market Clarity.

The firm has tipped uptake of ADSL2+ and equivalent-speed technologies to reach 54% of the overall market before 2013, and suggested that high-speed mobile broadband will approach the fixed-line subscriber base within the same timeframe.

In a new report entitled 'The Australian Internet Market: Market Tracker 2000-2013', Market Clarity found that 26.1% of residential internet users had already subscribed to ADSL2+ plans as of June 2008, with another 4.7% on alternate plans boasting speeds over 24Mbps. Citing increasingly competitive price plans, higher download allowances and soaring content availability, the report suggested that ADSL2+ would reach record penetration before 2013, after which it would begin to give way to higher speed technologies such as FTTx.



"What I'm expecting is that the NBN will not get off the ground until at least the early part of 2010," Market Clarity CEO Shara Evans told CommsDay. "We expect the burgeoning ADSL2+ segment to become the driving segment in the broadband market in the near- to mid-term future... the combination of price and service features will make higher-speed services compelling."

The research firm also forecast that the mobile broadband subscriber base would continue its rapid growth, rivalling its fixed counterpart by 2013 and posing a difficult challenge for fixed providers. "While the explosion in mobile broadband will maintain overall revenue growth in the broadband market, it will at the same time concentrate that growth towards the four mobile carriers," said Evans. "Traditional fixed broadband providers will experience flattening revenue growth towards 2013."

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