

HEAVY READING Cable Industry insider

Mobile Backhaul: MSOs Gear Up for a Tower Play

TABLE OF CONTENTS

- I. Introduction
- II. Overview
 - Background
 - Mobile Backhaul Demand
 - Opportunities & Challenges
- III. Backhaul Solutions
- IV. Supplier Profiles
 - ADVA Optical Networking
 - Alcatel-Lucent
 - Arris Group
 - Aurora Networks
 - Axerra Networks
 - Ciena
 - Cisco Systems
 - DragonWave
 - Fujitsu
 - Ipitek Group
 - Juniper Networks
 - Level 3 Communications
 - Motorola
 - RAD Data Communications
 - Tellabs
- V. Conclusion: Looking Beyond the Towers

Report Highlights

In 2010, several U.S. MSOs will double the number of cell towers they connect with transport links, reaping about \$150 million in revenue

MSOs expect significant growth from mobile backhaul over the next few years, with Comcast projecting annual revenues to hit \$1 billion

Deployment of fiber-based Ethernet connections will prove to be a big advantage for cable MSOs in the mobile backhaul business

MSOs see Ethernet-based mobile backhaul as a natural complement to their broader efforts to generate more business services revenues

To succeed, cable must increase fiber connections and meet mobile's demands for price and performance

MSO investment in cellular backhaul could be side-tracked by competing needs for other capex-intensive initiatives

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