

## Global Broadband Forecasts

### Point Topic provides 5-year broadband subscriber forecasts for 115 countries

Every six months, Point Topic publish a new set of five-year broadband subscriber number forecasts. We individually generate forecasts for 115 countries with an additional single combined forecast being generated for all remaining countries. This document outlines our methodology.

### Understanding the methodology

Point Topic uses the [Gompertz Curve](#) to forecast global broadband growth. The Gompertz Curve has been used for modelling consumer behaviour for more than 50 years. It has proven to be an accurate tool for predicting the diffusion of technology products through a consumer universe.

Broadband forecasts are individually generated for each of the 115 countries tracked in the **Global Broadband Statistics** service.

### Inputs

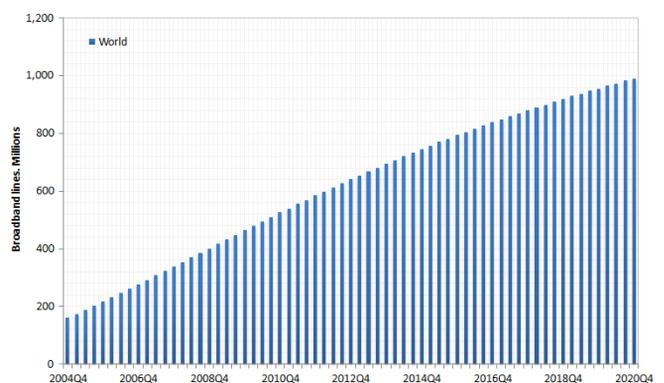
- **Broadband subscriber numbers** – every quarter, Point Topic updates its database of broadband subscriber numbers in 115 countries. This historical data is used as the basis for each forecast.
- **Population forecasts** – we use country-level population forecasts published by the UN.
- **Household forecasts** – we use estimates of the number of people per household to forecast growth in the number of households for each country.

#### Find out more:

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World broadband subscriber forecasts, to 2020



### Forecasts per country

We then calculate the following variables for each country:

- **Coverage** – coverage defines the total addressable audience and is therefore set as the upper limit for broadband subscriptions. We forecast coverage growth over time.
- **Inception date** – how many quarters since a technology was adopted in that country? This will affect the predicted growth rate.
- **Growth factor** - the speed of adoption (diffusion) of fixed broadband in each country. This is an indicator of how accessible fixed broadband is (does a network exist in the area and is the service realistically affordable to consumers).

The forecasts are then inspected manually and adjusted to account for additional local market knowledge.