



Most Recent Comment

Mr. Walker's impressive resume shows a decided lack of any mobile experience whatsoever: <http://www.ovum.com/go/content/c,432,66674> So that might be the reason for his LTE confusion. It makes you wonder why he was included as an expert in this particular event to begin with, and how ... mendyk



LTE Is Overhyped, Says Ovum

APRIL 7, 2011 | Gagandeep Kaur

Despite the excitement surrounding the data services potential of [Long Term Evolution Time Division Duplex \(LTE TDD\)](#), analyst house [Ovum Ltd.](#) can't see it generating revenue growth for mobile operators and believes the potential for the new technology is overhyped. (See [Market Spotlight: LTE TDD](#))

"Only 11 percent of mobile broadband subscribers are going to be on LTE networks by 2015. Besides, LTE may not generate revenue growth," said Matt Walker, a principal analyst at Ovum, during a NetEvents press summit in Malaysia.

Walker said there are no killer applications associated with LTE, though of course some would disagree. (See [Docomo Links LTE to the Cloud](#) and [Top 10 Apps LTE Will Super-Charge.](#))

"Vendors are pushing machine-to-machine [M2M] but this is going to be small for service providers. Besides, we do not expect big changes in users' willingness to pay for LTE. Different prices for different speeds or quality of service have come to nothing," noted the analyst.

He added that there are a number of challenges associated with the deployment of LTE. "Service providers will need to take some costly measures, like new spectrum acquisition, new RAN [radio access network] and a new mobile core network," while new investments will be required in OSS and BSS systems to support LTE. In addition, LTE operators will likely need to subsidize new devices to generate customer interest, all of which will put additional strain on their finances.

Device availability will also be a challenge in the early years of the LTE market's development.

However, Walker conceded that LTE is promising in terms of the impact it might have on cutting the growing operational costs associated with mobile broadband service demand.

By the end of 2010, 11 FDD LTE networks had been launched, according to a white paper from *Heavy Reading*, with many more to come in 2011. In addition, there are expected to be a number of Long Term Evolution Time Division Duplex (LTE TDD) networks launched in the coming 12-18 months, particularly in India. (See [Deutsche Telekom Goes Live With LTE](#), [Reliance Fleshes Out Its LTE TDD Plans](#), [NSN Upgrades Telecom Italia](#) and [Hi3G Does Dual Mode LTE With ZTE](#).)

— Gagandeep Kaur, India Editor, *Light Reading*

http://www.lightreading.com/document.asp?doc_id=206466