

# OVUM PRESS RELEASE

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### Ovum broadens its country coverage with the new telecoms Emerging Markets practice

*Ovum strengthens its telecoms research by broadening its geographic portfolio to include the major emerging markets of the Middle East and Africa, China, India and Latin America*

London, 2 July 2009 - On Thursday 9 July 2009 at 2pm BST, global advisory and consulting firm Ovum, will host a webinar to launch its new telecoms practice - Emerging Markets. The webinar 'The mobile money in emerging markets', will be led by Angel Dobardziew, practice leader of Emerging Markets and an Ovum veteran with over 12 years experience in the telecoms and technology industry.

"The aim of Ovum's investment on increasing its presence in emerging markets is to enhance the quality of its research and its strong topic leadership with deeper local insights and also to further strengthen its client relationships," says Dobardziew.

According to Ovum there are five key research themes in particular that will dominate the **Emerging Markets** research agenda over the next year:

- **Mobile: strategic and operational excellence**
- **Beyond voice: opportunities in data services**
- **Next generation access: strategies for success**
- **Addressing the regulatory challenges and opportunities**
- **Enterprise strategies for success**

Together with providing the opportunity to find out more about Ovum's **Emerging Markets** latest research, case studies and industry trends, Ovum's webinar will reveal the scale of the mobile money opportunity in the major emerging markets of the Middle East and Africa, China, India and Latin America, and outline the best practice strategies for making the most of it.

Only media who register for the webinar will be privy to exclusive content from **Emerging Markets** research and will also have the opportunity to interact with Angel Dobardziew at a Q&A session.

"The **Emerging Markets** practice sets Ovum apart thanks to its unrivalled depth and breadth of insight on how global market trends, new technologies, and innovative services are shaping the telecoms markets," concludes Dobardziew.

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#### Notes for Editors:

Ovum's new **Emerging Markets** practice, together with the rest of the Ovum Telecoms team, has already produced an extensive portfolio of reports, analyst opinion pieces and data sets including:

- In-depth reports on low average revenue per user (ARPU) strategies; small to medium size (SME) demand analysis, rural mobile strategies and mobile payments, and mobile broadband in emerging markets;
- Additional case studies and player analysis including MTN, Zain, Qtel, Orascom, STC America Movil, Oi, Safaricom and Grameenphone;
- Country analysis including Saudi Arabia, Egypt, Malaysia, Vietnam and Bahrain;
- Country forecasts and data sets, such as the Middle East and Africa Interconnect Benchmark.

Additional research from Ovum will include studies around mobile WiMAX; mobile termination rates; wholesale, as well as numerous additional country and player analysis.

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**About Ovum:**

Ovum is a global advisory and consulting firm. Its primary activity is providing value-added advisory services and consulting to retained and project clients. The company acts as a well-respected and trusted source of industry data, knowledge and expertise on the commercial impact of technology, regulatory and market changes. Ovum engages in continuous research and industry analysis to determine market dynamics in its specialist sectors.

Ovum has developed long-standing relationships with many of its corporate clients, which include major international blue-chip companies such as Alcatel-Lucent, AT&T, BT, Cable & Wireless, Cisco Systems, Deutsche Telekom, Fujitsu, HP, IBM, Microsoft, Telstra and Vodafone.

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