

## SEPTEMBER FEATURED RESEARCH AGENDA 2011

### Featured Research

The digital media market is at a cross roads in India. The changing technology dynamics and related adoption is already impacting the market. To get reliable and dependable action oriented insights and data cuts we have focussed on in-depth analysis of key markets affecting the Indian landscape.

### Research Agenda

#### I. B2B Market space ICT Spend Trends Report September 2011

The B2B E-commerce market in India is getting readied to face the forth coming 3G wave. Most of the MSME's are willing to target their addressable market based on these latest infrastructural developments. Out of the total universe of MSME's in India a sizeable chunk is willing to implement these new technologies in their companies.

They realize the potential and know they can reap benefits from these changing times. 73% of the MSME's say they intend to implement latest technology for broadband access. They want to do away with their friendly neighbourhood ISP who has been serving them since last so many years. They want to leap frog and scale up the learning curve.

Table1: MSME's Tech Status Quo, 2011

Technology	Technology In Use Currently	Want to Move to BWA, 3G
Number of PCs In Use	4 to 6 on an average, Basic Technology In Use	Yes, Would like to move to advance tech
Hardware Up gradation	P3 PCs, Desktops	Laptops, Hand Held, Tablets
Software Up gradation	Tally, Outlook Express	Mini ERPs, Financial s/w
Broadband Access	DSL, Cable	Yes
Security Status	Basic, Free Anti-Virus	To Upgrade to Norton etc. in some PCs
Transactions Online	Not Complete End-to-End	Would like to go for End-to-End

Source: eStatsIndia.com Analysis, 2011

#### MSME'S Business Internet Traffic Growth Expected in India

In India, Business Internet traffic will grow 4.2-fold from 2010 to 2015, a compound annual growth rate of 33%.

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## II. Working Women and Their Online Usage in India Report September 2011

Around 11% of the total Internet Users in India were ladies in the year 2010. They belong to the urban and upscale market in India. They are mobile; they are working, are unmarried and are technology friendly. They use smartphones and laptops with equal ease and make maximum use of technology for both personal and professional purposes.

Table 1: Number of Internet Users in India, Gender-wise 2010

<b>Total Internet Users in India; As % of population</b>	<b>Male Internet Users</b>	<b>Female Internet Users</b>
<b>12%</b>	22%	11%

Source: eStatsIndia.com Analysis 2011

Growth rate, that's expected every year through 2013, in India; in the number of Internet-connected mobile devices-24.3%. Ladies expected to drive the adoption of such gadgets to a large extent in India.

Table2: Willingness of ladies to buy Online  
(As % of Total Women Internet Users in India, 2010)

	<b>Willing to buy a 3G Enabled Phone</b>	<b>Willing to buy a touch-screen Phone</b>	<b>Laptops</b>	<b>DigiCams and Other PDAs</b>
<b>Number of ladies; in %</b>	68%	72%	48%	38%

Source: eStatsIndia.com Analysis 2011

Table3: Sites Used Most Extensively by ladies in India  
(As % of Total Women Internet Users in India, 2010)

<b>Type of Sites</b>	<b>Social Networking Sites</b>	<b>Shopping and Group Buying Sites</b>	<b>Relationships, Lifestyle, Beauty, Perfumes, Cosmetics, Accessories</b>	<b>Information Search for Health, family</b>	<b>Others (news, views, business sites, corporate sites)</b>
<b>Social Networking Sites</b>	82%	72%	78%	58%	48%

Source: eStatsIndia.com Analysis 2011

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### III. 3G Rollout in India-A Business Case September 2011

The impending roll out of 3G is all set to happen in India. From November 2011 the ball shall start rolling.

This will act as a very important pivotal point for the Industry as a whole. The business case includes three sections detailing;

- a. The penetration or the adoption of Broadband in India post 3G launch
- b. How the telecom revenues will get affected post 3G launch in India
- c. Future developments for the urban and rural telecom services in India post 3G roll out

Table1: Mobile User Share by Region and Technology, 2010  
2010 Total 3G Users=24.3 million

Type of Market	2G	3G
Rural	34.8%	0.8%
Urban	54.6%	9.8%

Source: eStatsIndia.com Analysis 2011

Table2: India Urban and Rural Capital Expenditure, 2011

Type of Market	2009	2010	2011	2012
Rural	\$900	\$1000	\$1200	\$1400
Urban	\$1500	\$1600	\$1900	\$2000

Source: eStatsIndia.com Analysis 2011

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## [Other Reports for September 2011](#)

[Interactive Sites downloads in India-Music, Games, Entertainment market 2011](#)

[Digital Content Trends-Changing dynamics of display syndicate and monetize content 2011](#)

[Social Networking Sites in India-A mapping category-wise and revenue-wise 2011](#)

[B2C E-commerce Market in India- Revenues for retail, non-retail, FMCG and other categories 2011](#)

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