

Perspectives on the emerging wireless market

October 2009

Analysts:

**Karen Brown**

**Featured coverage in this report:**

**2 Market Focus**

- AT&T's Stankey: What 3G network problems?
- Cable lays out wireless data, video plans

**7 Carriers**

- T-Mobile-Sprint merger: Still a square peg in a round hole

**10 Platforms**

- FLO TV channels ad ratings, gains cable exec

**13 Services**

- Verizon signals data plan shift with Rogue handset
- Research: mobile data to continue meteoric rise through 2014

**16 Mobile Applications**

- Spotlight: Mobile gaming a winning revenue play

**18 Regulatory**

- FCC goes for the long policy ball with twin wireless inquiries

## AT&T on defensive over network performance

---

**Issue:** At a recent analyst conference, AT&T exec John Stankey defended the carrier's 3G network and detailed plans for upgrades leading to its 4G LTE rollout.

**Background:** AT&T's 3G network woes have been well chronicled in the press recently, with complaints particularly from iPhone users of dropped calls and slow data speeds.

**Implications:** While a victim of its success in terms of rapid data usage growth, AT&T's assurances that its network performance is improving still need to pass the consumer test.

## ABOUT THE ANALYST



**Karen Brown**, Sr. Director, Industry Intelligence  
karenb@onetouchintelligence.com

Karen Brown has been tracking broadband communications technologies since 1999, when she joined *Cable World* magazine as associate technology editor. She has since monitored and reported on emerging technologies in the cable, Internet and wireless communications sectors for leading business publications including *Multichannel News*, *Wireless Week* and *CED Magazine*. She joined One Touch Intelligence in 2006.