



## Analysys Mason Study Demonstrates How the Fundamental Sustainability of the Internet Extends to Developing Countries

Study for the Internet Society explores impact of increased demand for new Internet services on its future growth

LONDON, UK, 24 October 2012 – Analysys Mason’s new study published today entitled ‘How the Internet continues to sustain growth and innovation’ reveals how the market forces that have always ensured the sustainability of the Internet in developed countries also extend to developing countries.

Analysys Mason ([www.analysismason.com](http://www.analysismason.com)) is a global specialist in telecoms, media and technology (TMT).

The Internet Society ([www.internetsociety.org](http://www.internetsociety.org)) commissioned Analysys Mason to study the impact of increased demand for new Internet services and concerns about the sustainability of the ensuing growth.

The new study shows how, in the past, Internet challenges have been continually met in developed countries, based on a combination of new technology and investment to increase capacity, and changing business models to distribute content. Further, the report shows how investment and innovation are already addressing new demands in developing countries today.

“Challenges in the past followed the increase in demand from the first commercial web browsers, and the widespread take-up of Internet video. Today, concerns about the sustainability of the Internet in developed countries have arisen from the increased availability of mobile broadband services,” commented Michael Kende, Analysys Mason partner and lead author on the study.

“What our report shows is that the Internet continually meets the challenges raised by new sources of demand for services, and these market forces are already at work delivering access and services to meet demand in developing countries.”

Commenting on the study, Markus Kummer, Vice President of Public Policy at the Internet Society, stated, “Many calls for an increased government role in promoting the Internet are based on claims that current growth rates are not sustainable. This study shows that there is no need to interfere with market forces and that investment and innovation will continue to meet the demands of increasing growth around the world.”

The study is available for download <https://www.internetsociety.org/sustainableinternet>

### **About Analysys Mason ([www.analysismason.com](http://www.analysismason.com))**

Analysys Mason is a global consultancy and research company specialising in telecoms, media and technology (TMT). Our clients in the TMT sectors operate in dynamic markets where change is constant. We help shape their understanding of the future so they can thrive in these demanding conditions. To do that, our consultants have developed rigorous methodologies that deliver real-world results for clients

around the world. Our headquarters are in London and we have a presence in Cambridge, Dubai, Dublin, Edinburgh, Madrid, Manchester, Milan, New Delhi, Paris, Singapore and Boston.

**About the Internet Society ([www.internetsociety.org](http://www.internetsociety.org))**

The Internet Society is the trusted independent source for Internet information and thought leadership from around the world. With its principled vision and substantial technological foundation, the Internet Society promotes open dialogue on Internet policy, technology and future development among users, companies, governments, and other organizations. Working with its members and Chapters around the world, the Internet Society enables the continued evolution and growth of the Internet for everyone.

Media Contact: Wende Cover, [cover@isoc.org](mailto:cover@isoc.org), +1 703 439 2773