The rail industry is undergoing a period of radical change. Competitive pressures and demands for cost-savings are forcing hard-pressed train operators to employ new broadband solutions and develop new services – but are they really worth the investment? Does the business case stack up in the real world of the rail industry?

The broadband train industry is evolving quickly, from a niche activity on a few train services in Europe, to being more widespread and diverse, with higher speed solutions covering passenger information, internet and internal applications. This in turn is creating an exciting and lucrative new market for enterprising suppliers.

- But how large is this market?
- Who are the main competitors?
- Which train companies have launched these new services?
- Which services are winning out?
- What is the business case for these new services?
- And how far and fast will the market grow?

The Transport and Communications Consultancy team at BWCS has worked with many of the pioneering train companies on the launch of their new wireless connectivity systems and in 2011 produced a ground-breaking study of the future of Broadband Services for the UK Rail Industry. BWCS has also hosted several global conferences focusing on the supply of broadband wireless services to and from trains. **Now, for the first time, BWCS has produced a report looking at the current and future market for these systems in each European Country over the next ten years.**

For the first time BWCS will evaluate the potential new revenue streams and cost-saving services being introduced across Europe by forward-thinking train companies. The report will provide a vital insight into their true potential. It will help train companies decide on whether or not the business case for on-train WiFi, entertainment services, mobile voice enhancement, on-train advertising, online ticketing, passenger counting, vehicle tracking and other new systems really holds up.

The report will examine every European country and detail which train operators and which suppliers are offering these new services and how many trains are covered...

In short, the study is an invaluable guide to this exciting and dynamic new market. For those investing in this area, running train services or looking to get involved, it is a study that no-one in the industry should be without.

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**The European Market for Train-Based Broadband Wireless Services 2012**

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1 Executive Summary

2 Train-Based Broadband Technologies

2.1 Cellular Systems (2G, 3G, 4G)
2.2 Satellite Systems
2.3 WiMAX Systems
2.4 Hybrid Systems
2.5 Other Train Communications Systems
   2.5.1 GSM-R
   2.5.2 ERTMS

3 Train-Based Broadband Applications

3.1 Overview
3.2 Passenger Applications
   3.2.1 Internet access
   3.2.2 Passenger information
   3.2.3 Online ticketing
   3.2.4 Entertainment services
   3.2.5 Mobile voice enhancement
   3.2.6 Future applications
3.3 Operational Applications
   3.3.1 Onboard ticketing and purchasing/card verification
   3.3.2 Catering supplies
   3.3.3 Realtime CCTV
   3.3.4 Passenger counting
   3.3.5 Vehicle tracking
   3.3.6 Vehicle condition monitoring
   3.3.7 OTMR - Black Box
   3.3.8 Future applications

4 Making WiFi Pay - The Business Case for Train Operators

4.1 Revenue Generation
   4.1.1 WiFi access charging
   4.1.2 Pay-per-view entertainment
   4.1.3 Advertising & sponsorship
4.2 Travel Class Upgrades
4.3 Modal Shift
4.4 Competitive Advantage
4.5 Franchise Retention

5 Train-Based Broadband Systems Provision in Europe

5.1 Which Systems Are Proving Most Popular?
5.2 Major Systems Suppliers
   5.2.1 Nomad Digital
      - Activities and markets
      - Company financials
      - Acquisitions, joint ventures
      - Projects
      - Contact details
   5.2.2 Icomera
      - Activities and markets
      - Company financials
      - Acquisitions, joint ventures
      - Projects
      - Contact details
   5.2.3 21Net
      - Activities and markets
      - Company financials
      - Acquisitions, joint ventures
      - Projects
      - Contact details
   5.2.4 Other system suppliers
      - Nokia Siemens Networks
      - Orange Business Services
      - Corenet Oy
   5.3 Supplier Market Shares in Europe

6 European Country Profiles

Each profile features:
- Key Data
- Market Structure and Regulation
- National Rail Regulator
- National Infrastructure Provider
- Train Operators
- High-Speed Rail
- Broadband on Trains
- Country Scorecard

6.1 Austria
6.2 Belgium
6.3 Bulgaria
6.4 Croatia
6.5 Czech Republic
6.6 Denmark
6.7 Estonia
6.8 Finland
6.9 France
6.10 Germany
6.11 Greece
6.12 Hungary
6.13 Ireland
6.14 Italy
6.15 Latvia
6.16 Lithuania
6.17 Luxembourg
6.18 Netherlands
6.19 Norway
6.20 Poland
6.21 Portugal
6.22 Romania
6.23 Slovakia
6.24 Slovenia
6.25 Spain
6.26 Sweden
6.27 Switzerland
6.28 Turkey
6.29 United Kingdom
6.30 Rest of Europe

7 Train-Based Broadband Usage - Current Market and Forecasts

7.1 Passenger Kms, by Market, 2012-2021
7.2 Passengers Journeys, by Market, 2012-2021
   7.2.1 Premium class
   7.2.2 Standard class
7.3 Passengers with Wireless Broadband-Enabled Devices, by Market 2012-2021
7.4 Passengers Using Mobile Internet, Ind. Self-Provided Access, by Market 2012-2021
7.5 Revenues from Train-Based Broadband Access, by Market 2012-2021
7.6 Revenues from Passenger Upgrades, by Market 2012-2021
7.7 Revenues from Modal Shift, by Market 2012-2021
7.8 Revenues from Other Sources, by Market 2012-2021
7.9 Total Value of Train-Based Broadband Provision, by Market 2012-2021

8 Train-Based Broadband Systems - Current Market and Forecasts

8.1 Rolling Stock Units by Market, Total 2012-2021
   8.1.1 Passenger carriages
   8.1.2 Premium class seats
   8.1.3 Standard class seats
8.2 Rolling Stock Units by Market, Broadband-Equipped 2012-2021
   8.2.1 Passenger carriages
   8.2.2 Premium class seats
   8.2.3 Standard class seats
8.3 Broadband Penetration Rate, % of Total Rolling Stock 2012-2021
   8.3.1 Passenger carriages
   8.3.2 Premium class seats
   8.3.3 Standard class seats
8.4 Train-Based Broadband Systems by Technology 2012-2021
   8.4.1 Carriages equipped by type of system, units
   8.4.2 Share of carriages by type of system, %
   8.4.3 Market value by type of system, Euros
8.5 Train-Based Broadband System by Market 2012-2021
   8.5.1 Broadband equipment value
   8.5.2 Broadband bandwidth value
   8.5.3 Total value of train-based broadband systems

9 Glossary
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