

## **PV Market Alliance**

### **Draft table of content**

1. Presentation of the consortium and USP
2. Introduction – A qualitative & quantitative 2015-2020 PV Market Report
3. Definitions & methodology (scenarios)
4. A global PV market perspective
  - a. 2014 in a nutshell
  - b. Market drivers: keys to understand the development
    - i. Grid parity and competitiveness
    - ii. Policy trends
      1. Self-consumption
      2. Call for tenders
      3. Financial support
    - iii. The end of unicity, the PV market becomes the PV markets
      1. Distributed PV
      2. Centralised PV
      3. From pico to hybrid: the rebirth of off-grid
  - c. What to expect in the Global PV Market until 2020
    - i. Global PV Market in 2015 - aggregated
    - ii. Global PV market until 2020 - aggregated
    - iii. Segmentation until 2020 – aggregated
5. Regional Perspectives – aggregated per region + key countries analysis (constraint: market exists already)
  - a. Asia Pacific – Japan – Korea – Australia – Taiwan - ...
  - b. China
  - c. India
  - d. Europe
  - e. North America – USA (per state ?)- Canada
  - f. Latin America – Mexico – Chile – Brazil - ...
  - g. Middle East
  - h. Africa
6. Emerging Markets - Country analysis
  - a. Emerging markets 2015-2016
  - b. PV potential in the World based on grid parity and other indicators
7. Industry perspectives
8. Conclusions