

Jordan Telecommunications Report Q2 2016

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Abstracts

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BMI View: We have made minor adjustments to our Q2 2016 Jordanian telecommunications market report update. Latest data from 9M15 suggest that the market performed significantly better than FY14 when the market witnessed the termination of a significant number of inactive SIMs. 4G launch efforts by all three operators are bearing fruit in the country, and we believe that this will empower organic growth in the mobile market sector. However, we continue to caution that the market remains saturated with a high degree of penetration and a strong consumer preference for prepaid, low-value services. Growth in the market over our forecast period, out to 2020, will come from the 4G services sector, and a possible move towards converged plans that could drive revenue upwards whilst keeping competition strong.

Latest Updates & Industry Developments

Latest available data from 9M15 reveal that the market performed well in 2015 with strong net additions of 645,000 subscribers in the middle two quarters of 2015. The market ended Q315 with a total of 10.126mn subscribers.

The wide spread launch of 4G services in 2015 and high uptake expected in 2016 and beyond will deliver organic growth opportunities in a saturated market. We believe that carrier efforts to migrate users from prepaid low-value services to postpaid plans will prove crucial for growth prospects and revenue generation.

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