

Australia Telecommunications Report Q4 2015

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Abstracts

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BMI View: Australia remains a highly saturated mobile telecommunications market with limited scope for growth. 4G and LTE offerings will drive the future and provide opportunity as smart devices and demand for highspeed data grows nationally. APRUs are set to lower but operators continue to invest in high speed new technologies such as VoLTE and 4GX.

Key Data

By June 2015, mobile subscriptions had reached 31.2mn. Telstra continues to gain significant net additions at the expense of Vodafone Hutchison Australia (VHA).

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