

# Austria Telecommunications Report Q3 2016

<https://marketpublishers.com/r/A35D9FBFD58EN.html>

Date: June 2016

Pages: 59

Price: US\$ 1,295.00 (Single User License)

ID: A35D9FBFD58EN

## Abstracts

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**BMI View:** The mobile market expanded in the second half of 2015, with T-Mobile driving subscriber growth. New Mobile Virtual Network Operator products such as Allianz's SIM-only products show the continued dominance of the no-frills segment. Customers are now accustomed to cheaper prices for services deemed adequate, despite operators' efforts to develop mobile content and services. Mobile broadband holds the lion's share of the broadband sector.

### Latest Updates & Industry Developments

The mobile market expanded for two consecutive quarters in Q315 and Q415 - the first time it did so since 2012.

Dedicated mobile broadband remains the largest component of all broadband connections according to Q315 regulatory data, with 2.14mn subscriptions out of a total market of 4.56mn

The strength of no-frills plans affected the uptake of more premium services; with just 438,900 LTE subscribers compared to 10.9mn 3G subscribers as of Q315.

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