

Bangladesh Telecommunications Report Q1 2016

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Abstracts

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BMI View: The launch of 3G services has significantly boosted consumption of non-voice advanced services in the mobile market. Top-line subscription growth figures support the notion that there is untapped demand for such services, although we are aware that price-driven promotional campaigns are just as responsible for this uptick. Nevertheless, non-voice still accounts for a small proportion of total mobile revenues.

Latest Updates & Industry Developments

Mobile subscription growth is strong as a result of the move to 3G, but market volatility continues to be problematic due to price competition and the high incidence of multi-SIM ownership. We forecast subscriptions to rise from 120.2mn in 2014 to 154.9mn by 2019.

3G uptake will be difficult to monitor as few customers will be able to afford smartphones or nonessential content. Life services such as mobile money will drive the data market, but basic applications will be as effective over 2G as 3G. We forecast 3G subscriptions to reach 4.8mn by 2019, or 3.1% of the total market.

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