

Bangladesh Telecommunications Report Q2 2016

<https://marketpublishers.com/r/B1EFC35D2BBEN.html>

Date: February 2016

Pages: 58

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

ID: B1EFC35D2BBEN

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 137.7mn in 2015 to 161.8mn by 2020.

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