

Bangladesh Telecommunications Report Q3 2016

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Abstracts

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BMI View: Two mobile operators have announced network upgrades that will boost 3G and 4G take-up. Robi Axiata, which is set to displace Banglalink in terms of mobile subscriber market share through its merger with Airtel Bangladesh, has contracted Ericsson as its supplier for hardware, software and integration services, 3G expansion and 4G network readiness. According to the operator, smartphone penetration reached 20% at end-2015, up from just 6% two years earlier, and is projected to reach 40% by 2018. Grameenphone's parent company Telenor has also signed a five-year network enhancement agreement with Ericsson, which encompasses not only 2G/3G network transformation but also the deployment of 4G. The operator aims to upgrade all 10,000 of its base stations to be 3G-capable by H116 and targets 16mn data users by end-2016 and 50mn by 2019.

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.

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 39.4mn by 2020, or 29.0% of the total market.

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