

Denmark Telecommunications Report Q4 2015

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Abstracts

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BMI View: The Danish mobile market is saturated, with one of its main recent drivers being dedicated mobile broadband offers. The failed merger between Telia and Telenor will continue the price competition in the competition, which is why we believe the fixed market offers the biggest area for improvement. Operators are moving towards more advanced broadband services, such as DOCSIS3.0 and fibre, to regain market share from mobile broadband, and using bundled services to lower churn. This is the first step in the battle for convergence, where deepening the customer base through upselling and not widening with new acquisitions becomes the core strategy.

Key Data

There were 7.621mn mobile subscriptions in Denmark at the end of June 2015, for a penetration rate of 134.6%.

DSL continues to decline in the fixed broadband market, with 1.155mn subscriptions at the end of 2014. Comparatively, there were 1.271mn NGA connections (including VDSL, fibre and DOCSIS3.0) and 1.163mn dedicated mobile broadband connections

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