

# Germany Telecommunications Report Q4 2016

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## Abstracts

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BMI View: Sky Germany has announced it will launch short-term passes for its Bundesliga content, available from the start of the 2016-2017 season. Daily, weekend and monthly plans will be offered, though the provider has not provided pricing yet. Sky will try to replicate the success it has had with Now TV in the UK, expanding and broadening its customer base in Germany beyond its traditional footprint. It has the content to do so, with internet streaming giving Pay TV providers more flexibility in how they segment their offers to the market.

### Key Data

Mobile subscriptions ended 2015 at 113.825mn, up from 112.628mn in 2014 following the one-off loss through the O2/E-Plus merger.

ARPU levels stayed low in Germany, ranging from EUR10.5 to EUR15.3.

Advanced subscriptions are driving the market, with regulatory data (from 2015) highlighting that 58.0% of fixed voice subscriptions were VoIP, and 64.5% of mobile subscriptions were on 3G/4G.

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