

# Greece Telecommunications Report Q1 2016

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## Abstracts

Includes 3 FREE quarterly updates

**BMI View:** We have revised our outlook for the Greek telecommunications market in our Q1 2016 report, as the Greek mobile market added a healthy 375,000 new subscribers in H1 2015, higher than it has before since 2011. Nevertheless, we are cautiously optimistic about the Greek market in general, recording year-over-year growth of 2.5% in June 2015. The market is highly saturated and other concerning trends point towards a shift in low-cost prepaid services, meaning consumers are spending less. The three major carriers have all launched 4G services as of Q1 2015, but the outlook is less than optimal.

### Latest Updates and Industry Developments

375,000 new subscriptions were added in H1 2015 to bring the year-over-year growth rate to 2.5% at the end of June 2015.

The primary focus is on the growth of 3G and 4G LTE services as customers will jump from approximately 7.59mn in 2015 to 8.83mn in 2019.

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