

Hungary Telecommunications Report Q4 2016

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Abstracts

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BMI View: Vodafone emerged as the biggest spender in Hungary's latest spectrum auction in June 2016, wherein two bidders competed for new 4G/LTE spectrum. While Vodafone secured 60MHz, DIGI acquired 20MHz in the 3.4 to 3.8GHz band. The auction outcome makes Vodafone the largest spectrum holder in Hungary. The latest developments quell suggestions that the operator might sell its Hungarian operations.

Latest Updates & Industry Developments

While the mobile market has grown by 5.4% throughout 2015, subscriptions fell by 1.3% in the first quarter of 2016. This meant total subscriptions numbered 11.330mn at the end of March 2016. However, the share of higher value post-paid subscriptions is rising, in line with greater focus on speed. The 3G/4G customer numbers will reach 7.5mn by the end of 2020.

In the wireline arena, the focus is on rolling out DOCSIS 3.0 and fibre high-speed accesses, over which operators can deliver multiple high-value services. Triple-play services are in demand, but low income rural areas will be hard to penetrate. There were 3.214mn broadband accesses by end-2015, rising to 3.972mn by 2020.

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