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Abstracts

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BMI View: Bundling of fixed and mobile products is a critical strategy as it lowers churn and enables operators to sell new services to their customers. Operators are investing in advanced fixed and mobile services, such as 4G, VDSL and fibre to attract consumers onto their platforms, while the market has become more convergent, with Vodafone launching its TV service to join eir and Virgin Media in potentially offering quad-play.. BMI foresees higher levels of advanced technological uptakes going forward as operators offer innovative services to attract new customers and to retain existing clientele in both, especially as the potential for deepening remains strong, with many users still on DSL or 3G services available for migration.

Key Data

The mobile market reported net additions in Q315, after two quarters of consecutive losses (and five losing quarters in the last six). Volatility seems to lessen following the merger between 3 and O2, with 5.11mn subscribers at the end of September 2015. 3/4G users grew by 36.1% y-o-y according to the regulator.

The entire broadband market grew by 0.6& y-o-y to reach 1.713mn at the end of Q315, but this was driven by the fixed segment, thanks to VDSL, which grew by 4.4% y-o-y while dedicated mobile broadband declined by 9.6%.

The fixed voice market has declined, following a restatement from ComReg, reaching 1.49mn, a drop of 2.5% y-o-y.

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