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Italy Telecommunications Report Q4 2015

https://marketpublishers.com/r/I408FFBCE77EN.html
Date: September 2015
Pages: 71
Price: US$ 1,295.00 (Single User License)
ID: I408FFBCE77EN

Abstracts

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BMI View: The consolidation in the Italian mobile market, with the merger of WIND and 3, will lessen some of the price pressure that had been led by the two challengers. Competition will remain, and operators will gain profitability not by increasing the price of basic services, but through improving usage with new services, such as LTE whose uptake remains low to regional standards. Convergence, alongside fibre services, is Telecom Italia's main strategy to improve its revenues, but the structure of the market, heavily prepaid, makes it more difficult than in other countries. Consolidation will help with investments into rolling out new networks, but the conflict in terms of the provision of fibre services poses a risk to the longterm development of fixed broadband, with short-term profits a stronger consideration than nationwide FTTH coverage.

Key Data

There were 86.485mn subscribers in Italy at the end of June 2015, with the market in constant decline since 2013, having lost over 6mn connections, through strong competition and inactive prepaid SIMs.

There were 14.37mn fixed broadband subscriptions at the end of March 2015, of which 13.03mn were ADSL connections, as the market struggles to move to more advanced technologies.

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