

Jordan Telecommunications Report Q4 2016

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Abstracts

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BMI View: The Jordanian mobile market remains saturated, with a high degree of penetration and a strong consumer preference for prepaid, low-value services. Throughout the five years to 2020, growth will come from the 4G services sector and the adoption of converged plans that will drive revenue upwards while keeping competition strong. This will benefit the broadband market as customers embrace ubiquitous connectivity and slow the decline of fixed-line connections. There is little scope for new players, however, unless they invest more in services rather than networks.

Latest Updates & Industry Developments

Almost 200,000 mobile subscriptions were lost in Q116 as operators removed inactive accounts over security and competition concerns: we forecast 11.185mn by the end of the year. The focus is on 3G/ 4G migration and customer numbers will reach 7.468mn in 2016 and 8.963mn by 2020.

Although Orange/Jordan Telecom is pursuing premium converged services as a customer retention strategy, the low availability of last-mile wireline infrastructure will be an impediment to success. There will be 2.381mn dedicated broadband accesses by end-2016, rising to 3.194mn by 2020.

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