

Kuwait Telecommunications Report Q3 2015

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Abstracts

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BMI View: With the mobile penetration rate now well over 200%, Kuwait's three mobile operators' strategies to drive revenue growth from new services rather than new subscriptions are well under way. Aside from aiming to retain existing customers with improved customer care and network quality, mobile operators are also leveraging their networks to break into the M2M and wireline markets. Over the coming two years, BMI sees particularly strong opportunities in the broadband market, where the absence of a strong regional player or any of the existing mobile players means that highly lucrative multi-play services have yet to take hold. However, Kuwait's mobile ARPUs are among the highest in the region, and we therefore believe there is strong appetite among consumers for these types of services.

Key Data

Mobile subscriptions maintained strong growth of 10.3% year-on-year in March 2015 to 7.67mn, despite a penetration rate above 200%.

Monthly blended average revenue per user (ARPU) continued to decline in the face of intense competition, to KWD6.5 in Q115.

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