

Kuwait Telecommunications Report Q4 2016

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Abstracts

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BMI View: With the mobile penetration rate now falling, Kuwait's mobile operators are focusing on new ways of generating revenue growth. All of Kuwait's mobile network operators have launched LTE services, thus stabilising average revenue per user over recent quarters, as well as improving their subscriber mix by offering attractive data bundles on post-paid contracts. Kuwait's Ministry of Communications' move towards fixed-line privatisation in Q116 could, if realised, enable the sector to attract investment and catch up with Gulf Cooperation Council standards of fibre connectivity.

Latest Updates And Industry Developments

Monthly blended average revenue per user (ARPU) stabilised around USD23.5 in H116 following several years of decline. Despite a boost from data services, ARPU will decline to USD22.6 by the end of 2020.

While the mobile market has been contracting to the level of Q214 with 7.1mn subscribers in Q216, efforts to migrate customers to higher-value services will result in strong growth in the 3G/4G market, where we project the number of subscriptions to rise to 5.4mn, or 76.2% of total mobile subscriptions, by 2020.

Contents

BMI Industry View

SWOT

Industry Forecast

Latest Updates

Structural Trends

Table: Telecoms Sector - Historical Data & Forecasts (Kuwait 2013-2020)

Industry Risk Reward Index

Middle East and North Africa Risk/Reward Index

Table: MENA Telecoms Risk/Reward Index, Q416

Kuwait Risk/Reward Index

Market Overview

Market Drivers And Trends

Mobile

Wireline Voice And Broadband

Pay-TV/Convergence

Regulatory Development

Industry Risks

Main Development: Privatisation Of The Wireline Sector Planned

Additional Developments

Competitive Landscape

Table: Key Players: Kuwait Telecoms Market

Table: Mobile Market Overview

Operator Data

Table: Ooredoo

Table: VIVA

Table: Zain

Company Profile

Ooredoo Kuwait

VIVA Kuwait

Zain

Demographic Forecast

Table: Population Headline Indicators (Kuwait 1990-2025)

Table: Key Population Ratios (Kuwait 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Kuwait 1990-2025)

Table: Population By Age Group (Kuwait 1990-2025)

Table: Population By Age Group % (Kuwait 1990-2025)

Glossary

- Table: Glossary Of Terms
- Methodology
- Industry Forecast Methodology
- Sources
- Risk/Reward Index Methodology
- Table: Risk/Reward Index Indicators
- Table: Weighting Of Indicators

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