

Philippines Telecommunications Report Q1 2016

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Abstracts

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BMI View: Having achieved high mobile penetration, operators will now aspire to derive greater revenue from each subscription. Shifting the vast majority of prepaid subscribers on to postpaid plans and introducing higher value data services will be the focal areas of operators in the near term. Market leader Philippines Long Distance Telephone (PLDT)'s launch of quad-play service and both PLDT and Globe Telecom's tie-ups with over the top (OTT) video streaming platforms iFlix and HOOQ this year are testament to this shift in operator strategy. However, we believe that network connectivity and access speeds are key areas that will either facilitate or inhibit success.

Latest Updates & Industry Developments

Mobile subscriptions grew by 3.3mn in H115 to reach 117.2mn. We believe that this number will reach 119.6mn by the end of 2015.

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