

Philippines Telecommunications Report Q2 2016

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Abstracts

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BMI View: Operators will aim to derive revenue growth from growing mobile data usage trends, leveraging the Philippines' strong economic growth potential to introduce premium value added services (VAS) and data-heavy mobile applications. To this end, both Philippines Long Distance Telephone (PLDT) and Globe Telecom have tied up with over the top (OTT) video streaming platforms such as iflix, HOOQ and Netflix. However, smartphone ownership and slow speeds are key enablers that need to be addressed.

Latest Updates & Industry Developments

We believe mobile subscriptions reached 119.6mn at the end of 2015, representing a penetration rate of 118.8%. Although we forecast this to increase to 122.6% by end-2020, downside risks to growth lie in rising consumer affluence, which will the shift in preference from prepaid to postpaid.

Contents

BMI Industry View

SWOT

Industry Forecast

Philippines - Q2 2016

Latest Updates

Structural Trends

Table: Telecoms Sector - Wireline - Historical Data & Forecasts (Philippines 2014-2020)

Industry Risk Reward Ratings

Table: Asia Pacific Telecoms Risk/Reward Index - Q2 2016

Philippines

Market Overview

Market Drivers & Trends

Mobile

Regulatory Development

Regulatory Overview

Table: Philippines - Regulatory Bodies And Their Responsibilities

Regulatory Developments

Competitive Landscape

Market Structure

Table: Key Players - Philippines Telecoms Sector

Table: Selected Operator Revenues (USDmn)

Mobile Operator Data

Table: The Philippines Mobile Market Overview

Table: Mobile Operators Prepaid And Postpaid APRU (PHP)

Table: Smart Communications

Table: Globe Telecom

Table: Sun Cellular (acquired by PLDT)

Wireline Operator Data

Table: The Philippines Fixed Line Market Overview

Company Profile

Philippine Long Distance Telephone Company

Smart Communications

Globe Telecom

Demographic Forecast

Table: Population Headline Indicators (Philippines 1990-2025)

Table: Key Population Ratios (Philippines 1990-2025)

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

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

Table: Population By Age Group % (Philippines 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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