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Poland Telecommunications Report Q4 2016

https://marketpublishers.com/r/P06DBAC16F2EN.html
Date: September 2016
Pages: 69
Price: US$ 1,295.00 (Single User License)
ID: P06DBAC16F2EN

Abstracts

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BMI View: The deployment of next-generation infrastructure is driving usage of premium non-voice services as well as complex, multi-screen converged services in Poland. Orange, Netia and Cyfrowy Polsat are benefiting to varying degrees. Although our outlook on the uptake of 3G/4G services is optimistic, the bids for spectrum in the auctions will temper any return on investment strategies, with a commensurate impact on pricing that will have to be borne by operators and end-users alike.

Latest Updates And Industry Developments

> The mobile market contracted sharply in H116 as more than 1.8mn subscriptions were shed. Orange and P4 (Play) performed well, signalling good underlying growth prospects deriving from customer deepening strategies. We forecast 53.423mn mobile subscriptions by 2020.
>
> Mobile expansion is being driven by 3G/4G migration. We forecast 48.364mn subscriptions by 2020, or 90.5% of the overall market, but the rate of growth will depend on operators' capex strategies as outlays on spectrum will weigh on their inclination to invest in networks.

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