

Portugal Telecommunications Report Q2 2015

<https://marketpublishers.com/r/P3B94B7CB18EN.html>

Date: April 2015

Pages: 97

Price: US\$ 1,295.00 (Single User License)

ID: P3B94B7CB18EN

Abstracts

Includes 3 FREE quarterly updates

BMI View: Operators continue to struggle with the dual pressures of economic weakness limiting subscriber spending and market maturity in the mobile sector. The mobile market, similarly most other Western European markets, is very mature and BMI does not expect much growth. However, acquisitions in both the wireline and the mobile markets with the sales of Portugal Telecom and potential divestment of Cabovisão, will add dynamics to the Portugese telecom sector.

Key Data

Wireline voice access is forecast to decline from 4.530mn in 2013 to 4.313mn by 2019 as more consumers switch to mobiles or IP-based substitutes.

Market saturation and chilly economic climate will mean volatile mobile subscriptions growth in the future. Market is forecast to grow from 16.914mn in 2013 to 17.161mn by 2019. 3G/4G upgrades will be operators' area of focus; subscriptions are forecast to rise from 4.462mn in 2013 to 5.037mn in 2019.

Converged services will continue to be popular, with bundling seen by operators as the most economically viable means of expanding their user and revenue bases. However, dampened consumer spending means that broadband subscriptions are forecast to rise from 3.322mn in 2013 to just 3.502mn in 2019.

Contents

BMI Industry View

SWOT

SWOT Mobile

SWOT Wireline

Political

Economic

Operational Risk

Industry Forecast

Mobile

Table: Telecoms Sector - Mobile - Historical Data & Forecasts (Portugal 2012-2019)

ARPU

Fixed Line

Table: Telecoms Sector - Wireline - Historical Data & Forecasts (Portugal 2012-2019)

Industry Risk Reward Ratings

Industry Risk/Reward Index

Table: Central And Eastern Europe Consumer Electronics Risk/Rewards Index, Q215

Market Overview

Mobile

Table: Portugal Mobile Market Regional Comparisons, 2013

Key Developments

Market Growth

Table: Portuguese Mobile Market, Q414

Market Shares

Table: Portuguese Mobile Market Net Additions ('000), 2013-2014

Usage

Networks

Mobile Content

Mobile Operator Data

Table: Portugal - Mobile Market Overview

Table: TMN

Table: Vodafone Portugal

Table: Optimus

Mobile Content

Monetising Footfall

Interoperable M-Commerce A Stronger Proposition

Positioning Key To M2M Success

Regaining Control Of The Bill

Fixed Line

Table: Portugal - Growth Of Fixed-Line Accesses ('000), 2013-2014

Broadband

Table: Portugal - Broadband Accesses By Technology ('000)

Next Generation Networks

Pay-TV/Bundled Services

Table: Portugal - Pay TV RGUs By Platform ('000)

Industry Trends And Developments

Table: Market Developments

Regulatory Development

Table: Portugal - Regulatory Bodies And Their Responsibilities

Latest Developments

Table: Key Developments

Competitive Landscape

Table: Key Players

Table: Selected Operators - Financial Indicators

Company Profile

Portugal Telecom

Vodafone Portugal

Sonaecom/Optimus

Regional Overview

Table: Alcatel-Lucent: Revenues By Segment, Q314 (EURmn)

Demographic Forecast

Table: Population Headline Indicators (Portugal 1990-2025)

Table: Key Population Ratios (Portugal 1990-2025)

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

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

Table: Population By Age Group % (Portugal 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

I would like to order

Product name: Portugal Telecommunications Report Q2 2015

Product link: <https://marketpublishers.com/r/P3B94B7CB18EN.html>

Price: US\$ 1,295.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P3B94B7CB18EN.html>