Russia Telecommunications Report Q2 2016

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Abstracts

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BMI View: In a market where 3G services are still being rolled out, the move to next-generation technology is proving costly and time-consuming. Additionally, despite dynamic increases in non-voice service traffic? price-sensitive Russian consumers outside the most affluent markets such as Moscow and St Petersburg are yet to fully engage with premium non-voice services, meaning that regional expansion is slow to yield acceptable returns on investment. Therefore, there is a real need for operators to collaborate to keep costs to a minimum so they can invest more in monetisable value-added services.

Key Data

The Russian mobile market has rebounded in Q2 and Q315, finishing September 2015 with 249.3mn subscribers and a penetration rate of 173.8%

For the first time in Q315, Rostelecom had more fibre than DSL customers, with 5.9mn and 5.5mn respectively

MegaFon reported 7.5mn LTE devices on its network in Q315, representing over 10% of its overall mobile customer base

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