

Russia Telecommunications Report Q4 2015

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Abstracts

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BMI View: The Russian mobile market reached saturation at nearly 170% in Q115. BMI believes that there is still scope for growth as some of these subscribers will be discounted as inactive SIMs and will be deactivated, but growth will plateau towards the end of our forecast period. LTE services continue to offer opportunities for more value-added data services and add revenue as smartphone penetration reaches the 30% mark. The recent USD1.2bn loan by the China Development Bank to Megafon and Rostelecom will enable both operators to enlist the services of Huawei technologies by improving areas of growth such as broadband data and LTE services.

Key Data

The subscriber base of the Russian mobile market bounced back to 240.330mn in Q414, according to data from the operators and from AC&M Consulting, with penetration increasing to 168.7%.

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