

Saudi Arabia Telecommunications Report Q4 2015

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Abstracts

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BMI View: Saudi Arabia's telecoms market is attractive due to high spending on telecoms services and its large population compared to the rest of the GCC. However the mobile market is now nearly saturated and leading operators STC and Mobily are increasingly focused on their premium strategies, expanding their fibre and converged wireline service offerings, and diversification into content and e-commerce through their venture capital subsidiaries. Third operator Zain's value offerings are gaining traction among lower cost customers, while the entry of two MVNOs in late 2014 is putting additional competitive pressure on all three MNOs.

Key Data

Mobile subscriptions continue to fluctuate between 51-53mn, a trend which will continue amid market saturation and the seasonal impact of the Hajj pilgrimage.

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