

Serbia Telecommunications Report 2016

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Abstracts

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BMI View: Market saturation, aggressive price competition and a small number of players continue to hamper the development of Serbia's telecommunications market. The move to 4G began in 2015 and, given the rapid uptake of 3G, we believe operators will quickly migrate customers to the new platforms. However, despite a relatively high incidence of postpaid customers, spending on value-added services will be limited. Further market liberalisation will not encourage new players into the market; rather, we believe Serbia Broadband (SBB) could become the focal point for consolidation and innovation.

Latest Updates & Industry Developments

Just 69,200 new mobile subscriptions were added in the first nine months of 2015, taking the total to 9.51mn. This was in line with expectations and we forecast 9.52mn by the end of the year. The focus is on 3G/4G migration and customer numbers will reach 5.20mn in 2015 and 6.57mn by 2019.

In the wireline arena, the focus is on rolling out xDSL and digital cable high-speed accesses. Tripleplay services are now in demand. There will be 1.58mn broadband accesses by end-2015, rising to 1.71mn by 2019.

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