

# Spain Telecommunications Report Q4 2015

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## Abstracts

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**BMI View:** With consolidation process reaching a peak, we believe the Spanish telecoms market will increasingly focus on augmenting bandwidth and broadening service/application propositions as the surviving operators strive to remain relevant. Organic customer growth opportunities are limited, but improving customer monetisation rates will be the new area of focus.

### Key Data

We forecast muted growth for mobile subscriptions, which are now expected to reach 50.5mn by 2019, but 3G/4G penetration of the market will be much more vibrant, with 40.5mn subscriptions accounting for 80.1% of the market by 2019.

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