

# Ukraine Telecommunications Report Q1 2016

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## Abstracts

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BMI View: 3G has finally come to Ukraine with the launch of commercial services by Astelit and Kyivstar.

This is a huge opportunity for operators to turn around their fortunes with higher revenues from mobile data services.

The telecoms sector has been artificially held back for many years as a result of the lack of 3G and fierce competition for data subscribers will help with innovation and value added services.

Ukraine has one of the lowest ARPUs in Europe and we expect this will begin to improve as a result.

This is due to the high share of inactive prepaid contracts in the subscriber mix and the depreciation of the local currency as result of the ongoing crisis, and we expect 3G will still affect the market positively.

As regulator NKRZI (NCCIR) approved in August 2015 a roadmap to implement 4G LTE mobile services in the country until 2017, we expect operators will have to plan their investment into networks carefully, while competition in the mobile broadband market increases.

The main components of the roadmap include changes to the national frequency allocation table/usage plan and re-farming existing frequencies for LTE under a new technology-neutral licensing regimen.

The plan aims to catch up with technology used by other countries.

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