

Benchmark of Telecom Sector in Europe: Economic Performance Metrics for Main Players and Markets

<https://marketpublishers.com/r/B1DECB2659CEN.html>

Date: December 2016

Pages: 41

Price: US\$ 3,300.00 (Single User License)

ID: B1DECB2659CEN

Abstracts

This benchmark shows progress similarities and differences on the path of growth of the telecom operators in Europe. Although revenues shrank and were restructured in the past five years, Telcos as Cablecos embraced differently the competition and the needs for investment in either wireless or wireline fast broadband networks. In this report, the subscribers, revenues shares, margins and growth figures are compared throughout Europe. Market dynamics are detailed for 6 sub-regions with similar economics: Scandinavia, Central Europe, Southern Europe, Southeastern Europe, The British Isles and Western European countries. Then, the report addresses the concentration and development of big players by benchmarking their tendency to develop at the pan European level, at a chosen sub-region level or by escaping the game with an external international ambition.

Telecommunications markets in Europe are evolving in a parallel fashion, but the prospect of single, cohesive European market is still a distant one.

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