

# **Iliad in Italy: One Year Later: How did the operator enter the Italian market and what are the initial results?**

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## **Abstracts**

This study starts by looking back at Iliad's strategy in France through its subsidiary Free Mobile and describes the Italian market before Iliad's entry. It then summarises the stages of Iliad's entry into the Italian market and describes the characteristics of its offering.

It subsequently analyses the initial results of Iliad's entry into the Italian market and its impact on the level of competition. Finally, it examines the development prospects for Iliad in Italy, especially in light of 5G deployment.

## Contents

### **1. ILIAD'S OFFERING IN ITALY**

- 1.1. Iliad in France: the Free Mobile whirlwind
- 1.2. The Italian market before the arrival of Iliad
- 1.3. How did Iliad enter the Italian market?
- 1.4. Iliad's Italian services are similar to its French range

### **2. INITIAL RESULTS AND IMPACT ON THE ITALIAN MARKET**

- 2.1. Impact on the market and the competitive balance
- 2.2. Questions remain over the business model and quality of service

### **3. CONCLUSIONS**

- 3.1. A spectacular entry that raises doubts in the medium term
- 3.2. What are the prospects for Iliad Italia with the arrival of 5G?

## List Of Tables

### LIST OF TABLES AND FIGURES

#### 1. Iliad's offering in Italy

MNO market share in volume, France (2011-2016)

Price index in France's mobile market, by contract

Cheapest prices in the mobile market

Number of active SIM cards

Average monthly data consumption per user

#### 2. Initial results and impact on the Italian market

Data consumption over the year and number of SIM cards with a data plan

Total numbers ported over the year

Market share in value in the end market

Incoming and outgoing number ports for Iliad Italia

Network quality of key operators

#### 3. Conclusions

Results of the spectrum auction in late 2018

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