

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.

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