

Increasing ARPU - Raising revenue in a saturated market

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Abstracts

Average revenue per user or other revenue-generating unit is a key metric for any telecom operator. Maintaining or ideally increasing ARPU directly translates into higher levels of profitability and an improved capacity to invest ??“ provided that parameters like SAC, SRC and churn are kept under control.

When comparing different services such as fixed broadband and mobile as well as the evolution of ARPU in various regions of the world, one can observe significant differences. The reasons for this are manifold. They are partly rooted in consumer behaviour but also in such factors as market structure and the level of competition

Mobile markets have become increasingly saturated with penetration rates standing well above 100% of population, and the adoption of fixed broadband has reached levels where future growth is limited. Increasing ARPU has thus become a priority for operators, even more so as price competition is eating into their margins.

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