

# South Africa Mobile Service Market, Subscribers & Companies Forecast to 2015

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## Abstracts

### South Africa Mobile Service Market – Market Overview

South Africa telecom sector boasts the continent's most advanced networks in terms of technology deployed and services provided. In a virtually saturated voice market, three mobile networks – Vodacom, MTN and Cell C– are competing for market share in the mobile service market. 3G/HSPA mobile broadband services now rival available DSL fixed-line offerings in terms of both speed and price, and have consequently taken the upper hand in terms of subscriber numbers. With its relatively well developed and diverse infrastructure, South Africa is also taking a regional lead role in the convergence of telecommunication and information technologies with the media and entertainment sector, promising reductions in telecommunication costs and better availability of information and services. The mobile service market in South Africa was valued US\$ XXXX Billion in 2011 and is expected to be US\$ XXXX Billion by 2015. In South Africa, the total number of mobile subscriber was XXXX Million in 2011 and is expected to increase to XXXX Million by 2015.

### South African Mobile Market Company Analysis

The South African mobile telecommunications market is characterized by three mobile network operators (Vodacom, MTN and Cell C) as well as a fourth mobile 'virtual' network operator (Virgin). Vodacom is the leading mobile service operator in South Africa. It generated revenue of US\$ XXXX Billion in 2011 and is likely to be the leader in South African mobile Service market by 2015. Vodacom also has the largest mobile subscriber base in South Africa with XXXX Million Subscribers in 2011. In South African mobile service market MTN and Cell C are holding the second and third position with over US\$ XXXX Billion and US\$ XXXX Billion revenue in 2011 respectively. In terms of

subscribers also MTN and Cell C are holding the second and Third spot respectively.

The mobile data market in South Africa is predicted to be a significant revenue contributor for mobile telecommunication operators, such as MTN, over the next five years. The reduction in interconnection fees is likely to have adverse impact on the revenue of the South African mobile operators. The two dominant mobile operators Vodacom and MTN are raking in billions of US Dollar each year through interconnect charges; so lower rates may significantly influence their revenue and profits.

### **South African Mobile Market Analysis**

In South Africa Mobile service market voice is the major source of revenue. In 2011, the South African mobile voice service market was worth US\$ XXXX Billion and it is projected to increase to US\$ XXXX Billion by 2015. However in the coming years the growth rate of voice service is likely to reduce slightly as the demand for data service are growing in South Africa. The mobile data service market in South Africa was valued US\$ XXXX Billion in 2011 and it is projected to reach US\$ XXXX Billion by 2015. However mobile interconnection service revenue is likely to decline; to US\$ XXXX Billion in 2011 compared to US\$ XXXX Billion in 2015.

This 120 page Renub Research report titled “South Africa Mobile Service Market, Subscribers & Companies Forecast to 2015” contains 97 Figures. This research report provides a comprehensive assessment of the fast-evolving, high-growth South Africa Mobile Service Industry. We have studied in this report the Mobile Services (Voice, Data, Messaging, Data, Interconnection and Others) Market, Subscribers and Forecast. Major Players of South Africa Mobile Services (Vodacom SA, MTN SA, Cell C & Virgin Mobile SA) Revenue, Subscribers and its Forecast.

### **The Report Covers the Following Points**

South Africa Mobile Service Market & Subscribers (2008 to 2011) and Forecast (2012 to 2015)

South Africa Mobile Service Company ( Vodacom SA, MTN SA, Cell C SA & Virgin Mobile SA) Market Share & Subscribers Share (2008 to 2011) and Forecast (2012 to 2015)

South Africa Mobile 3G Service Market & Subscribers (2007 to 2011) and

Forecast (2012 to 2015)

South Africa Mobile Service (Voice, Data, Messaging, Interconnection & Others)  
Market (2008 to 2011) and Forecast (2012 to 2015)

South Africa Mobile Service (Voice, Data, Messaging, Interconnection & Others)  
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South Africa Mobile Service Company ( Vodacom SA, MTN SA, Cell C SA &  
Virgin Mobile SA) Revenue & Subscribers (2008 to 2011) and Forecast (2012 to  
2015)

Vodacom SA Mobile Service (Voice, Data, Messaging, Interconnection &  
Others) Revenue (2008 to 2011) and Forecast (2012 to 2015)

MTN SA Mobile Service (Voice, Data, Messaging, Interconnection & Others)  
Revenue (2008 to 2011) and Forecast (2012 to 2015)

Cell C Mobile Service (Voice, Data, Messaging, Interconnection & Others)  
Revenue (2008 to 2011) and Forecast (2012 to 2015)

## **Data Sources**

This report is built using data and information sourced from proprietary databases, primary and secondary research and in-house analysis by Renub Research team of industry experts.

Primary sources include industry surveys and telephone interviews with industry experts.

Secondary sources information and data has been collected from various printable and non-printable sources like search engines, News websites, Government Websites, Trade Journals, White papers, Government Agencies, Magazines, Newspapers, Trade associations, Books, Industry Portals, Industry Associations and access to more than 500 paid databases.

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