

# Turkey Telecom Sector Forecast to 2012

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## Abstracts

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The telecommunication sector in Turkey has grown at a rapid pace during the past few years, driven by government support and initiatives aimed at liberalization and privatization of the sector. Besides, other factors, such as favorable demographics coupled with rising disposable income and a desire to avail hi-tech telecom services have been fostering the growth of Turkish telecom market.

Our team has examined the Turkish mobile market and has found that it currently possesses a lot of potential as the penetration rate was around 85% at the end of 2010. With the initiation of 3G services in Turkey, the telecom sector will witness significant changes in the coming years. With the rapidly improving mobile infrastructure and intense competition among the three mobile operators (Turkcell, Avea, and Vodafone), the mobile subscribers will grow at a CAGR of around 8% during 2011-2014 and the penetration rate will exceed 108% by 2014-end.

The research also acknowledged that competition among various telecom operators is increasing as they are looking for new business expansion and customer retention strategies to sustain and gain higher chunk of the market. Thus, operators are aggressively pushing the deployment of network infrastructure, which is driving investments in the country's telecom sector. The report also presents an overview of the competitive landscape, in which, leading industry players have been covered along with their marketing strategies.

"Turkey Telecom Sector Forecast to 2012" provides extensive research and in-depth analysis of the Turkish telecom market. It provides an insight into the current market

trends and substantiates the data with unbiased and rational analysis. The report provides industry forecast on various telecom segments based on feasible telecom industry environment in Turkey including fixed-line subscribers and penetration, mobile subscribers and penetration, Internet users and Internet penetration, and broadband subscribers. The report also provides thorough analysis on the current and future outlook of various emerging technologies, such as 3G, IPTV, and WiMAX. Besides, the report also discusses the regulatory framework governing the telecom industry which will help clients in planning their strategies accordingly.

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