

LTE in the Southeast Europe: Contracts, Operator Reviews, Spectrum Strategies, Subscriptions, Pricing and Forecasts 2011 – 2015

<https://marketpublishers.com/r/LD854EC1197EN.html>

Date: January 2012

Pages: 71

Price: US\$ 3,000.00 (Single User License)

ID: LD854EC1197EN

Abstracts

The LTE industry is growing at a rapid pace worldwide and by 2015 it is estimated that South Eastern Europe Region will have 6.9 Million subscriptions which will represent 1.7% of the worldwide market share. Future developments of LTE networks will be reliant on spectrum re-farming by regulators and also on finalizing the analogue switchover due to a need for digital dividend frequencies. LTE on such frequencies would allow implementation of fast mobile broadband networks with a substantially wider coverage at lower cost and also faster time to market. Covering over 13 regional markets and 42 major operators from the Southeast Europe region and written by industry veterans, this report provides answers to these complex questions by providing a detailed assessment of the critical aspects the regional LTE market, which include commercial, trial and pilot LTE deployments, operator commitments, LTE pricing strategies, regional operator reviews, regional regulatory and spectrum strategies and LTE subscription forecasts by country and spectrum from 2011 until 2015. The report begins by providing a comprehensive assessment of LTE technology from both technical and market perspectives. Firstly presented is a technical assessment including performance metrics, integration with presently deployed 2G, 3G and 3.5 G networks, and the evolution to LTE Advanced, the next generation of LTE technology. The report then studies the key market drivers and barriers towards the adoption of LTE from a global perspective with regional operator observations. The report then presents an assessment of global LTE commercial network deployments and subscriptions for 2011, followed by an assessment of global LTE market share, LTE pricing strategies and opportunities, as well as LTE spectrum strategies from a global perspective. The subsequent sections individually focus on the Southeast Europe region and provide comprehensive reviews of the regional LTE market outlook from 2011 to 2015, commercial deployments, operator reviews, LTE commitments, pricing opportunities

and strategies for each operator, spectrum allocation opportunities and pricing strategies for each country, as well as a market share assessment for each region. Provided in the end are detailed forecasts for LTE subscriptions, market share and spectrum regulation from 2011 to 2015 on a global, regional and country wide basis. Accompanying the forecasts is a summary of regulatory activities and LTE trials, pilots and deployments within each country.

Contents

1. INTRODUCTION

- 1.1. Executive Summary
- 1.2. Acronyms

2. LTE TECHNOLOGY AND MARKET OVERVIEW

2.1. LTE Technology Overview

- 2.1.1. LTE Technical Performance Metrics
- 2.1.2. The Evolution to 4G and LTE Advanced
- 2.1.3. Integration with 2G, 3G & 3.5 G Deployments

2.2. LTE Market Overview

- 2.2.1. The Key Market Drivers for LTE Adoption
 - 2.2.1.1. The Increasing Demand for Broadband Data Centric Applications
 - 2.2.1.2. Mobile Market Saturation and Opportunities for Higher ARPUs
 - 2.2.1.3. High Data Rates, Spectral Efficiency and OPEX Reduction
 - 2.2.1.4. Narrow Competition from competing standards
 - 2.2.1.5. Broadband Availability in Rural Areas
 - 2.2.1.6. Commitments by Major Infrastructure and User Device Vendors
- 2.2.2. The Key Market Obstacles for LTE Adoption
 - 2.2.2.1. Frequency Spectrum Availability, Congestion and Regulation
 - 2.2.2.2. CAPEX Demands for Operators
 - 2.2.2.3. Consumer Device Challenges
 - 2.2.2.4. Pricing Strategies and Complexities in Roaming Agreements

3. WORLDWIDE LTE INDUSTRY OUTLOOK

- 3.1. Worldwide LTE Subscription Projections 2011 – 2015
- 3.2. Q3'2011 Worldwide LTE Commercial Deployments and Subscriptions
- 3.3. Worldwide LTE Market Share
- 3.4. Worldwide LTE Pricing Opportunities & Strategies
 - 3.4.1.1. Discounts to 3G Tariffs
 - 3.4.1.2. Discounted Pricing in Rural Areas
 - 3.4.1.3. Speed and Usage Capped Pricing
 - 3.4.1.4. Free LTE Service Trials
 - 3.4.1.5. Device Agnostic Pricing
- 3.5. Worldwide LTE Spectrum Strategies

3.5.1. 700 MHz Band leading the Market in 2011

3.5.2. Varying Spectrum Adoption Strategies

4. SOUTH-EAST EUROPE LTE INDUSTRY OUTLOOK

4.1. LTE Market Outlook and Regional Subscriptions (2011 – 2015)

4.2. South-East Europe Commercial Deployments and LTE Commitments

4.2.1. Albania

4.2.2. Bosnia and Herzegovina

4.2.3. Bulgaria

4.2.3.1. M-Tel trial LTE-1800 Network Release

4.2.4. Croatia

4.2.4.1. T-Mobile trial LTE-1800 Network Release

4.2.4.2. Vipnet trial LTE-800 and LTE-1800 Network Release

4.2.5. Greece

4.2.5.1. Cosmote trial LTE-900 and LTE-1800 Network Release

4.2.6. Hungary

4.2.6.1. Vodafone trial LTE-1800-TDD and LTE-1800-FDD Network Release

4.2.6.2. T-Mobile commercial LTE-1800 Network Release

4.2.6.3. Telenor trial LTE-1800 Network Release

4.2.7. Kosovo

4.2.8. Former Yugoslav Republic of Macedonia (FYROM)

4.2.9. Montenegro

4.2.9.1. Telenor trial LTE-1800 and LTE-2600 Network Release

4.2.10. Romania

4.2.10.1. Orange trial LTE-2600 Network Release

4.2.10.2. Vodafone current activities

4.2.11. Serbia

4.2.11.1. MT:S trial LTE-2600 Network Release

4.2.11.2. Telenor trial LTE-2600 Network Release

4.2.12. Slovenia

4.2.12.1. Mobitel trial LTE-1800 and LTE-800 Network Release

4.2.12.2. Si.mobil trial LTE-2600 and LTE-800 Network Release

4.2.13. Turkey

4.2.13.1. Turkcell trial LTE-1800 Network Release

4.2.13.2. Avea trial LTE-1800 Network Release

4.2.13.3. Vodafone LTE trial

4.3. South-East Europe LTE Pricing Opportunities and Strategies

4.3.1. LTE Pricing Models in Hungary

4.4. South-East Europe Spectrum Allocation & Strategies

- 4.4.1. Opportunity of sub-1 GHz Spectrum
- 4.4.2. Increasing Demand for Spectrum Re-farming
- 4.4.3. 1800 MHz Spectrum to Lead SEE region LTE Deployments by 2015
- 4.4.4. Albania: 1800 MHz likely to be regulated in future
- 4.4.5. Bosnia and Herzegovina: No plan yet
- 4.4.6. Bulgaria: 1.8 & 2.6 GHz Opportunities
- 4.4.7. Croatia: 800 MHz & 1.8 GHz Opportunities
- 4.4.8. Greece: 900 MHz & 1.8 GHz Opportunities
- 4.4.9. Hungary: 900 MHz & 1.8 GHz Opportunities
- 4.4.10. Kosovo: No plan yet
- 4.4.11. Macedonia: 800 MHz likely to be regulated in the future
- 4.4.12. Montenegro: 900 MHz, 1.8 GHz & 2.6 GHz Opportunities
- 4.4.13. Romania: 1.8 GHz & 2.6 GHz Opportunities
- 4.4.14. Serbia: 800 MHz, 1.8 GHz and 2.6 GHz Opportunities
- 4.4.15. Slovenia: 800 MHz, 1.8 GHz and 2.6 GHz Opportunities
- 4.4.16. Turkey: 1.8 GHz and 2.6 GHz Opportunities

4.5. South-East Europe LTE Market Share and Subscriptions by Country

5. LTE SUBSCRIPTIONS, SPECTRUM AND MARKET SHARE FORECASTS BY REGION AND COUNTRY 2011 - 2015

5.1. Worldwide LTE Subscriptions and Market Share

- 5.1.1. Worldwide LTE Subscriptions
 - 5.1.1.1. Worldwide LTE Subscriptions by Spectrum Band
 - 5.1.1.2. Worldwide LTE Subscriptions by Region
- 5.1.2. Worldwide LTE Market Share by Spectrum
- 5.1.3. Worldwide LTE Market Share by Top 10 Countries

5.2. South-East Europe LTE Subscriptions and Market Share

- 5.2.1. South-East Europe LTE Subscriptions
 - 5.2.1.1. South-East Europe LTE Subscriptions by Spectrum Band
 - 5.2.1.2. South-East Europe LTE Subscriptions by top Country
- 5.2.2. South-East Europe LTE Market Share by Spectrum
- 5.2.3. South-East Europe LTE Market Share by Top 10 Countries
- 5.2.4. South-East Europe Country Level Subscriptions and Market Share
 - 5.2.4.1. Albania
 - 5.2.4.2. Bosnia and Herzegovina
 - 5.2.4.3. Bulgaria
 - 5.2.4.4. Croatia

5.2.4.5. Greece

5.2.4.6. Hungary

5.2.4.7. Kosovo

5.2.4.8. Former Yugoslav Republic of Macedonia (FYROM)

5.2.4.9. Montenegro

5.2.4.10. Romania

5.2.4.11. Serbia

5.2.4.12. Slovenia

I would like to order

Product name: LTE in the Southeast Europe: Contracts, Operator Reviews, Spectrum Strategies, Subscriptions, Pricing and Forecasts 2011 – 2015

Product link: <https://marketpublishers.com/r/LD854EC1197EN.html>

Price: US\$ 3,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LD854EC1197EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

