

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

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## **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.

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