



PMR Industry Report

Integrated telecommunications services market in Poland 2016

Bundle and multi-play offer analysis

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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market
- This report is an expert study regarding the segment of **integrated telecoms services**
- Bundled sales of telecommunications services for the Polish B2C segment, i.e. households and individual users
- **Expert interviews** with market players and a **dedicated consumer survey**

What is the content of the report?

Detailed information on the market of integrated telecommunications services in Poland:

- The current market situation
- Growth forecasts for the coming years
- Key trends and tendencies on the market
- The structure of the Polish market
- An analysis of telecommunications operators' offers as regards multi-play services
- Players' market shares
- Popularity of using bundled services in the telco industry
- The saturation of the Polish market with telecommunications services and prospects for further services development.

Examples of indicators and data contained in the report include:

- Value of the integrated telecommunications services market in Poland
- Value forecasts of the integrated services market in coming years
- Volume forecasts concerning further market growth
- Number of subscribers to integrated telecoms services, total and broken down by specific bundle types
- Estimated number of subscribers to bundle services and the number of RGUs sold in bundles by different operators

- Prices of bundles offered by telecommunications operators
- Average revenue per user for the operators
- Value shares of different market players
- Volume shares of different operators.

A bundled offer (also referred to as a multi-play, integrated or convergent offer) combines at least two of the following services:

- Voice services in fixed-line telephony (PSTN/VoIP)
- Voice services in mobile telephony
- Fixed-line internet access services
- Mobile internet access services (modem + PC)
- Television services.

5 Reasons to choose PMR

Companies operating on the telecommunications market in Poland can take advantage of this report and in this way expand their market shares and revenues:

- 1 When **developing a strategy** for the coming years, it is necessary to know market trends, growth forecasts and potential
- 2 When **preparing a budget** or **making financial decisions**, hard data on bundled services must be taken into account
- 3 When **planning the use of you own customer base**, it is worthwhile to find out what the competition is doing
- 4 When **outlining the possibilities of cross-selling** services to existing customers, it is advisable to find out what the preferences of bundled service users are
- 5 When **preparing new offers**, companies may take into consideration the market opportunities presented in this report, e.g. alliances and connections between telecommunications services and other services for the mass market.



Who benefits from the PMR report?

We recommend the report to managers – including heads of business development, marketing and sales departments – of the following enterprises active on the telecommunications market in Poland or interested in entering the market:

- Telecommunications operators, regardless of their specialisation and segment of activity
- Cable television networks
- ISPs
- Suppliers of telecommunications and network devices.

The use of bundled and integrated offers goes beyond the telecommunications sector and extends to banking services, tourism, energy, gas sales, etc. With that in mind, we also address this report to enterprises from outside the telco sector, such as:

- Banks, insurers and energy companies
- Polish and international financial institutions (banks, brokerage houses, investment funds)
- Consulting, research and business intelligence companies
- Chambers of commerce, professional organisations.

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