



PMR Industry Report

# Mobile internet and value-added services market in Poland 2017

## Market analysis and development forecasts for 2017-2022

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## PMR Report

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- **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

## What is the content of the report?

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- **Value and dynamics** of Poland's mobile internet market
- Total number of **mobile internet subscribers** in Poland with breakdowns by post-paid and pre-paid services; **penetration** of mobile phone services and of dedicated cards for data transmission; **sales of smartphones**
- **Volume shares of the individual players** in Poland's mobile internet market; **number of SIM cards** in the MVNO networks
- **Identification of the most important global trends and comparison of the Polish market** to those of other countries
- Details on the offers of operators and **price level** of mobile internet
- **Structure of the VAS market** and presentation of individual segments (micropayments, interactive media, games, apps, music, mobile marketing).
- **Development forecasts** for each VAS segment analysed.
- **Share of individual providers** in the market of premium numbers
- **Unique study** on the mobile internet and VAS market
- **PMR estimates concerning the shares in the mobile internet market** with breakdowns by: suppliers, service model, end devices.
- **PMR estimates showing the horizontal structure of the VAS market**
- **PMR analysis of the register of premium numbers**, as well as analysis of historical trends in this segment of market.
- **Profiles of suppliers** operating in the mobile internet and VAS market
- **Forecasts for the VAS market** in total and with breakdowns by the key segments.

# 5 Reasons to choose PMR

- 1 Mobile internet is one of the few segments of the telecommunications market in Poland still experiencing growth
- 2 In the last five years, the number of subscribers using mobile internet with dedicated solutions increased by approximately four million, while the increase of the number of subscribers to fixed internet access services amounted to approximately one million
- 3 The continuous increase in penetration of smartphones is a positive influence on the popularity and importance of mobile internet services
- 4 Investments of operators in the development of LTE are based on assumptions that mobile internet will continue to gain in importance, and consumers will need more and better service parameters at constant prices
- 5 Mobile operators have invested more than 9 billion PLN for the frequency at 800 MHz and capacity at 2.6 GHz during the last auction – mainly for the development of mobile data transfers



## Who benefits from the PMR report?

Managers, marketing and business development departments of the following companies:

- Businesses operating in the telecommunications market in Poland, especially those developing or planning to develop mobile internet and VAS services
- Telecommunication operators of all specialisations and from all business segments
- Cable television networks and local ISPs
- Providers of telecommunications and network equipment
- Content providers
- Consulting, research and analytical companies
- Universities, research institutes
- Chambers of commerce, trade organisations
- Banks, insurers and companies active in the energy sector
- Domestic and foreign financial institutions (banks, brokerage houses, investment funds).

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