



11th
edition!

Telecommunications market in Poland 2011

Development forecasts for 2011-2015

Publication date: Q4 2011

Language: Polish, English

Word from the author



The telecom market in Poland has all the characteristics of a mature market. The saturation with basic services is at the level where year-on-year growth can at best reach one-digit figures. However, the share of revenues from data transmission, line rental and internet access in the market of telecom services keeps expanding. Last year, the segment reached the value of approx. PLN 6bn, which accounted for 16% of the entire telecom service market. The DLISP market is increasingly influenced by the competition from mobile access services. The mobile internet market has recently become the centre of the industry's attention, and the main field of competition for new users among operators. In this context, it is worth noting the commercial start of LTE-based mobile internet services on the retail market.

Paweł Olszynka, IT&Telecoms Head Analyst

Report description

The report analyses the telecom market in Poland and its three key segments – fixed telephony, mobile telephony and the DLISP market (data transmission, line rental and internet service provision). Apart from the three chapters, focusing on the condition and current trends of the main telecom segments, the report also includes the findings of PMR's own survey of top 100 telecom companies in Poland. The analysis includes growth forecasts and indicators for the Polish telecom market in 2011-2015.

Key topics

- **Current situation and main trends** on the Polish telecom market.
- Value and change of the **fixed telephony market**. Number of users, penetration of the market and market structure, broken down into the segment of local calls, international calls and F2M.
- Value and change of the **mobile telephony market**. Number of users, penetration of the market and market structure, by number of call minutes and sent text and multimedia messages.
- Information on the Polish MVNO market, the mobile phone distribution and market (including data on the smartphone market) and **mobile internet access** are provided as appendix.
- **Results of the survey** of top telecom companies in Poland.
- **Changes in the law** – bills and amendments.
- **Size of investment** on the telecommunications market in Poland.
- **Key players** on the telecommunications market in Poland (profiles).

What questions does the report answer?

- What are the key trends influencing the market?
- What is the size of investment for the individual operators in the recent years, and what is their main focus?
- What are the market shares of the players?
- Which segments of the telecom market are the most promising from the point of view of telecom and network hardware providers?

Report is a source of valuable information when:

- starting activity on the Polish telecom market
- entering the market of fixed telephony/ mobile telephony/ DLISP
- expanding range of activity
- analysing competition on the Polish telecom market
- analysing trends on the market
- analysing current changes in the telecom law
- estimating development opportunities
- developing business strategies for the telecom market.

... and in many other daily business situations.

Prices:

Language / Licence	Single	5 Users	Corporate	Global
English/Polish	2000€	3000€	4000€	5000€
English and Polish	2800€	4200€	5600€	7000€

Selected PMR Clients:



PMR MarketInsight Methodology

This report was prepared using PMR MarketInsight methodology developed by PMR which assists in the complex preparation of industry reports.

[Read more about PMR MarketInsight »](#)

About PMR

PMR Publications (www.pmrpublications.com) provides reliable market intelligence for business professionals and analyse the business climate in particular in the construction, retail, IT, telecommunications and pharmaceutical sectors. PMR Publications offers both free and paid subscription newsletters, internet news portals, and in-depth reports.

PMR Publications is part of PMR (www.pmrporate.com) – a British-American company providing market information, advice and services to international businesses interested in Central and Eastern European countries as well as other emerging markets. PMR key areas of operation include consultancy (through **PMR Consulting**) and market research (through **PMR Research**).

PMR Ltd. Sp. z o.o.,

ul. Dekerta 24,
30-703 Krakow, Poland
tel. /48/ 12 618 90 30,
fax /48/ 12 618 90 08,
moreinfo@pmrporate.com

