



**10<sup>th</sup>**  
edition !

# Telecommunications market in Poland 2010

Development forecasts for 2010-2014

Publication date: **October 2010**

Language: **Polish, English**

## Word from the Author:



Our last year's forecasts for the telecoms market in Poland proved correct. In 2009 the value of the market went down, mainly due to the Mobile Termination Rate cuts and erosion of mobile operators' wholesale revenues. Yet, the industry seems to be more focused on another factor, namely better climate for investment in the infrastructure. The signing of an agreement between the market regulator and TP SA, the largest telecoms operator, was an unprecedented event. Under the agreement, TP SA is required, among other things, to ensure equal treatment of its retail division and alternative operators, and, more importantly, to build almost 500,000 new lines and modernize another 700,000.

**Pawel Olszynka**, IT&Telecom Head Analyst

## Description of the report

The report gives a **comprehensive overview of the telecommunications market in Poland**. It discusses the main events, trends and directions of development in the coming years. In addition to the data for the telecommunications market as a whole, the report analyses all the key segments, namely **mobile telephony, fixed-line telephony and ISP**.

Each chapter **offers most recent data on individual segments of the market** and presents **profiles of the largest players**. The report also gives forecasts of the **key market indicators and analyses growth opportunities** in each segment in the years to come.

For the sake of this report, we conducted a **survey among the management staff of top 100 telecoms companies in Poland**. The responses from our interviewees helped us better understand the current situation in the telecoms industry and were very helpful sources of information about the market.

## Questions addressed by the report

- How did the value of the telecommunications services market and its individual segments change over the last several years?
- What are individual providers' shares in the market?
- How do the opinions of entities involved in the telecoms business in Poland change?
- What are the main barriers and growth drivers in the years to come?
- What are the growth prospects for the market?
- Which segments of the telecommunications market are most promising for operators?

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## PMR MarketInsight Methodology

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