Word from the author

The telecommunications market in Central Europe is maturing. Penetration of basic voice services, both mobile and fixed, has usually either reached its peak and is stagnant, or has already started to decline. In most of the countries broadband remains growing, although fixed broadband connections do not represent as much growth potential as a few years ago, and the rate of net additions is dropping. Conversely, mobile internet access has become a hot topic. The number of subscribers, using either modems or smartphones, has recently been increasing dynamically in all the CEE countries. Operators also seek to improve their results by offering bundles, penetrating the business market and introducing value-added services.

Pawel Olszynka, IT&Telecom Head Analyst

Report description

The report analyses the situation on the seven telecommunications markets in Central and Eastern Europe: Bulgaria, Czech Republic, Hungary, Poland, Romania, Slovakia and Ukraine. The study is divided into eight parts plus an executive summary. The objective of the report is mostly to provide the reader with all the important current statistics, but also with an analysis of differences and similarities between the countries under study. The study also contains a resume of the most important events that have influenced the situation in the telecommunications market in the particular countries in recent two years.

It is available to purchase as a whole or by country: Bulgaria, the Czech Republic, Hungary, Poland, Romania, Slovakia, Ukraine.
The series is a great compendium of knowledge about the CEE telecommunications market providing analysis of the situation on the telecoms market: fixed-line telephony, mobile telephony, as well as data transmission and internet access services.

Besides basic information about the market value, revenues and profits of key market players as well as subscriber and traffic numbers, the report includes major telecom industry indicators such as ARPU, MoU, churn, SAC, CAPEX, etc.

Forecasts for individual market segments and operational numbers in the period 2011-2016 have been provided.

Questions the publication answers

- What is the current situation on the telecommunications market in Central and Eastern Europe?
- What are the key similarities and differences between the CEE countries?
- What is the most promising country in terms of revenue growth in the coming years?
- What infrastructure can be found in selected CEE countries?
- How the CEE telecoms market is going to develop by 2016?
- What telecom market segments will be the fastest growing in CEE?
- What are the investment opportunities on the telecoms market in particular countries?
Target readers:

- major telecom providers operating in the CEE region
- top marketing managers and marketing staff of companies active or connected with the telecoms market in CEE or considering entry
- major foreign telecom companies planning expansion, looking for acquisition targets in CEE
- telecom equipment vendors
- major ICT vendors
- business research, consulting and analysis companies
- financial advisers, brokerage houses, investment banks
- state institutions, agencies, embassies and industry organisations.

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PMR MarketInsight Methodology

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

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