

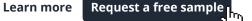


PMR Industry Report

Cloud computing market in Poland 2018

Market analysis and development forecasts for 2018-2023

Publication date: August 2018 Language: Polish, English Delivery: PDF, PPT, XLS/online access



Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the ICT market, I invite you to contact our consultants.



Yawi Ukupoka

Head IT & Telecoms Expert

Contact PMR and get more info:

+48 12 340 51 30 | support@pmrcorporate.com PMR Ltd. Sp. z o.o., ul. Mogilska 65, 31-545 Kraków

WWW.CEEITANDTELECOM.COM | MYPMR.PRO



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

What is the content of the report?

- 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



Reasons to choose PMR

The report will be useful when:

- 1) Operating a business in the telecommunications market in Poland, including primarily mobile services
- 2 Seeking opportunities to enrich the service portfolio with mobile internet
- 3 Analysing the competition and market potential of mobile internet in Poland
- 4 Identifying areas that can provide additional revenue to the operators of mobile telephony or through cooperation with mobile networks
- 5 Building a development strategy and increasing customer commitment to the VAS market.



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).

THEY TRUSTED US:

