



PMR Industry Report

Cloud computing market in Poland 2018

Market analysis and development forecasts for 2018-2023

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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.



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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

5 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).

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