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Standard licence: 2450€  
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**Executive Summary \***

Corporate licence: 500€

**Database of report stats \***

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PMR Industry Report

6<sup>th</sup> edition

# Telecommunications market in Poland 2017

Market analysis and development forecasts for 2017-2022

Publication date/Update: December 2017

Language: English, Polish

Delivery: PDF, PPT, XLS / online access

Contain: Report + Executive Summary + Database of report stats

**Take advantage of the PMR offer**

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



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Head IT & Telecoms Expert

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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

## Executive Summary

- An **executive summary of the report in PowerPoint** format with charts/graphs
- **Ready-to-use presentation material** for company strategy meetings

## Database of report stats

- An Excel file containing all the key statistics from the report, **allowing the reader to arrange and manage the data according to their own needs**
- **A useful tool for analysts** – allows for data from the report to be easily merged with internal company data or other external data

## What is the content of the report?

- Value of the Polish **telecommunications market and telecommunications services market** in the years 2005-2016
- Value of each of the key **segments** of the telecom industry – mobile telephony, fixed-line telephony and DLISP in 2005-2016
- Key indicators of further **development of the market and its segments, value and growth dynamics** during the period 2017-2022
- Detailed **profiles of major telecoms operators**: operational indicators and financial results (including total revenues, revenues generated in individual segments of the market, revenues structure, EBITDA, CAPEX, RGUs, number of subscribers, ARPU, MoU, SAC, churn rate), major events, acquisitions and investments.
- Analysis of the current **consumption, regulatory and technological trends** shaping this market and the influence of each on growth and development of the industry.
- Detailed data and analysis of the internet access market divided into access technologies, both in fixed-line (**xDSL, CATV, FTTx, Ethernet, FWA, Wi-Fi, WiMAX**) and mobile networks.
- KPI in individual segments of the market: RGUs, major telecom operators' total numbers of subscribers (including total number of SIM cards divided into pre-paid and post-paid, fixed telephone lines, internet access subscribers).
- Nearly 20 rankings showing the market shares of individual operators in terms of volume and value, and their shares in specific segments of the telecommunications market.
- Market structures:
  - Mobile market: sales revenues from subscriptions, calls, SMS/MMS, data transmission, value-added services, international roaming, interconnect settlements and wholesale market.
  - Fixed telephony market: divided into subscription, national and international calls, VoIP and PSTN market, interconnect settlements and wholesale market.
  - DLISP market: sales revenues from internet access services, data transmission and line rental, the shares of individual access technologies in terms of volume and value, B2C and B2B market shares.

# 5 Reasons to choose PMR

The main advantages of our report:

- 1 Unique, in-depth analysis of the telecommunications services market in Poland.
- 2 The report issued every year for over 15 years
- 3 Valuable experience of PMR research team primarily in terms of the proper interpretation of data and indicators
- 4 Long-term contacts with market participants, owing to which we obtain data directly from operators, which allows for discussion and clarification
- 5 Verification and unification of data from different sources (operators, reports prepared for shareholders and potential investors, our own and third-party research, data from market regulator, reporting forms from operators). We always look for data convergence which makes the comparison possible.



## Who benefits from the PMR report?

The report will be especially useful for managers and specialists responsible for the marketing, sales, strategy and development operations of the following types of companies:

- Operators of mobile telephony
- Operators of fixed-line telephony (PSTN and VoIP)
- Internet Service Providers
- Cable TV operators and digital platforms
- Providers of IT services (services and software) for telecommunication operators
- Network equipment suppliers
- Mobile phone manufacturers
- Technology providers for the telecommunications market
- Portals and content providers (including media: press, radio, television)
- Representatives of government, central administration and trade organisations
- Companies offering financial and investment services
- Organisations involved in market research, business and legal consulting.

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