



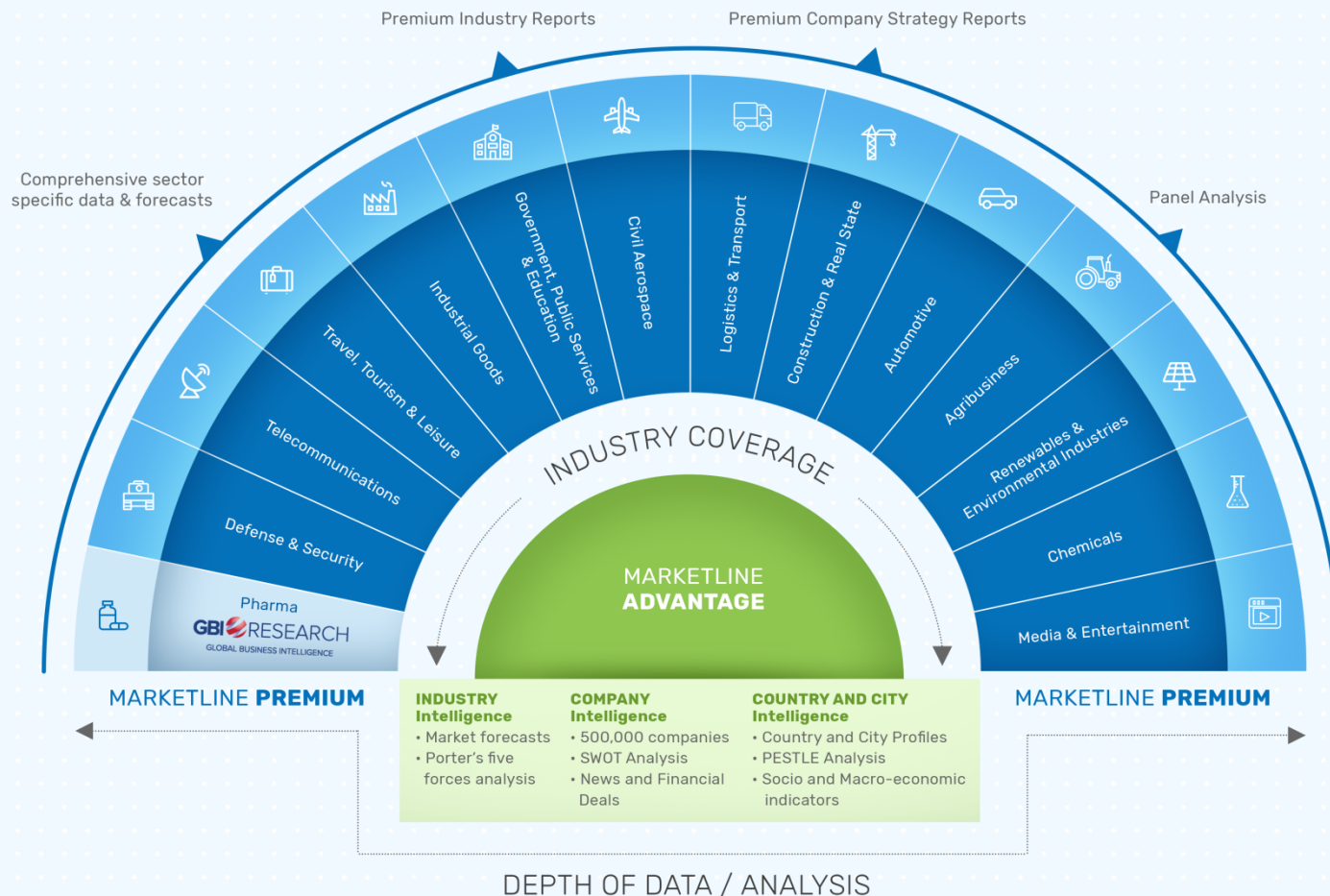
MarketLine Premium: Telecommunications

www.marketline.com

MarketLine at a glance

For more than 15 years **MarketLine Advantage** has supported the research needs of investment banks, corporations, professional services firms, and academia with a unique mix of company, industry, country, city and financial data for every major industry and marketplace.

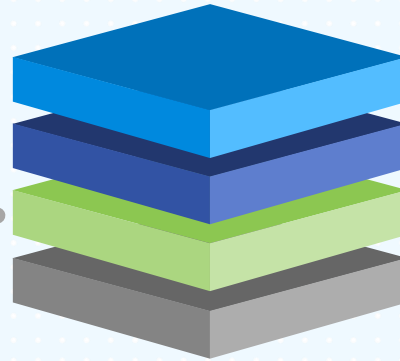
MarketLine Premium is a new series of vertical-specific market research modules that offer in-depth sector specific data and insights enabling you to dig even deeper into the markets that matter to you.



MarketLine Premium

Market Analyzer includes comprehensive industry statistics and forecasts for **55 countries**, spread over 5 regions. These enable you to benchmark key performance indicators, spot growth opportunities in key markets, and reveal future market trends.

500 Company Profiles, including detailed **Company Strategy Reports** for the top 20 companies within each sector, and **50 SWOT analyses**, offer insight into the global competitive landscape.



Industry Insight Reports analyze the factors influencing each sector in 30 countries. Uncover the factors driving company and market performance and identify potential risks.

Daily tracking of news and financial deals. Monitor product launches, technological developments, M&A activity, and financial results within the industry.

MarketLine Advantage

450+ Case Studies

Key socio and macroeconomic indicators for more than **200 countries** and **1950 cities**

Country Profiles and City Profiles evaluating Political, Economic, Social, Technological, Legal, and Environmental factors

Company Prospector database tracking over **500,000 companies**

Market values, volumes, and forecasts for over **120 industry sectors** and **50 countries**

4000+ Industry Profiles including Porter's Five Forces Analysis

MarketLine has over **400** experienced analysts, consultants, and researchers with regional and sector specialization.

We have expertise in **market sizing, competitor tracking, socio and macro economics**, business drivers and more.

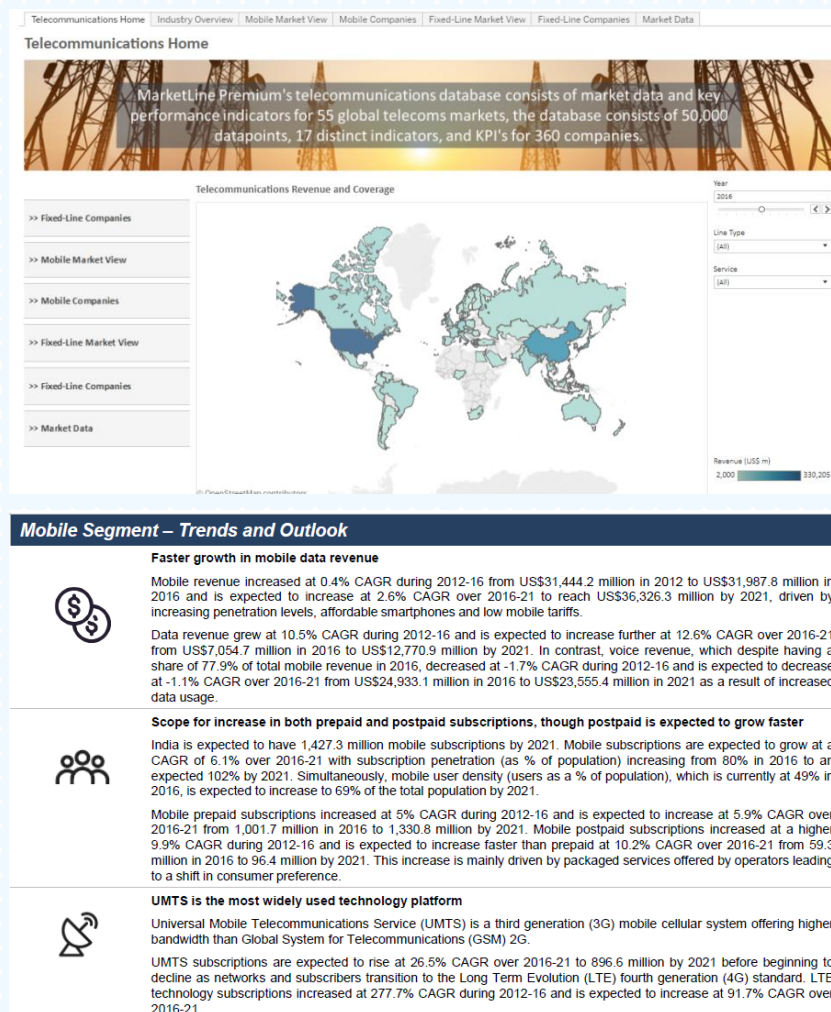


MarketLine Premium: Telecommunications

A view of the market

The Global Telecommunications market is undergoing fundamental change as Telcos deal with falling subscriber revenues, fierce competition, and technological change. **MarketLine Premium: Telecommunications** provides Telcos, Banks, Consultants, Advertising Agencies, Academic Institutions, and Trade & Investment Organisations with in-depth data, analysis, and insights to help you understand how this upheaval is set to shape the market going forward.

- **Telecommunications Market Analyzer** includes comprehensive Telecommunications statistics for 55 countries, spread over 5 regions delivering the fundamental data you need to make informed decisions.
- **Industry Insight Reports** analyze the factors impacting the Telecommunications market in 30 countries, helping you decode the data for strategic planning purposes.
- **Exclusive Telecommunications executive surveys** reveal the business confidence and procurement intentions of leading Telcos helping you better align investment/procurement strategies.
- **Risk-Reward Index** enables you to assess the risks and potential rewards of investing in Telecommunications markets globally, and in specific countries.
- **Telecommunications Company Strategy Reports** reveal the financial position, growth strategies and momentum of the leading Telcos in each market. Analyze the performance of each company against peers and key industry performance indicators to gain an instant understanding of the competitive landscape.
- Stay up-to-date with market trends by tracking **innovations**, **financial deals**, and other **key developments** that have taken place or are expected to impact Telecommunications markets.



MarketLine Premium: Telecommunications

Market Data

MarketLine

Understand **both local and international Telecommunications markets** with data and forecasts for 55 countries



MarketLine Premium: Telecommunications' Market Analyzer includes over 25,000 Mobile, Fixed Line, and Company data points and Key Performance Indicators (KPIs) for 55 countries, providing all the data you need to evaluate Telecommunications market trends and identify opportunities globally. **The Telecommunications Market Analyzer** is an interactive platform enabling you to view, manipulate, and download business critical Telecommunications data for your own analysis or presentations quickly and easily. Key metrics include:

Mobile Telecoms

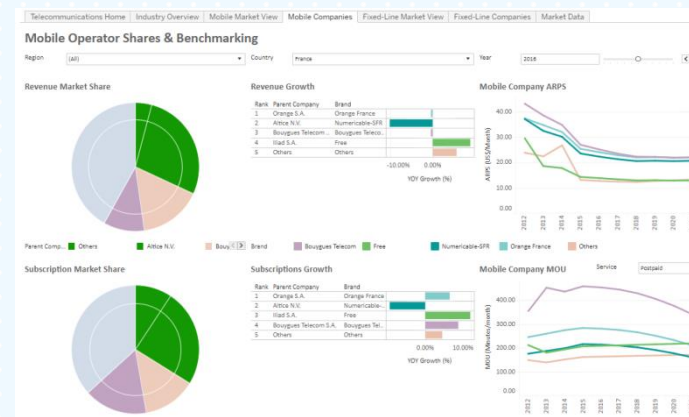
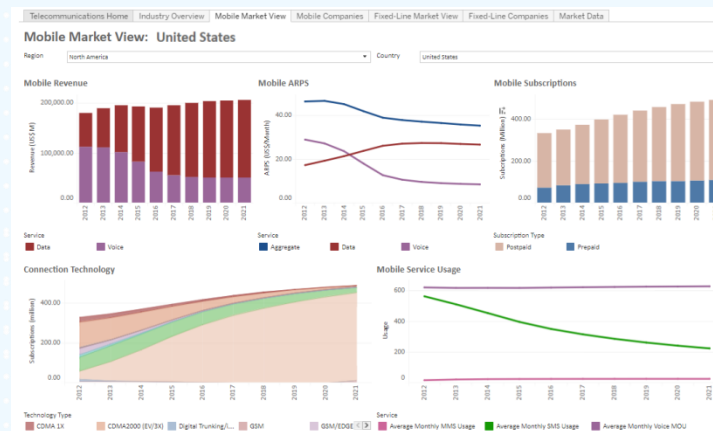
- Subscriptions (split by payment type, connection technology, and by operator)
- ARPU (for both Voice and data services)
- Revenues (for both Voice and data services)
- MOU (for voice, MMS, and SMS)
- Churn

Fixed Line Telecoms

- Subscriptions (for both voice lines and fixed broadband connections, and by operator)
- ARPU (for both voice and internet services and for business and residential customers)
- Revenues (for both voice and internet services and for business and residential customers)

Company KPIs

- Revenues
- Subscriptions (prepaid, postpaid, and by connection type)
- ARPU (Voice, Data)
- Churn
- MOU (prepaid, postpaid)



Key Indicator coverage



Indicator Coverage (55 counties)	
Mobile Subscriptions by Operators	Mobile Subscriptions by Technology
Revenues	Penetration of Population
Mobile Revenues	Market Share by Operator
Service Adoption	Total Service Revenue by Operator
Mobile Subscriptions by Type of Package	Prepaid Subscriptions by Operator
Voice Telephony Lines by Operator	Postpaid Subscriptions by Operator
Internet Accounts by Operator	Voice ARPS by Operator
Subscriptions by Operator	Data ARPS by Operator
ARPS & Per Minute Pricing	Prepaid MOU by Operator
Mobile Churn	Postpaid MOU by Operator
Mobile Usage	Voice Telephony Lines Market Share by Operator
Mobile ARPS	Internet Accounts Market Share by Operator

MarketLine Premium: Telecommunications Industry Insight

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Telecommunications industry insights help key decision makers across different functions make better, more informed, strategic decisions.

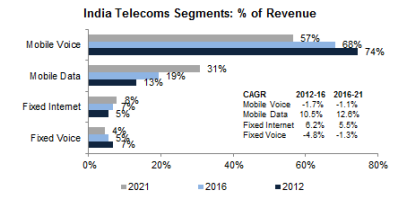
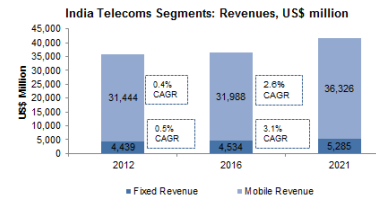


- **MarketLine Premium: Telecommunications** Includes comprehensive Telecommunications Industry reports for 30 countries providing the deep data and analytical insights you need to make better business decisions.
- **Proprietary Risk Reward Index**
MarketLine's propriety Risk-Reward Index enables you to assess the risks and potential rewards of investing in the Telecommunications sector in key geographic markets.
- **Telecommunications Industry Snapshot and Industry View**
Key Telecommunications Industry Statistics including fixed/mobile revenue, subscriptions, churn, market share, and ARPS are analyzed to reveal the key issues and trends driving market performance, both local and global.
- **Telecommunications Industry SWOT Analyses**
Discover the strengths, weaknesses, opportunities and threats impacting market performance and investment in each major Telecommunications market.
- **Telecommunications Industry Benchmarking**
Benchmark how each major Telecommunications market is performing in terms of fixed or mobile revenue, subscriptions, ARPS, penetration, and usage to gauge potential for growth or market entry,

Key Industry Segments

MarketLine

The telecom market is dominated by the mobile segment owing to increasing data consumption while the voice segment continues to decline



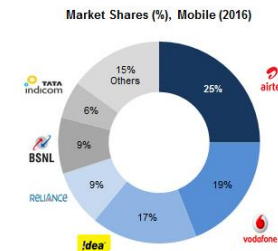
Mobile services dominate in terms of revenues

Voice revenue continues to lead the segment despite falling

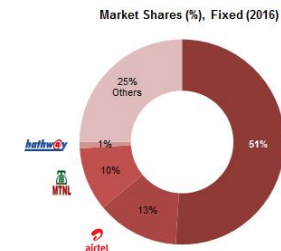
Industry Market Shares

MarketLine

Bharti Airtel and BSNL are the leading players in the mobile and fixed segments



Bharti Airtel, Vodafone, and Idea's dominance of the mobile market is being challenged by smaller players



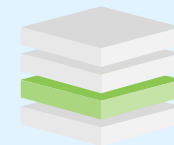
Public sector companies dominate the fixed segment

MarketLine Premium: Telecommunications

Competitive Insight

MarketLine

Gain insight into the **financial position, growth strategies and momentum** for the top 500 Telcos globally.



Company Strategy Reports

Company Strategy Reports deliver all the analysis needed to gain an instant understanding of the competitive landscape. **MarketLine Premium: Telecommunications** includes 20 Company Strategy Reports for the leading Telcos globally. Company Strategy Reports include:

- **Company Snapshot** showcasing key indicators and rankings of the company in terms of subscribers, revenue, and market share by region.
- **Company SWOT Analysis** outlining the Strengths, Weaknesses, Opportunities, and Threats facing the company.
- **Growth Strategies** reviewing goals, initiatives and outcomes.
- **Company Performance and Competitive Landscape** analyzing the company's performance by business segment compared to other players across markets on metrics such as churn and subscribers.
- **Key Developments** showcasing significant recent corporate events, changes, or product initiatives



Company Profiles

MarketLine Premium: Telecommunications includes over 500 Telecommunications Company Profiles enabling you to find key facts and personnel quickly and easily

SWOT Analyses

Uncover the strengths and weaknesses of each leading Telco, along with opportunities and threats they face in their markets with over 50 SWOT Analyses for leading Telecommunications companies.

News and Financial Deals

Stay up to date with Telecommunications company and industry developments with over 2,500 Company News and 500 Financials Deals added annually.





















MarketLine Premium: Telecommunications

Competitive Insight

MarketLine

MarketLine Premium: Telecommunications includes 20 Company Strategy Reports for the leading Telcos globally.

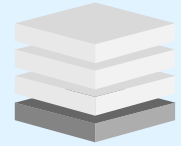


 <p>AT&T Inc</p>	 <p>China Unicom (Hong Kong) Limited</p>	 <p>Nippon Telegraph and Telephone Corporation</p>	 <p>Orange S.A.</p>
 <p>Vodafone Plc</p>	 <p>Deutsche Telekom AG</p>	 <p>PT Telekomunikasi Indonesia TBK</p>	 <p>SK Telecom Co., Ltd</p>
 <p>Bharti Airtel Limited</p>	 <p>Idea Cellular Limited</p>	 <p>Verizon Communications Inc</p>	 <p>SoftBank Corp. SoftBank Group Corp</p>
 <p>BT Group Plc</p>	 <p>KDDI Corporation</p>	 <p>AmericaMovil</p>	 <p>Telefonica SA</p>
 <p>China Mobile Limited</p>	 <p>MTN Group Limited</p>	 <p>China Telecom Corporation Limited</p>	 <p>Telenor ASA</p>

MarketLine Premium: Telecommunications

Panel Analysis

Gain insight into the business confidence and procurement intention of Telecommunications leaders



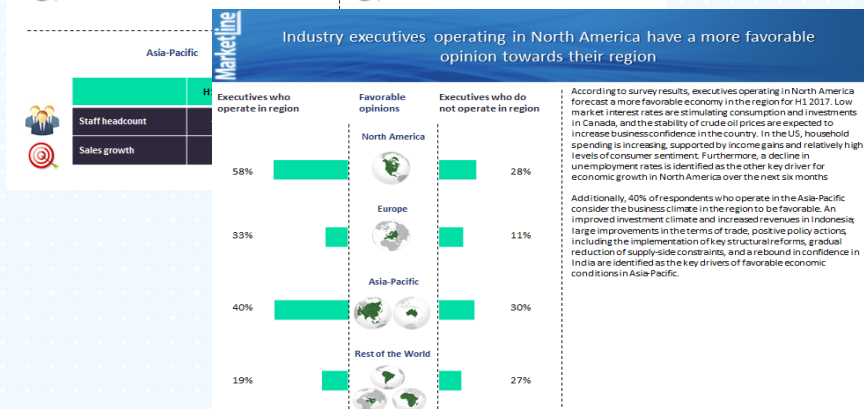
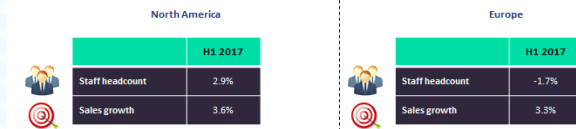
MarketLine conducts regular surveys of Telecommunications industry executives to ascertain Telecommunications business confidence and procurement insights. Access these insights through **bi-annual Business Confidence and Business Outlook and Procurement Reports**.

Business Confidence Reports reveal key executive opinions on the Global Telecommunications business environment, highlighting economic conditions, spending patterns, and key priorities to help you make informed strategic decisions.

Business Outlook and Procurement Reports showcase where key Telecommunications players are planning to expand into existing or new markets, and the outlook for new product development, M&A activity, capital expenditure, and IT infrastructure helping you better align investment strategies or procurement budget allocations.

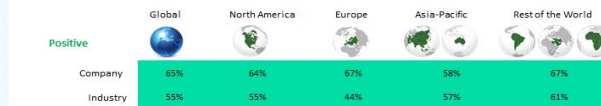
MarketLine Respondents operating in the Rest of the World and North America anticipate the highest rise in sales growth in H1 2017

How do you think the following will change over the next six months compared to what it is now? (Average scores) (Jan 2017-Jun 2017)



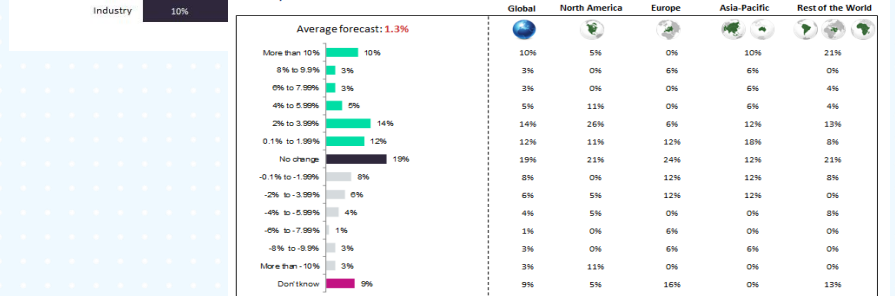
MarketLine Optimism towards company growth prospects is higher among respondents operating in Europe and the Rest of the World regions

How optimistic are you about your industry's and company's growth prospects over the next six months? (Jan 2017-Jun 2017)



MarketLine Global executives forecast the average supplier prices of infrastructure will increase by 1.3%

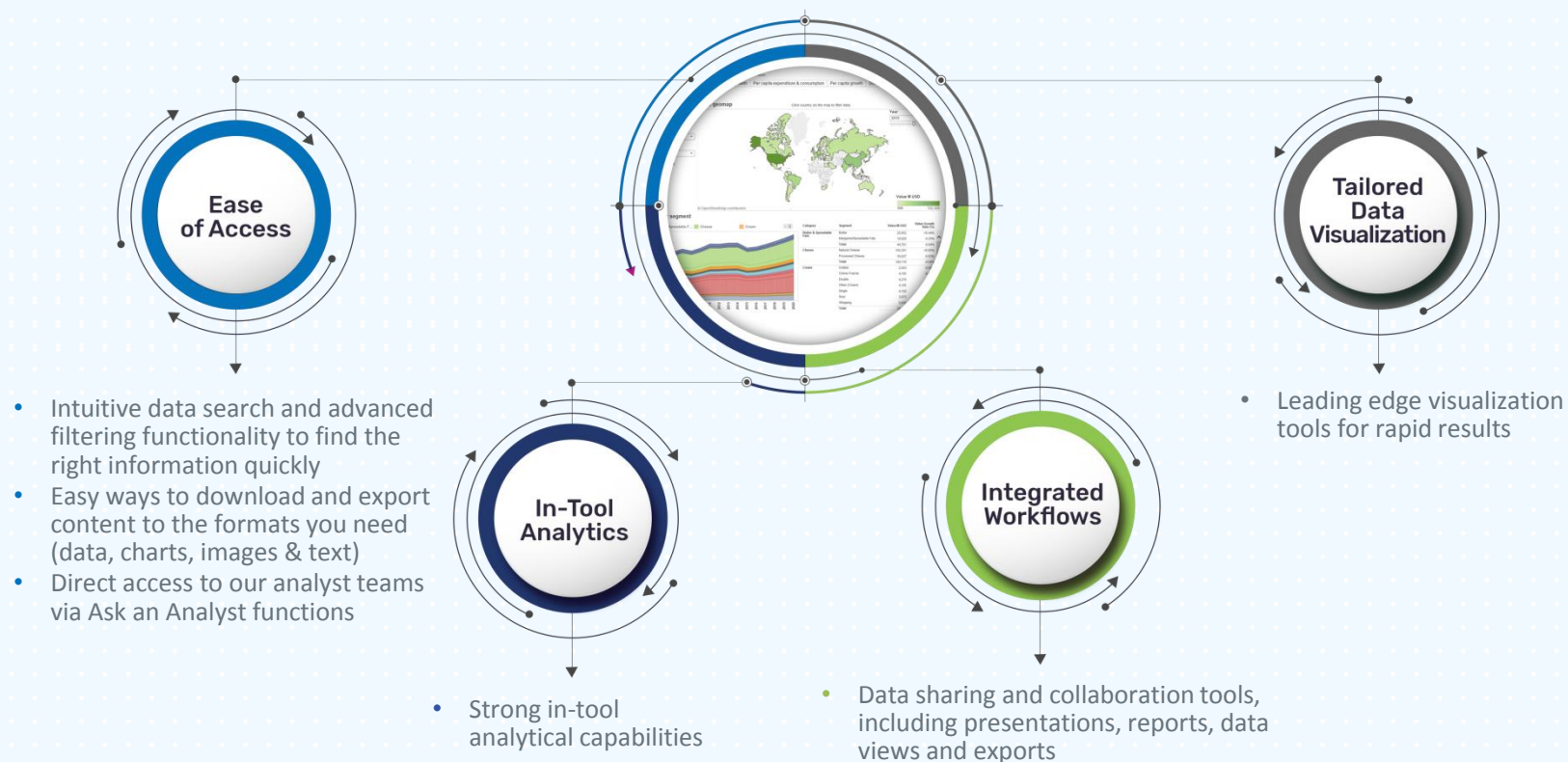
How do you think supplier prices will change over the next six months compared to what they are now? Infrastructure (Jan 2017-Jun 2017)



Tools to slot seamlessly into your workflow

Our platform makes it easy for users
to find the answers they're looking for, in the way they want

MARKETLINE PREMIUM: TELECOMMUNICATIONS



MarketLine Premium: Telecommunications

Geographical Coverage

Our geographical coverage explores the latest movements in 55 key Telecommunications markets. With comprehensive insight across **30 markets**, we will help you be among the first to react to developments.



Market Data & Industry Reports

Market Data Only

Why choose us

In an information-rich world, finding facts you can rely upon isn't always easy.
MarketLine is the solution.

WHAT OUR CLIENTS SAY

"MarketLine provides us complete support in our activities. It offers up-to-date information and the website is dynamic and easy to use."

Ecuador Trade Commissioner, UK

"I am thrilled with the time-critical competitive and business intelligence detailed in the SWOT profiles! It is of outstanding value as well. I gleaned several immediate tactical and strategic actions to pursue."

**Consumer Insights Director
UK-based Insurer**

"MarketLine has become one of our go-to sources on campus for business, advertising, economics and even entrepreneurial engineers. When we point out the SWOTs and the Five Forces analysis, we actually get oohs and ahhs from the classes!"

**Business Librarian,
University of Texas**

"Marketline is an integral Business resource and has also been well used by students and staff from other departments seeking commercial data to back up academic research into other subjects. The interface is easy-to-use and students particularly like the "Ask the Analyst" feature."

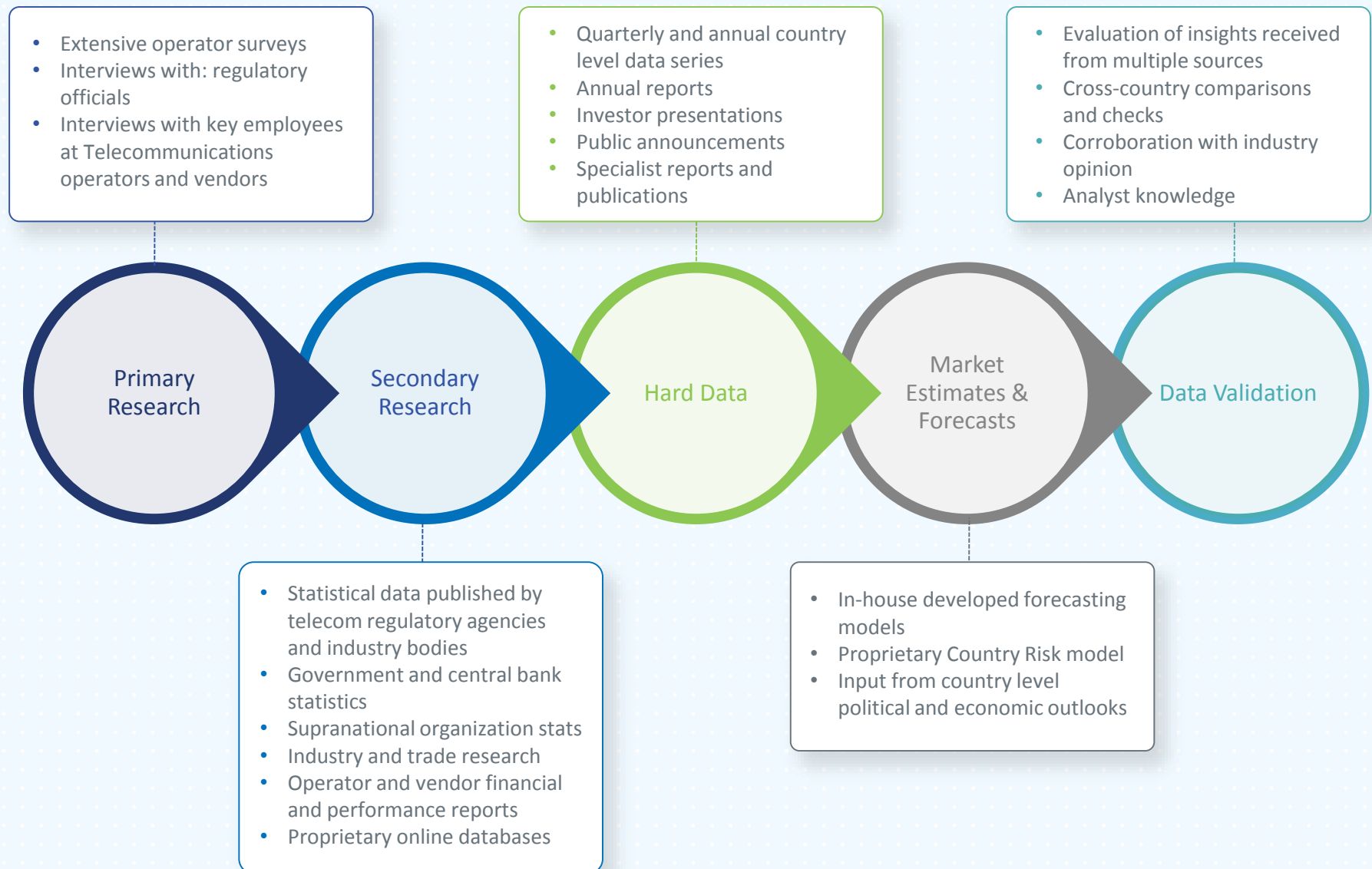
**Management School
Lancaster University Library**

OUR UNIQUE DIFFERENTIATORS

360 Degree Perspective
of Companies, Industries,
Countries, and Cities

Empower clients to decode the uncertain future they face by providing unique data, expert analysis, and innovative solutions all on one platform

Driving Industry Understanding of key levers and market dynamics that enable clients to make informed, timely and accurate strategic and tactical decisions.



Committed to serving you and your team



Account Manager



Client Services



Analysts

Meet your dedicated
Account Management team

Personalized team
training on our platform

Daily content updates
for improved decision
making

Proactive Client
Services support as an
extension of your team

