

4G Demand: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

*4G Demand Global Market 2016
Analysis and Forecast to 2021*

PUNE, INDIA, November 17, 2016 /EINPresswire.com/ -- In 2016, Turkey will be one of the largest markets in the AME region. Going forward, the growth in the telecom market is expected to be driven by increasing adoption of fixed and mobile broadband services, backed by operators' investments in 4G and fiber expansion. IoT/M2M and HD video streaming to provide new revenue streams.



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Key Findings

- The overall telecom service revenue in Turkey is estimated to increase by 3.6% over 2016-2021, to reach \$11.6bn in 2021. Mobile data and fixed broadband will drive the growth in overall telecom service revenue over the 2016-2021 period.
- Mobile data will be an important driver of revenue growth, owing to an increase in the adoption of 4.5G services along with wider availability of 4G-compatible devices.
- Turk Telekom will be the leading operator followed by Turkcell and Vodafone in 2016. Operators will continue to invest in fixed and mobile networks focusing on network expansion to roll out next-generation technologies to stay competitive.

Synopsis

Turkey: Demand for Data, Operator Investments in 4G and Fixed Infrastructure to Drive Future Revenue Growth,' a new Country Intelligence Report by Pyramid Research, provides an executive-level overview of the telecommunications market in Turkey today, with detailed forecasts of key indicators up to 2021. Published annually, the report provides detailed analysis of the near-term opportunities, competitive dynamics and evolution of demand by service type and technology/platform across the fixed telephony, broadband, mobile and pay-TV sectors, as well as a review of key regulatory trends.

The Country Intelligence Report provides in-depth analysis of the following:

- Regional context: telecom market size and trends in Turkey compared with other countries in the

region.

- Economic, demographic and political context in Turkey.
- The regulatory environment and trends: a review of the regulatory setting and agenda for the next 18-24 months as well as relevant developments pertaining to spectrum licensing, national broadband plans, number portability and more.
- A demand profile: analysis as well as historical figures and forecasts of service revenue from the fixed telephony (including VoIP), broadband, mobile voice, mobile data and pay-TV markets.
- Service evolution: a look at changes in the breakdown of overall revenue between the fixed/pay-TV and mobile sectors and between voice, data and video from 2016 to 2021.
- The competitive landscape: an examination of key trends in competition and in the performance, revenue market shares and expected moves of service providers over the next 18-24 months.
- In-depth sector analysis of fixed telephony, broadband, mobile voice, mobile data and pay-TV services: a quantitative analysis of service adoption trends by network technology and by operator, as well as of average revenue per line/subscription and service revenue through the end of the forecast period.
- Main opportunities: this section details the near-term opportunities for operators, vendors and investors in Turkey's telecommunications and pay-TV markets.

Reasons to Buy

- This Country Intelligence Report offers a thorough, forward-looking analysis of Turkey's telecommunications and pay-TV markets, service providers and key opportunities in a concise format to help executives build proactive and profitable growth strategies.
- Accompanying Pyramid Research's Forecast products, the report examines the assumptions and drivers behind ongoing and upcoming trends in Turkey's mobile communications, fixed telephony/VoIP, broadband and pay-TV markets, including the evolution of service provider market shares.
- With more than 20 charts and tables, the report is designed for an executive-level audience, boasting presentation quality.
- The report provides an easily digestible market assessment for decision-makers built around in-depth information gathered from local market players, which enables executives to quickly get up to speed with the current and emerging trends in Turkey's telecommunications and pay-TV markets.
- The broad perspective of the report coupled with comprehensive, actionable detail will help operators, equipment vendors and other telecom industry players succeed in the challenging telecommunications market in Turkey.

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