



# Fixed–mobile convergence in North America, Europe and Asia–Pacific: trends and forecasts 2021–2026



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## About this report

This report analyses multi-play services in 19 countries in North America, Europe and Asia-Pacific. It includes forecasts for the adoption of fixed broadband and pay-TV bundles, as well as expectations for the take-up of, and revenue from, fixed-mobile converged (FMC) bundles in these countries.

It is based on several sources, including Analysys Mason's *European Core Forecasts* and *European Telecoms Market Matrix* research programmes, our consumer survey data and our pay-TV forecasts, as well as secondary data, primarily from operators and regulators.

### WHO SHOULD READ THIS REPORT

- Integrated operators that have invested in fixed-mobile convergence (FMC) as part of their retail strategy and want to understand its revenue growth potential.
- Mobile-only or fixed-only players that want to understand what their addressable market for non-converged services will be by 2025.
- Investors that observe, or have stakes in, the current and potential consolidation developments related to convergence in North America, Europe and Asia-Pacific.

This report uses data available at the time of writing. Please visit the Analysys Mason DataHub to view the latest data associated with this report.



### GEOGRAPHICAL COVERAGE

#### North America (NA):

- Canada
- USA

#### Western Europe (WE):

- Belgium
- France
- Germany
- Italy
- Netherlands
- Norway
- Portugal
- Spain
- UK

#### Central and Eastern Europe (CEE):

- Poland
- Romania
- Turkey

#### Asia-Pacific (APAC):

- Australia
- China
- Malaysia
- Philippines
- Thailand

### KEY METRICS

- Total multi-play accounts
- Fixed broadband + pay TV (without mobile) accounts
- Fixed broadband + pay TV + mobile accounts
- Fixed broadband + mobile accounts
- FMC share of total fixed broadband connections
- FMC share of total households
- Total number of FMC SIMs
- FMC share of total mobile SIMs
- Average number of SIMs per FMC account
- FMC average revenue per account (ARPA)
- Total FMC retail revenue
- FMC share of total telecoms retail revenue



## France: FMC take-up is declining because operators are offering limited FMC discounts to avoid increasing price competition and cannibalising revenue

The FMC market in France has reached saturation and penetration of fixed broadband connections will continue to gradually fall.

The four main operators in France (Orange, SFR, Free and Bouygues) all offer converged services. Their FMC bundle offerings are quite uniform: they nearly always include a basic pay-TV element and provide cross-selling discounts ranging from EUR2 for basic bundles to EUR15 for more expensive one (generally ones with larger mobile data allowances). However, it is worth noting that Free is the only operator that offers unlimited data plans to its FMC customers.

Competitive pressures have eased in France and have led to steady revenue growth in both the fixed and the mobile segments. Operators could market their FMC bundles with large discounts to encourage consumers to churn away from competitors, although this is unlikely given the lack of a recent market entrant, and it is unlikely that operator strategy will change significantly over the forecast period.

As a result, we expect the four French operators to continue to offer small cross-selling discounts (less than 20% of standalone prices) in the coming years. Their focus will be on shifting consumers to faster fibre services or mobile plans with larger data allowances in order to drive ARPU growth. FMC share of fixed broadband connections will decline by 2pp to 45% between 2021 and 2026.

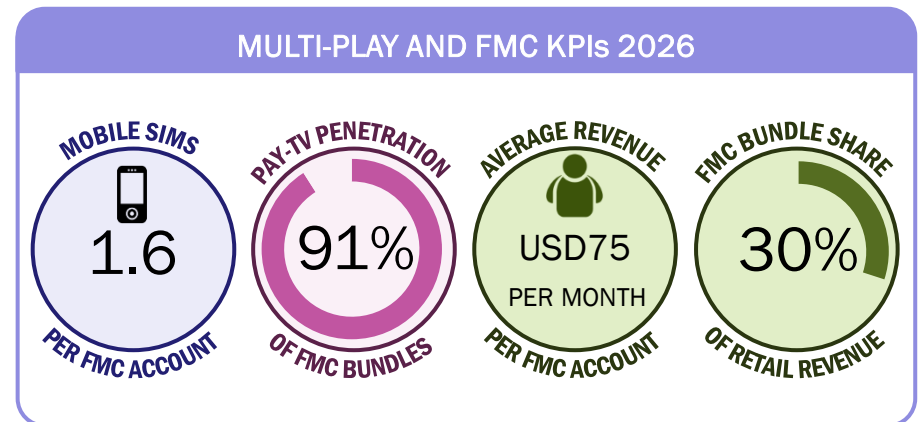
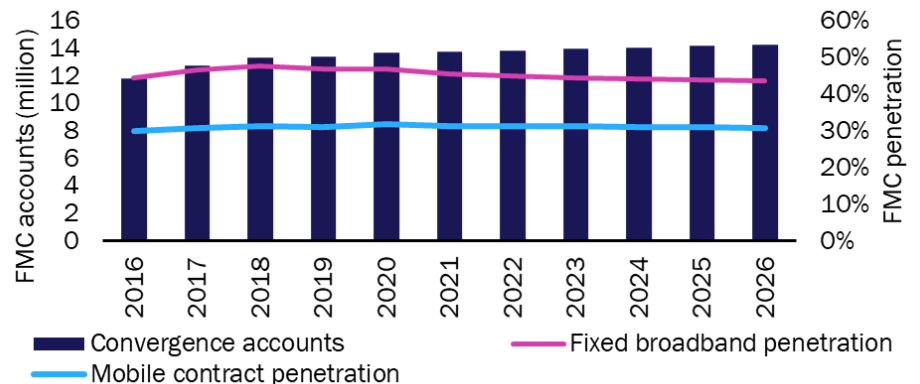


Figure 18: Number of FMC accounts and FMC bundles as a share of subscriptions, France, 2016–2026



Source: Analysys Mason



Executive summary

Regional trends

Country-level trends

Forecast methodology and assumptions

**About the authors and Analysys Mason**

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**Alex Boisot** (Analyst) is a member of the *Regional Markets* research team in London, contributing primarily to the *Telecoms Market Matrix*, *European Country Reports*, *European Core Forecasts*, *Middle East and Africa* and *Video, Gaming and Entertainment* research programmes. Alex holds a BA in Philosophy, Politics and Economics from the University of East Anglia. He conducted research on the impact of telecoms technologies on modern societies during his studies, writing his dissertation on e-government and e-democracy. He has also worked on the development of a mobile game aiming to teach users the basic principles of physics.



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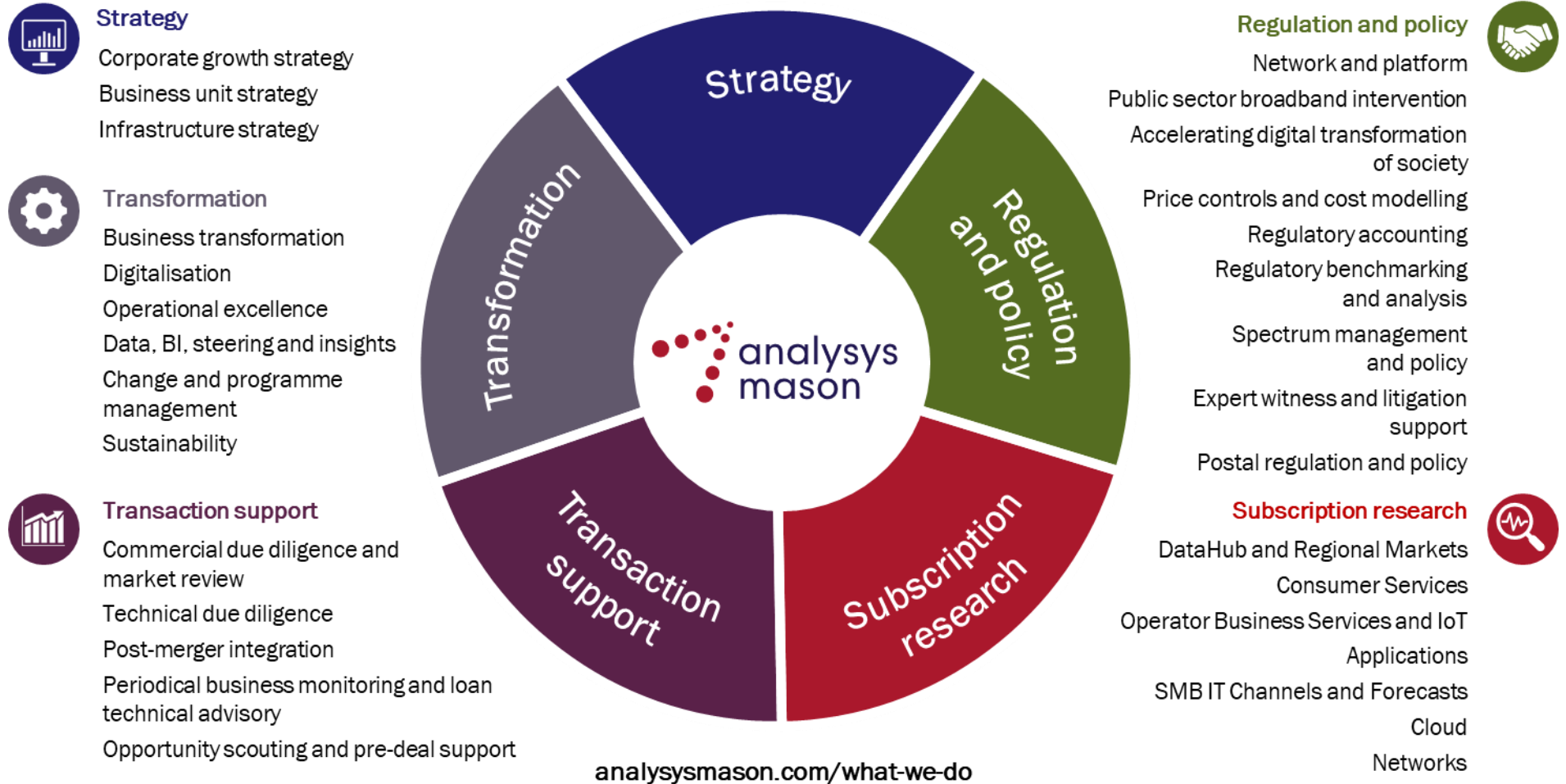
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PUBLISHED BY ANALYSYS MASON LIMITED IN **MARCH 2022**

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