Emerging Asia–Pacific telecoms market: trends and forecasts 2019–2024

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February 2020, based on data up to 2Q 2019

About this report

This report provides:

- **a 5-year forecast of more than 180 mobile and fixed KPIs for emerging Asia–Pacific**, as a whole and for 6 key countries
- **an in-depth analysis of the trends, drivers and forecast assumptions** for each type of mobile and fixed service, and for key countries
- **an overview of operator strategies and country-specific topics**, in order to highlight similarities and differences by means of a cross-country comparison
- **a summary of results, key implications and recommendations** for mobile and fixed operators.

Our forecasts are informed by on-the-ground regional market experts from our topic-led research programmes and our consulting division, as well as external interviews. In addition to our robust set of historical data, our forecasts draw on a unique and in-house modelling tool, which applies a rigorous methodology (reconciliation of different sources, standard definitions, top-down and bottom-up modelling).

DataHub

Our forecasts are refined throughout the year. This report presents the results at the time of publication and will continue to give useful background information about key drivers. However, we recommend that you always use the Analysys Mason DataHub to view the latest data associated with this report.

REPORT COVERAGE

Geographical

Regions modelled

- Emerging Asia–Pacific (EMAP)

Countries modelled individually

- China
- Indonesia
- Malaysia
- Philippines
- Thailand
- Vietnam

Key performance indicators

Connections

Mobile

- Handset, mobile broadband,[1] IoT[2]
- Prepaid, contract
- 2G, 3G, 4G, 5G
- Smartphone, non-smartphone

Fixed

- Voice, broadband, IPTV, dial-up
- Narrowband voice, VoBB
- DSL, FTTP/B, cable, BFWA, 5G, other

Voice traffic

Fixed and mobile

- Outgoing minutes, MoU

Revenue

Mobile

- Service,[3] retail
- Prepaid, contract
- Handset, mobile broadband,[1] IoT[2]
- Handset voice, messaging, data

Fixed

- Service,[3] retail
- Voice, broadband, IPTV, dial-up, specialist business services
- DSL, FTTP/B, cable, BFWA, other

ARPU

Mobile

- SIMs, handset
- Prepaid, contract
- Handset voice, data

[1] Includes USB modem, and mid- and large-screen, but not handset-based data.
[2] IoT connections and revenue figures include mobile services only.
[3] Service revenue is the sum of retail and wholesale revenue.

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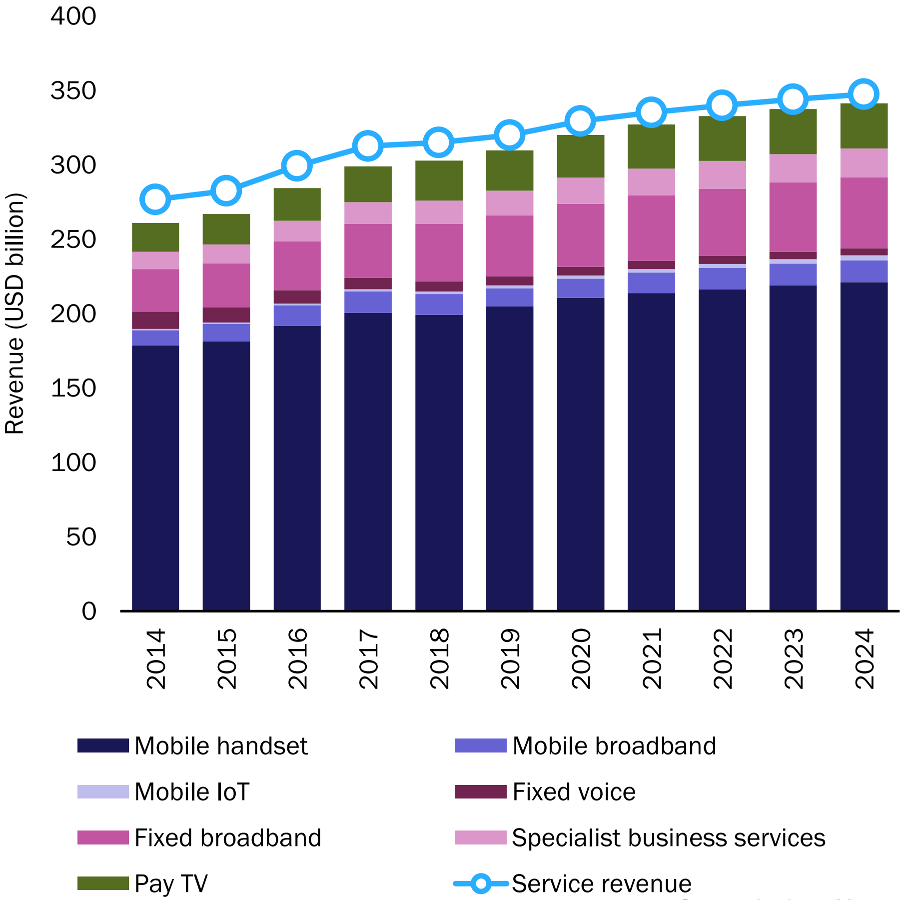
Both mobile and fixed retail revenue will increase in emerging Asia–Pacific over the forecast period

Figure 1: Telecoms and pay-TV retail revenue by type and total service revenue, emerging Asia–Pacific, 2014–2024



Source: Analysys Mason

The total telecoms service revenue in EMAP will exceed USD340 billion by 2024.

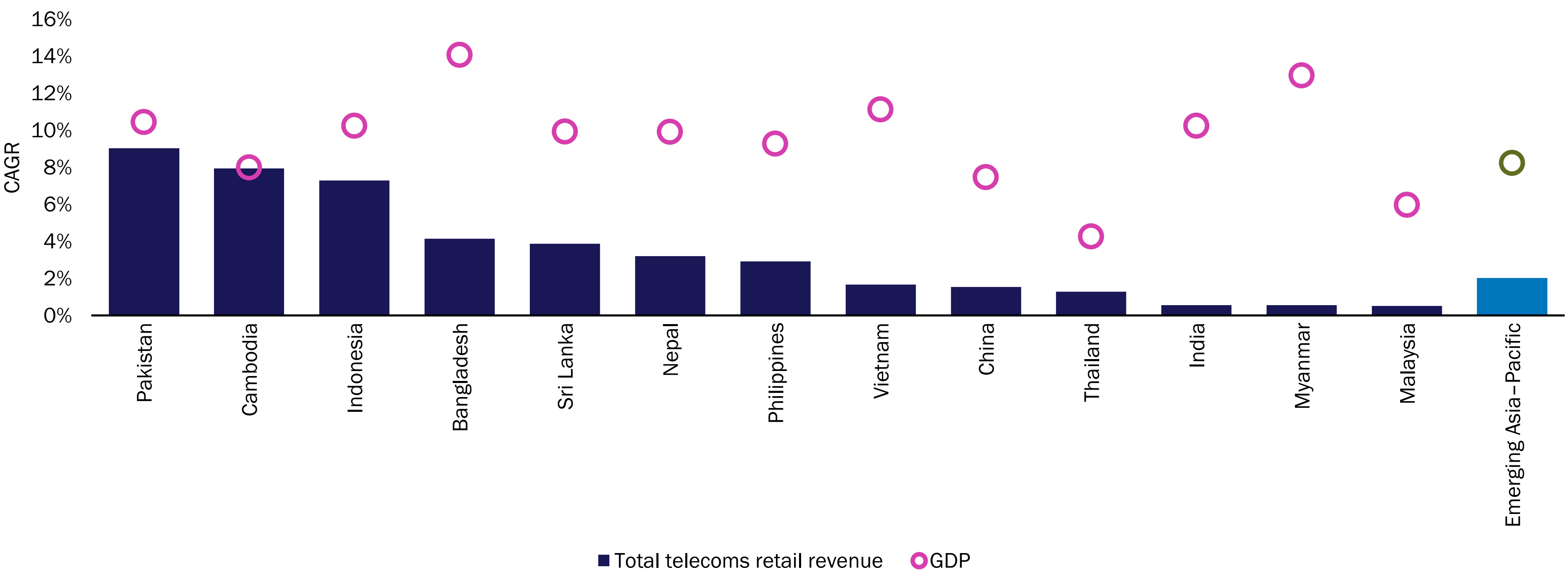
EMAP remains one of the strongest regions in the world in terms of telecoms revenue growth potential. The region comprises some of the fastest growing economies in the world, and the mobile and fixed service take-up in some of the countries is still far from saturation point.

Mobile retail revenue (including that from handsets, broadband and IoT) will increase at a CAGR of 1.8% during the forecast period, and will exceed USD239 billion by 2024. Many markets have now matured, and the rate of growth in the number of subscribers has generally slowed down. Government regulations and strong competition are driving prices down, although increasing smartphone take-up and improved network quality should ensure that mobile data traffic continues to increase at a rapid rate, and that operators' data revenue continues to grow.

Fixed retail revenue (including that from voice, broadband, business services and pay TV) will continue to grow at a CAGR of 2.4% during the forecast period. The next-generation access (NGA) share of fixed connections will increase substantially in many countries in EMAP. Pay-TV revenue growth will be particularly strong because improving internet coverage and speed (both mobile and fixed) will drive a large increase in the take-up of IPTV and OTT video subscriptions.

Pakistan, Cambodia and Indonesia are the only countries in which the telecoms retail revenue will grow by a CAGR of more than 7% in the period to 2024

Figure 2: Growth in telecoms retail revenue and nominal GDP by country, emerging Asia–Pacific, 2018–2024



Source: Analysys Mason

Total retail revenue will grow most significantly in Pakistan and Cambodia, while the growth in Myanmar and Malaysia will be marginal.

Telecoms retail revenue growth will be the greatest in Pakistan, Cambodia and Indonesia, at a CAGR of above 7%. The Indonesian market will remain strong, and will recover quickly from the implementation of the prepaid SIM card registration regulation. Robust 4G take-up will drive mobile retail revenue growth in Pakistan, while the growth in telecoms retail revenue in Cambodia will be driven by the improving competitive environment and the expansion of network coverage.

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About the authors

Polytimos Kontos (Research Analyst) is a member of our data research team in London, contributing primarily to the *Telecoms Market Matrix*, *European Core Forecasts*, *European Country Reports* and *Global Telecoms Data* research programmes. He holds an MSc in Management from London Business School and an MEng in Civil Engineering from University of Patras.

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About the authors

Stephen Wilson (Principal Analyst) is the lead analyst for Analysys Mason's *Fixed Broadband Services* research programme. He leads Analysys Mason's annual FTTx coverage, capex and conversion forecasts, and other recent areas of focus include examining fixed broadband operators' home Wi-Fi strategies. Stephen has more than 10 years of experience in the telecoms sector and is a graduate in Philosophy, Politics and Economics from St Catherine's College, Oxford University.

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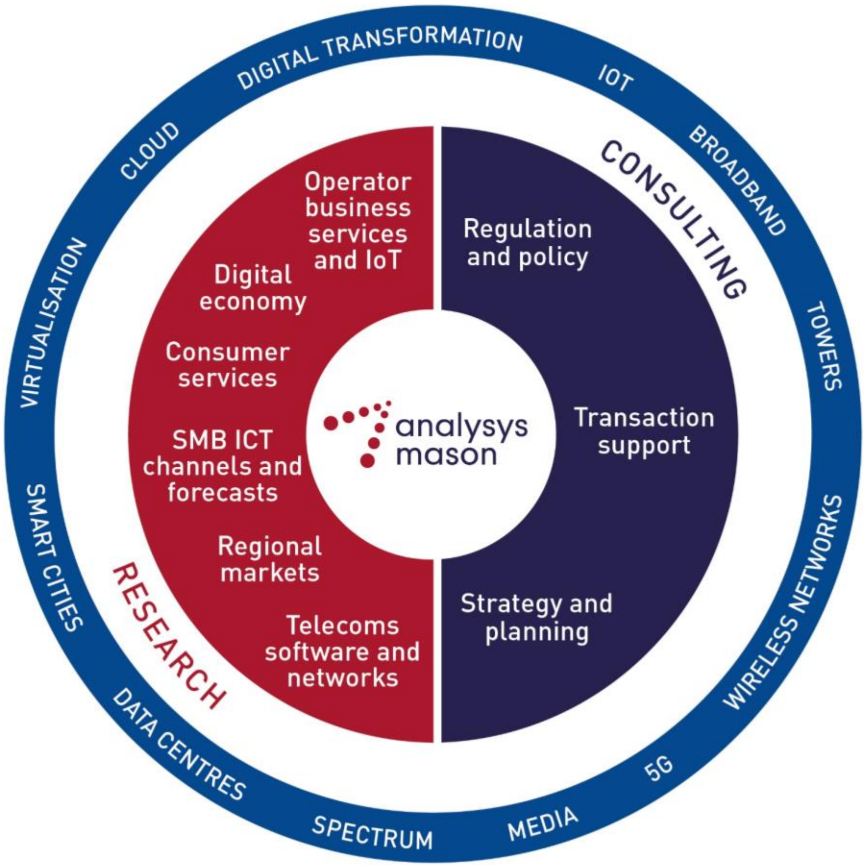

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