

Pakistan mobile operator forecast, 2009 – 2013 essay

[Business](#), [Industries](#)



Pakistan will have 130. 6 million mobile subscribers in 2013 with market share of Mobilink declining to 27. 8% Mobile Operator Forecast on Pakistan provides over 50 operational and financial metrics for Pakistan's wireless market and is one of the best forecasts in the industry.

The publisher provides five-year forecasts at the operator level going out to 2013. They also provide quarterly historical and forecast data starting in 1Q2003 and ending in 2Q2011. Operators covered for Pakistan include: Mobilink (Pakistan Mobile Communications Limited), Ufone GSM, China Mobile Ltd. (Paktel), Instaphone, Telenor ASA, and Warid Telecom International. Their Mobile Operator Forecasts are updated quarterly and are available for one-time delivery or through regular updates. Global Mobile Operator Forecast covers 50 operational metrics of 200+ mobile operators in 50+ countries, making up 80% of the world's population.

The publisher's forecasts are based on their proprietary, country-specific forecasting models. These models deploy multiple regression analysis and cross-impact matrices that estimate relationships between subscriber data, technology use and deployment data, overall economic and demographic changes expected in a particular country; and relate these to company operational and financial metrics. Contents: Companies Covered in this Country Mobile Operator Forecast Mobilink (Pakistan Mobile Communications Limited) Ufone GSM China Mobile Ltd. (Paktel) Telenor ASA Warid Telecom International Annual Results & Forecasts for each of the above operators is covered in this report for: CY 2001-CY 2013. Quarterly Results & Forecasts are covered for: March 2003 – June 2011 PREPAID AND POSTPAID

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 (EBITDA-CAPEX)/REPORTED REVENUE BY OPERATOR - EBITDA MARGIN
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 (USD) - - Not available for this country forecast — Available only for Mobilink
 — Available only for Mobilink and Telenor

Summary: Executive Summary
 Subscriber growth is slowing down in Pakistan's wireless market +7. 2%
 industry average subscriber growth in 2Q.

2009 ARPUs are decreasing in Pakistan's mobile operator space -14. 5%
 operator-wide average ARPU growth in 2Q. 2009 Minutes of Use per
 Subscriber are increasing at Mobilink +6.

4% industry average MOU/Sub growth in 2Q. 2009 Negative EBITDA growth
 at Mobilink and Telenor in the latest quarter Industry average EBITDA growth
 was -22. 6% in 2Q. 2009 So what is IEMR's Forecast? Total wireless
 subscribers in Pakistan to reach 130. million in 2013 - The publisher
 forecasts that total mobile subscribers in Pakistan will increase from 94.
 7million in 2008 to 130. 6 million in 2013. - Mobilink will continue to be the
 largest player in Pakistan's mobile operator space over the next five years.

They expect that Mobilink will have 36. 3 million mobile subscribers in 2013.

– Also, given the latest quarter numbers, their model predicts that Ufone GSM will have 27. 2 million, Telenor will have 27. 2 million, and Warid will have 25. 6 million mobile subscribers by the end of 2013.

Mobilink will see its subscriber market share decline from 2009 – 2013 – The publisher’s model predicts that Mobilink’s market share will decline steadily over the next five years, from 37. 6% in 2008 to 27. 8% in 2013. – We forecast that market shares at Ufone, Telenor, Warid, and China Mobile will be approximately 20. 8%, 20.

8%, 19. 6%, and 10. 9% respectively in 2013. ARPUs will remain low in Pakistan’s wireless market – ARPU levels remain low in Pakistan’s mobile operator space. The publisher expects that the industry average ARPU will decline from US\$ 2. 66 in 1Q.

2008 to US\$ 2. 48 in 1Q. 2009. The publisher thinks that, in 2013, Telenor’s monthly ARPU will be at highest among operators at US\$ 2.

78. The operator with the lowest monthly ARPU will be China Mobile (Paktel) with US\$ 1. 19 in 2013. Mobilink’s EBITDA margin will continue to be higher than Telenor’s – The publisher expects that Mobilink’s profitability will deteriorate over the next several years, but Mobilink’s EBITDA margin (calculated as EBITDA/reported revenue) will continue to be higher than Telenor’s. – Their model forecasts that Telenor’s EBITDA margin will be 20. 3% and Mobilink’s EBITDA margin will be 32.

7% in 2013.