



# Development and challenges on the Bulgarian market for electronic communications

**Veselin Bozhkov, PhD**  
**Chairman of the**  
**Communications Regulation Commission**



# Topics

---

## Bulgarian electronic communications market:

- **Volume and structure**
- **Fixed voice telephone services**
- **Mobile voice telephone services**
- **Data transfer and Internet access**
- **Broadcasting of radio and TV programs services**
- **Bundled services**
- **Challenges**

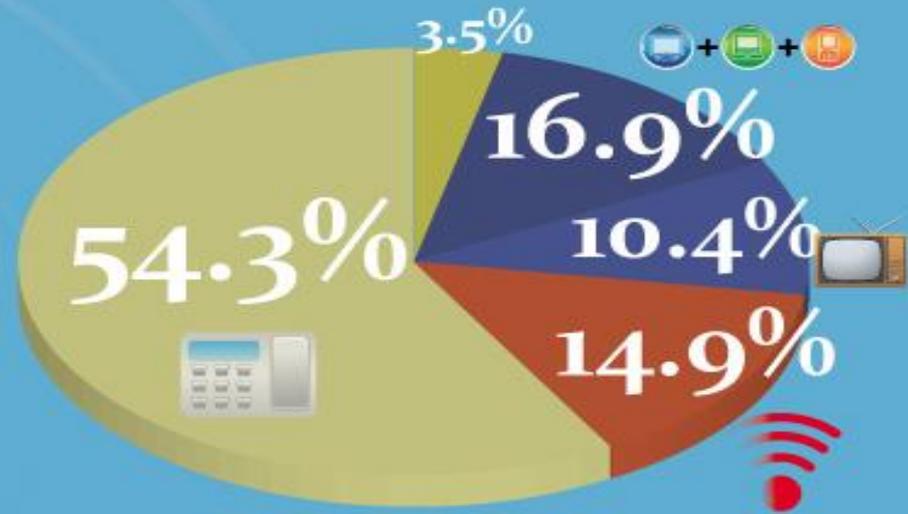


# 2014 BULGARIAN ELECTRONIC COMMUNICATIONS MARKET

total market volume

**BGN 2.518b**

market share



**841** undertakings

total volume of investments

**BGN 756.8m**

**44.4%**



# FIXED VOICE TELEPHONE SERVICE

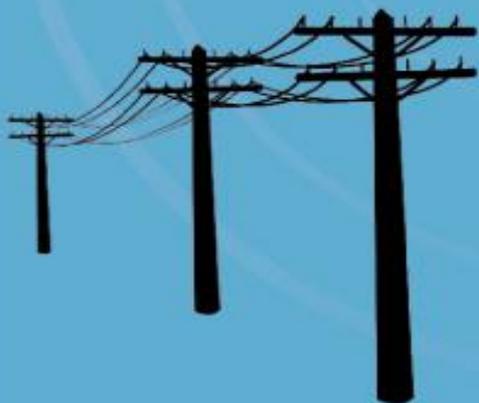


number of  
subscriber lines

**1.74m**

total volume of revenue

**BGN 201.8m**

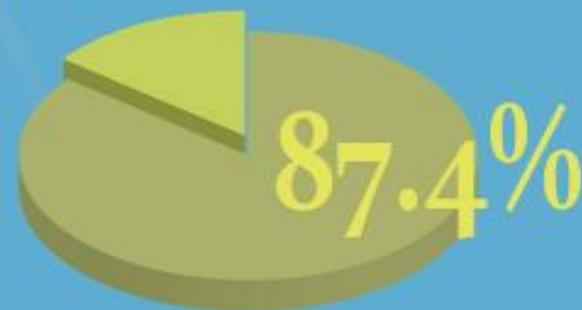


**29**

undertakings provide  
fixed telephone  
service

market share  
of the incumbent:

revenue basis



number of fixed line basis





# MOBILE VOICE TELEPHONE SERVICE

**99.5%**  
coverage of territory

**99.98%**  
coverage of population

market share  
(based on number  
of subscribers)



**BGN 1.157 b**  
total volume of revenue **7.5%**

**4G**  
implementation

number of subscriptions

**6%**





# DATA TRANSFER AND INTERNET ACCESS

**4.4m**  subscribers

- 1.5m** fixed
- 2.9m** mobile

total revenue from  
Data transfer and Internet access

**BGN 374.1m**

**2.7%** 

**43.5%** broadband subscribers  
use speeds



**> 30  
Mbit/s**

**5.6 p.p.**    
penetration by  
population

undertakings  
**616** 



# BROADCASTING OF TV PROGRAMS SERVICE

total volume of revenue

**BGN 266m**  
3.3%



number of retail pay TV  
subscribers 5.1%

highest growth in subscribers:

**iPTV** 30%



**308**  
undertakings



# BUNDLED SERVICE

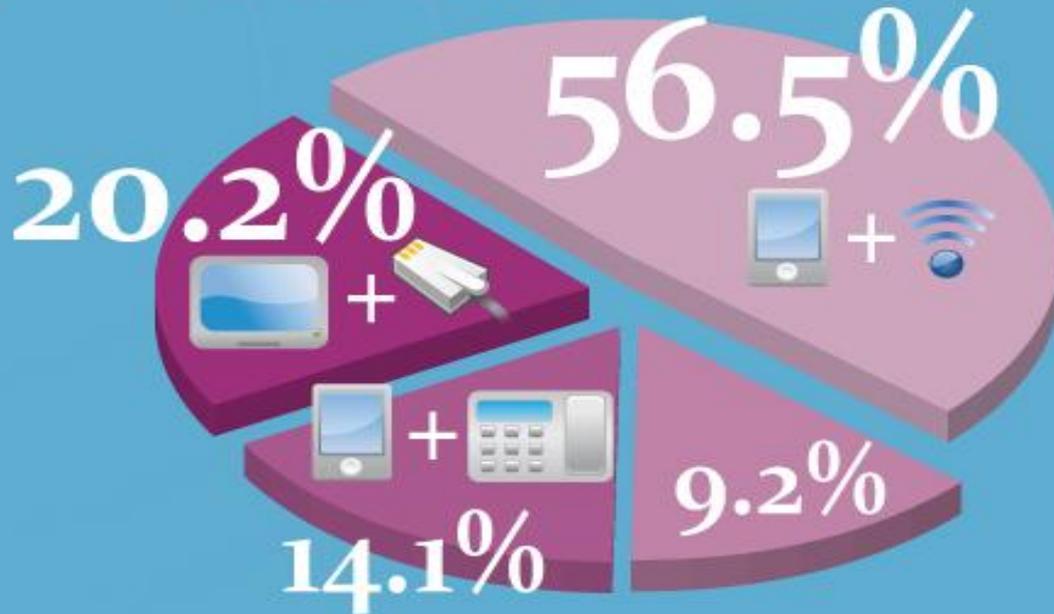


total volume of revenue

**BGN 424.3m**

21.1%

subscribers' preferences:



**109**

undertakings





# CHALLENGES

## Europe 2020

> 30  
Mbit/s

## NGA



## 4G

VoIP



## OTT

Viber



# Digital Single Market



**Thank you for your attention!**