



REPUBLIC OF SERBIA
RATEL
REGULATORY AGENCY FOR
ELECTRONIC COMMUNICATIONS
AND POSTAL SERVICES

**AN OVERVIEW OF THE ELECTRONIC COMMUNICATIONS
MARKET
IN THE REPUBLIC OF SERBIA
The First Quarter of 2022**

The Overview presents the data for the first quarter of 2022 along with comparative data for the three previous quarters.

The presented data reflect the overall market status for each given quarter, including the actual quarterly data for the leading electronic communications operators in the Republic of Serbia, whereas the data for the rest of the market were estimated based on the data for 2021 collected in the annual questionnaires. Therefore, the total quarterly report may show discrepancies with respect to the data collected in the regular annual questionnaires. The Agency shall not be held responsible for the correctness of the data submitted by the operators in the quarterly and annual questionnaires.

Quarterly electronic communications market indicators referring to fixed telephony include the data on the operators that make up over 99% of the market, in terms of the number of subscribers. The data on the market situation include CDMA subscribers and the effectuated traffic.

Quarterly electronic communications market indicators referring to mobile telephony include the data on three mobile operators and, as of Q1 2019, the Agency also collects data on virtual mobile operators.

Quarterly electronic communications market indicators referring to Internet services include the data for the leading operators that make up approximately 94% of the market, in terms of the number of subscribers, whereas the data for the remaining 6% of the market were estimated based on the data for 2021 collected in the annual questionnaires.

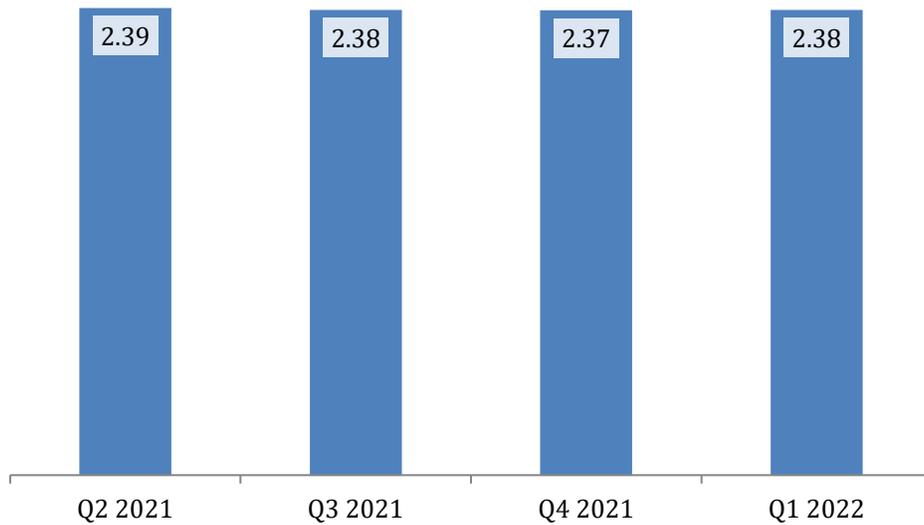
Quarterly electronic communications market indicators referring to media content distribution include the data for the leading operators that make up approximately 97% of the market, in terms of the number of subscribers, whereas the data for the remaining 3% of the market were estimated based on the data for 2021 collected in the annual questionnaires.

Quarterly electronic communications market indicators referring to bundled services include the data for the leading operators that make up approximately 98% of the market, whereas the data for the remaining 2% of the market were estimated based on the data for 2021 collected in the annual questionnaires.

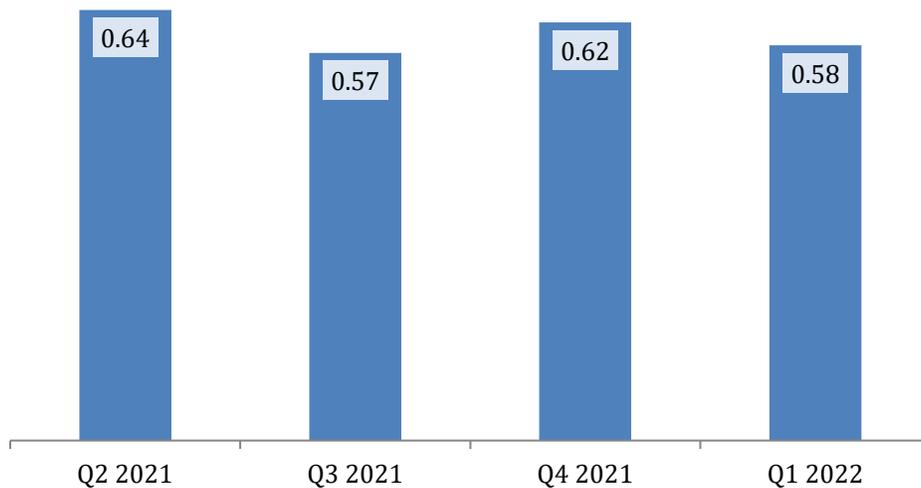
Public Fixed Telecommunications Networks and Services

The number of fixed telephony subscribers in the first quarter of 2022 is higher in comparison to the previous quarter, with generated traffic being on a slight decline. Approximately 2.38 million fixed telephony subscribers generated around 580 million minutes of traffic in the last observed quarter, which means that a fixed telephony subscriber on average spent 2.7 minutes a day on calls.

Number of fixed line subscribers (in million)

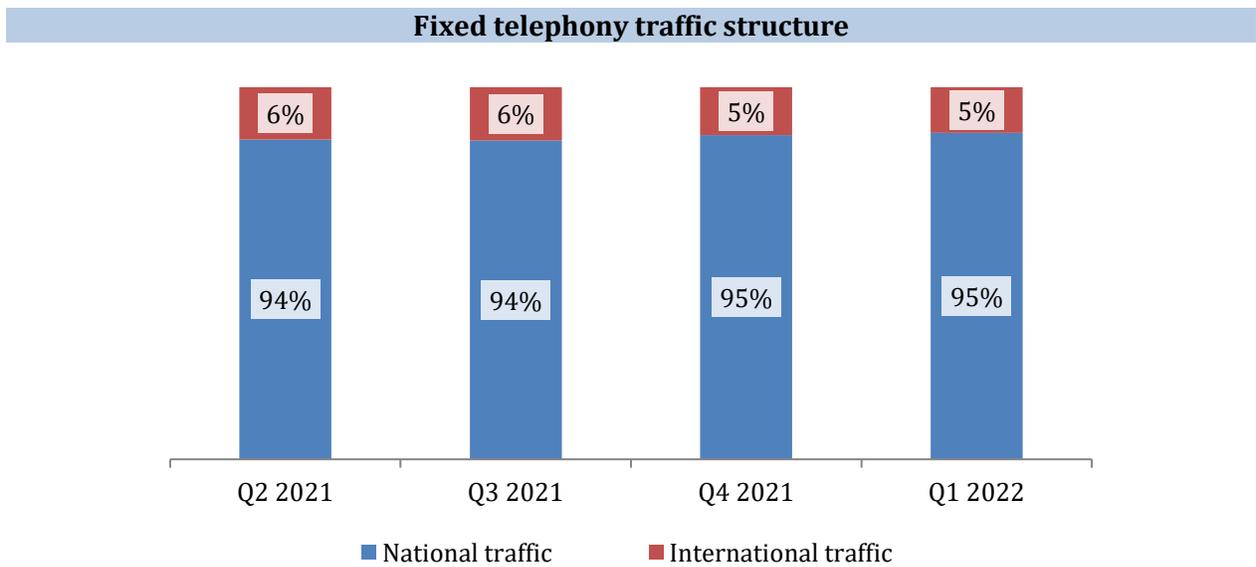


Total fixed telephony traffic (in billion minutes)*

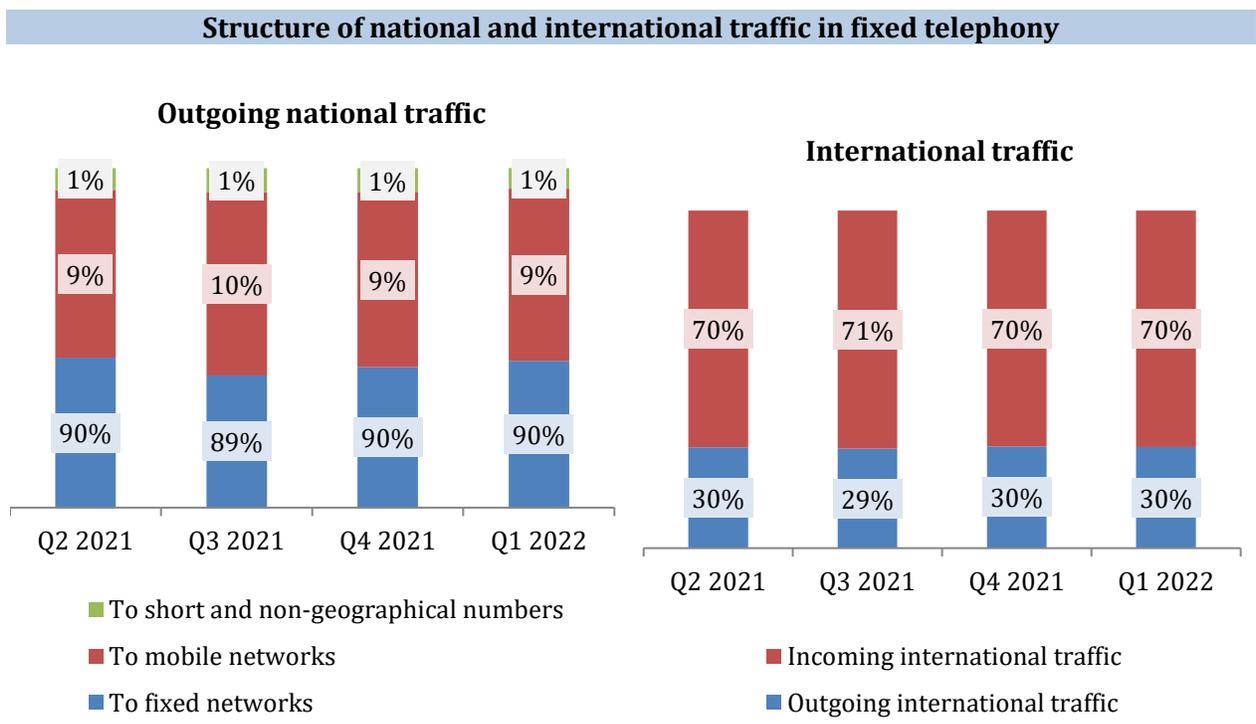


**Data referring to the last three quarters of 2021 have been corrected in accordance with the 2021 annual reports data.*

The subscriber structure has not changed over the observed quarters: 87% of the fixed telephony subscribers in the first quarter of 2022 are natural persons, i.e. private users. In all observed quarters, the largest share of the fixed telephony traffic is accounted for by the national traffic, with 95% in Q1 2022.

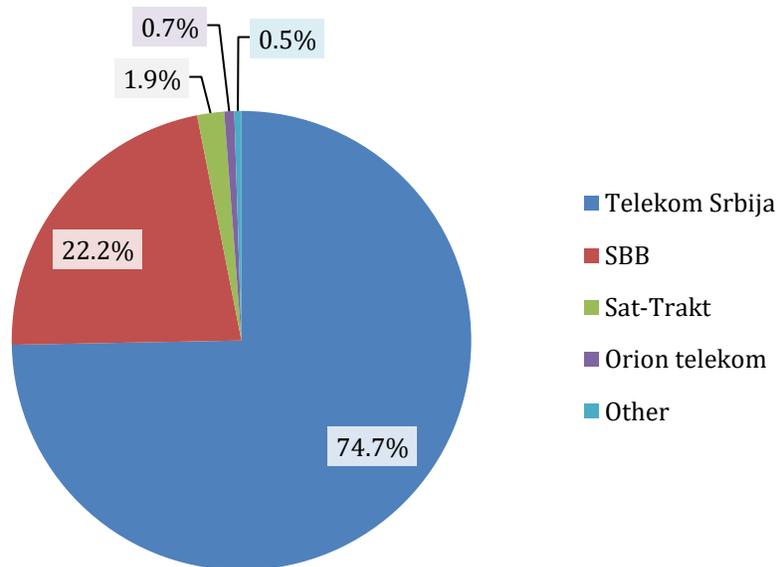


The outgoing calls from fixed network are mostly directed towards other fixed networks, while the international traffic is dominated by incoming calls.



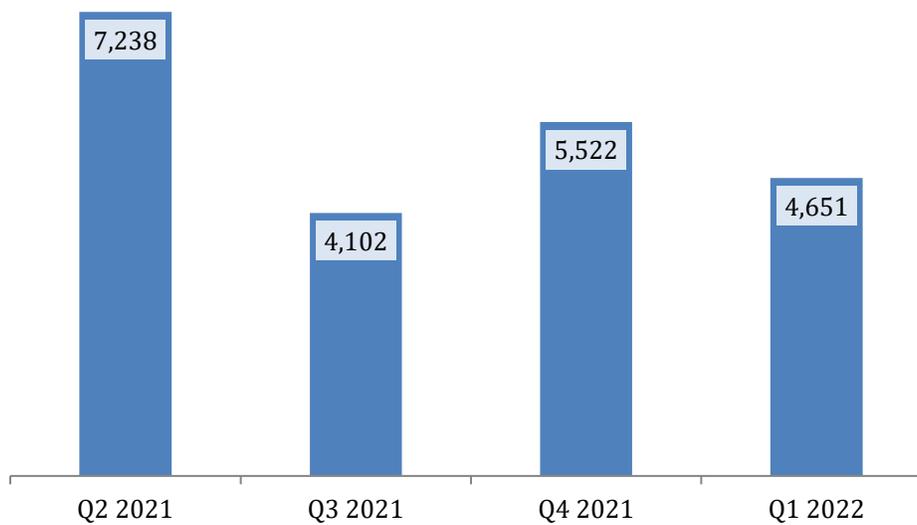
Below is shown the leading operators' market share in terms of the number of subscribers in Q1 2022.

Operators' market share by number of subscribers in Q1 2022



The number of portings in Q1 2022 was 4.7 thousand (almost 1.6 thousand a month), showing a drop compared to the previous quarter.

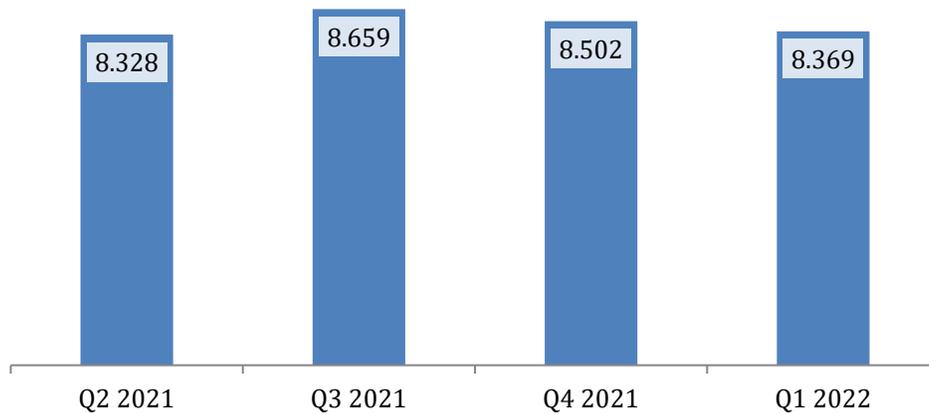
Fixed telephony number portings per quarter



Public Mobile Telecommunications Networks and Services

In the first quarter of 2022, there were approximately 8.369 million active mobile telephony subscribers that generated around 5.1 billion minutes of national and international traffic and sent around 1.3 billion SMS messages. On average, in Q1 2022, a mobile user spent around 6.8 minutes a day on calls and sent 1.7 text messages. On the mobile networks market, a decrease in the number of active mobile telephony subscribers has been observed in Q1 2022.

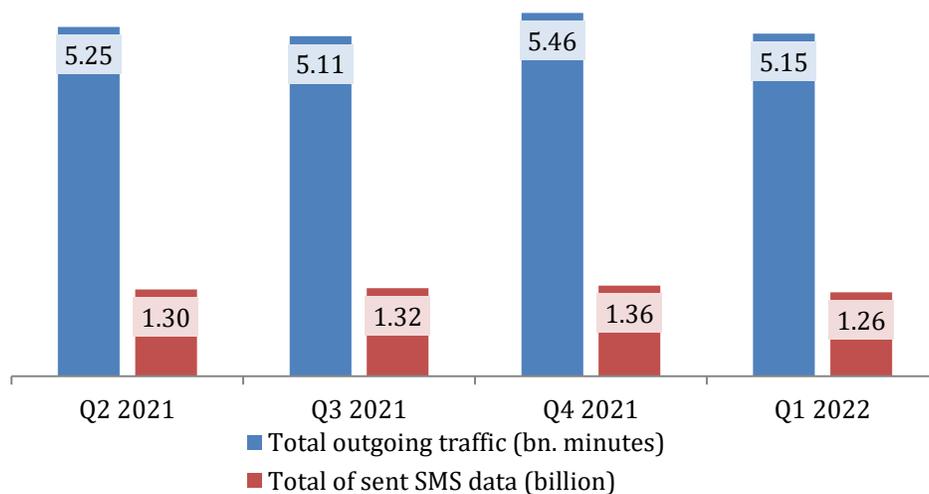
Total number of active mobile telephony subscribers (in million)*



* Data referring to Q4 of 2021 have been corrected in accordance with the 2021 annual reports data.

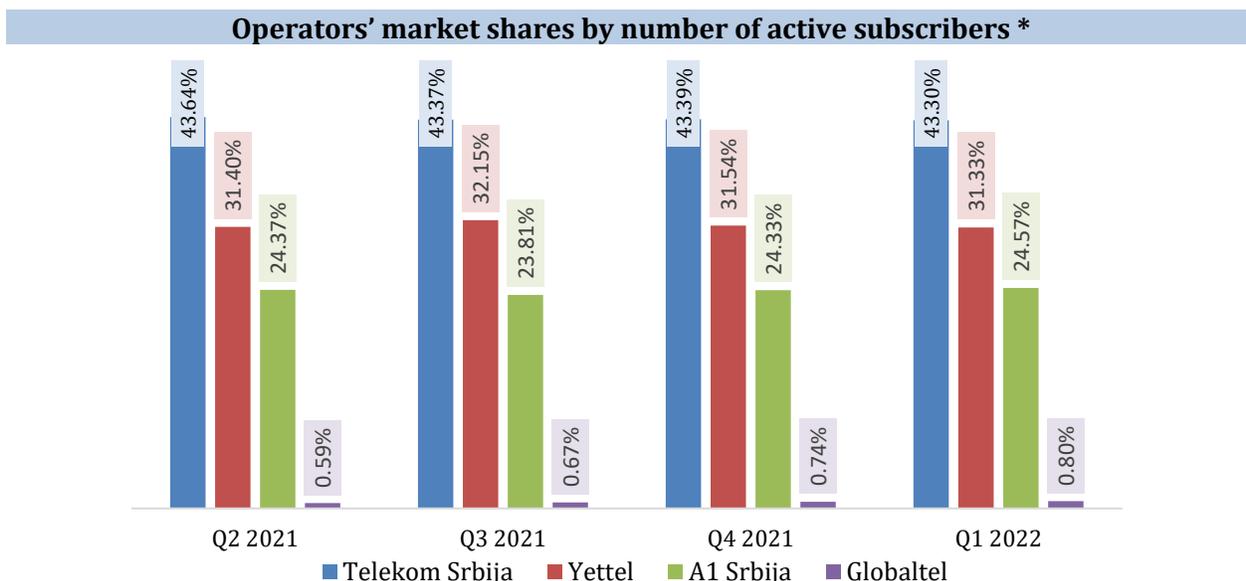
In Q1 2022, both the effectuated voice traffic in mobile networks and SMS traffic are in decline, compared to the previous quarter.

Generated voice and SMS mobile telephony traffic *



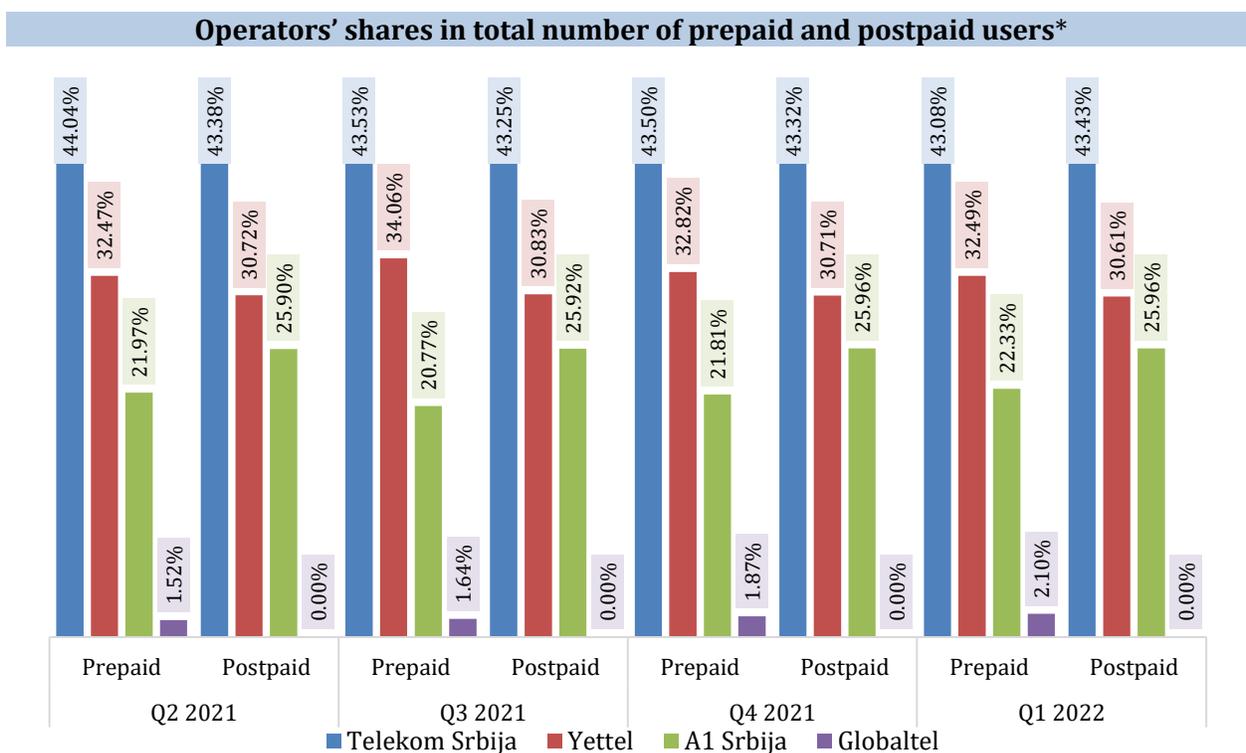
* Data referring to the last three quarters of 2021 have been corrected in accordance with the 2021 annual reports data.

Below are the operators' shares in the total number of active subscribers.



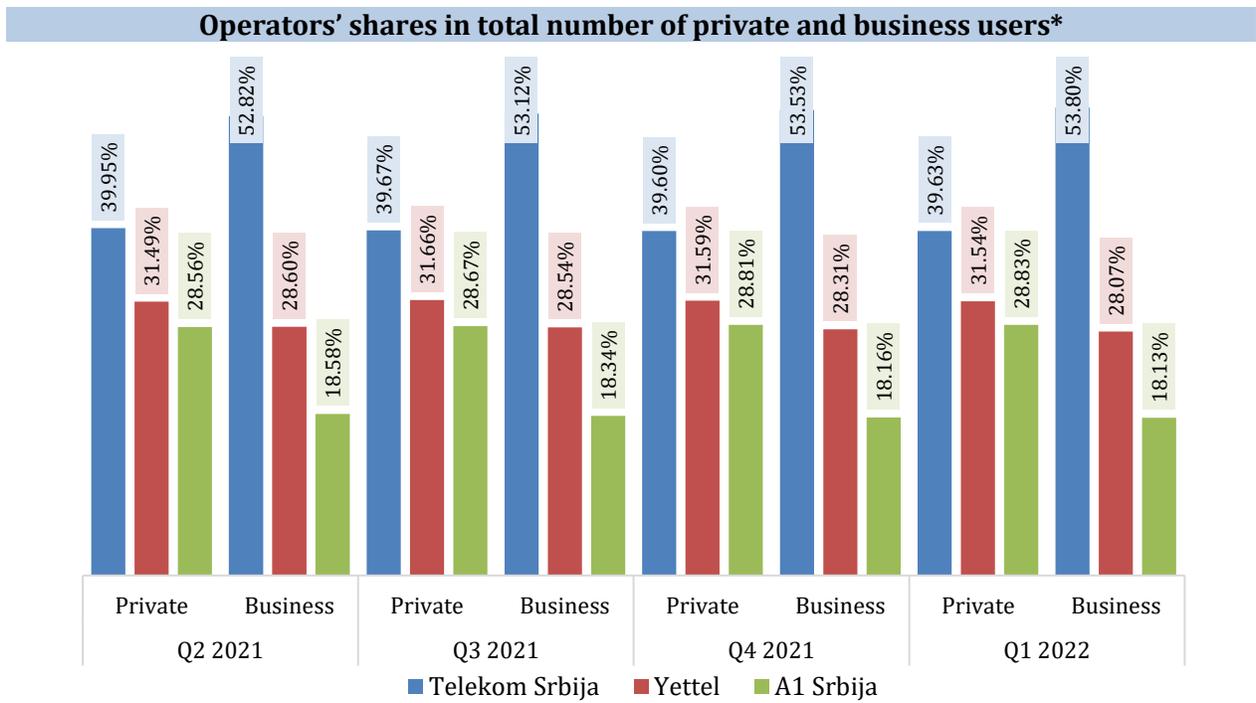
* Data referring to Q4 of 2021 have been corrected in accordance with the 2021 annual reports data.

The number of postpaid subscribers, amounting in Q1 2022 to 5.166 million is showing a slight increase compared to the previous quarter, while the number of prepaid users, amounting to 3.2 million has dropped compared to Q4 2021. Below are the operators' shares in the volume of postpaid and prepaid subscribers.

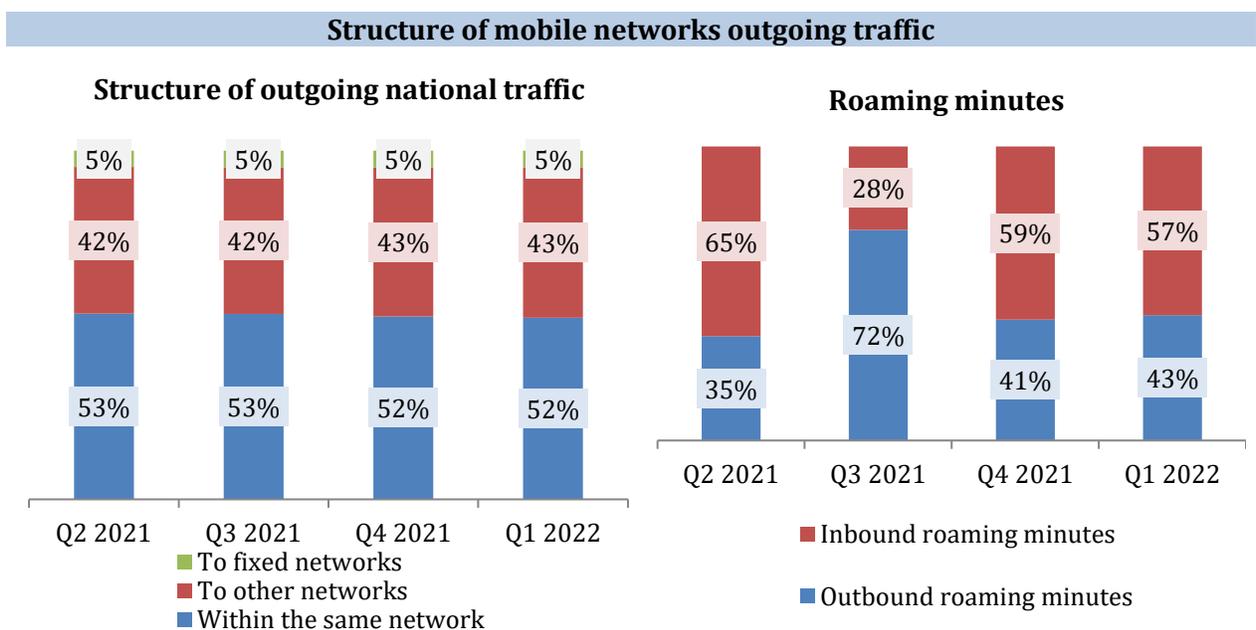


* Data referring to Q4 of 2021 have been corrected in accordance with the 2021 annual reports data.

The postpaid users structure in Q1 2022 has not changed significantly compared to the previous quarters. The number of private postpaid users amounts to 3.779 million and the number of business postpaid subscribers 1.387 million. Below are the operators' shares in the total number of private and business subscribers.

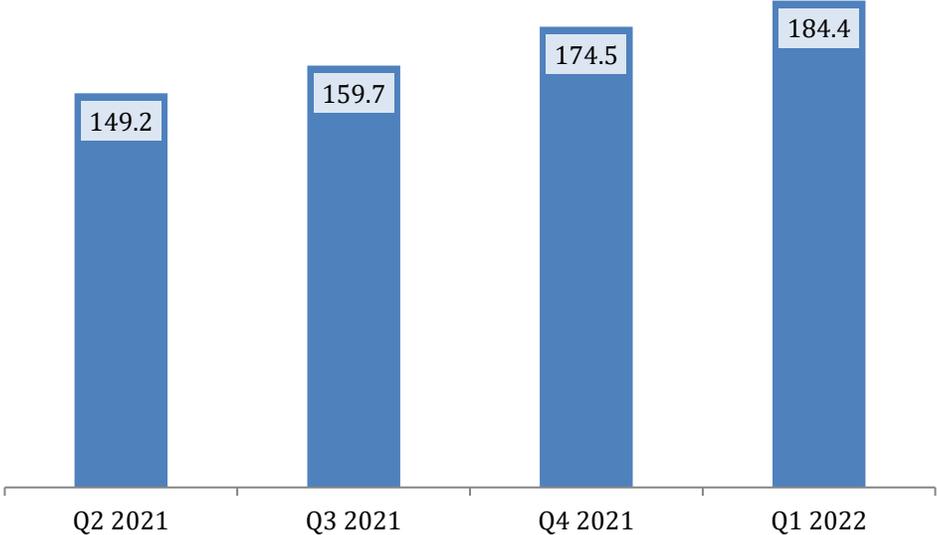


Most of the outgoing traffic in the first quarter of 2022 has been generated within the same mobile network (52%). As for the roaming, more traffic was generated by the users from abroad than the national mobile subscribers abroad.



Data transmission over mobile network has increased in the analyzed period, amounting to 184.4 million GB in the first quarter of 2022, which means that a mobile broadband subscriber used on average around 295 MB daily, or approximately 8.74 GB a month.

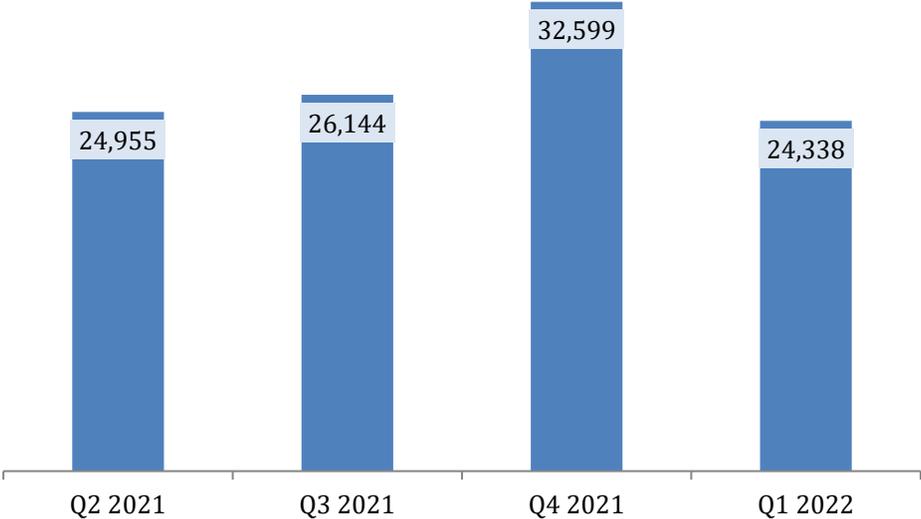
Mobile Internet traffic (in million GB)*



* Data referring to the last three quarters of 2021 have been corrected in accordance with the 2021 annual reports data.

The number of mobile telephony number portings was around 24 thousand in the first quarter of 2022, or approximately 8.11 thousand per month, representing a decrease compared to the previous quarter.

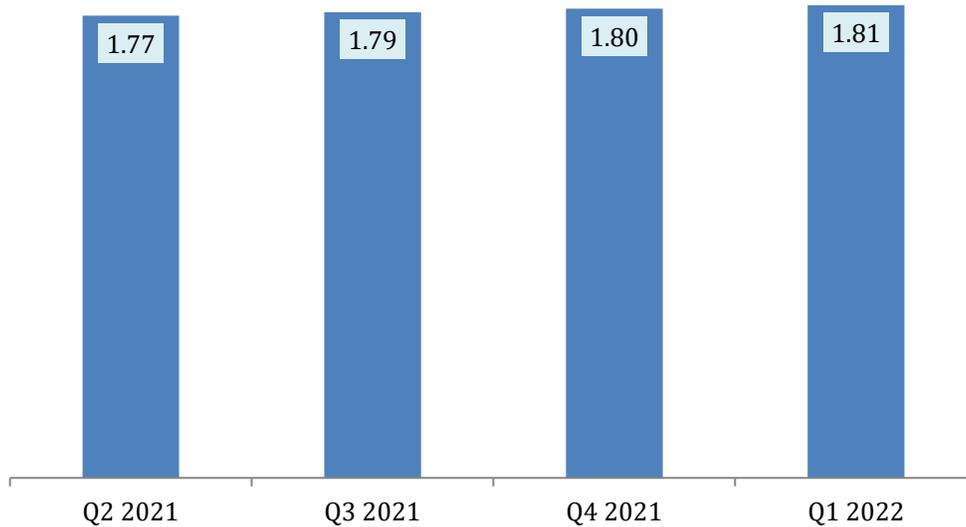
Mobile telephony number portings per quarter



Broadband Internet Access

Compared to the previous quarter, the number of fixed broadband Internet access users in Q1 2022 has slightly increased, amounting to approximately 1.81 million subscribers.

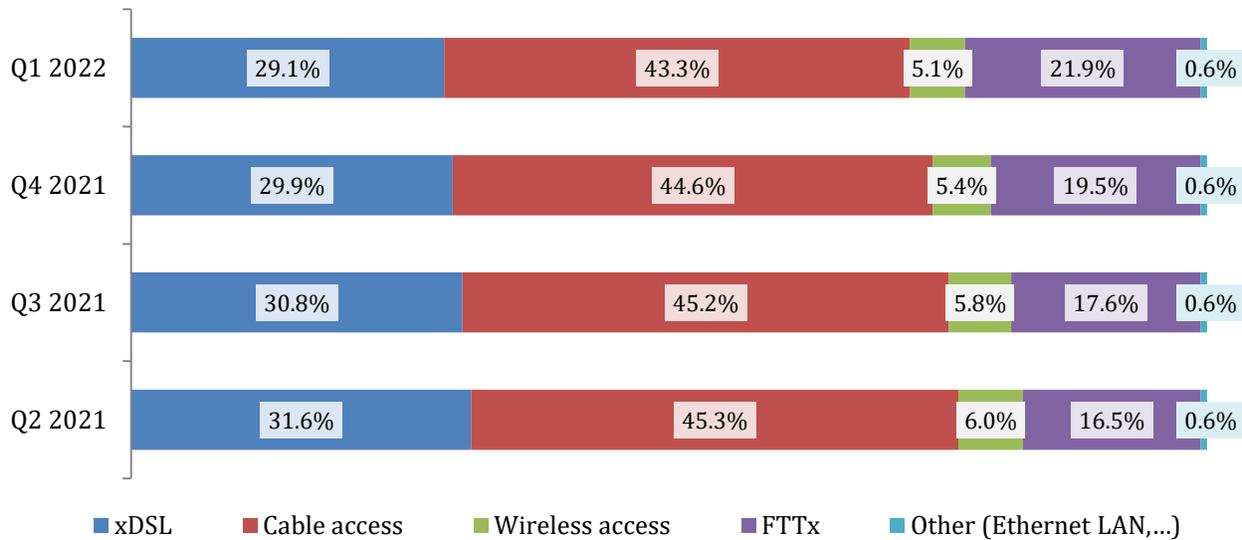
Number of fixed broadband Internet subscribers (in million)*



* Data referring to Q4 of 2021 have been corrected in accordance with the 2021 annual reports data.

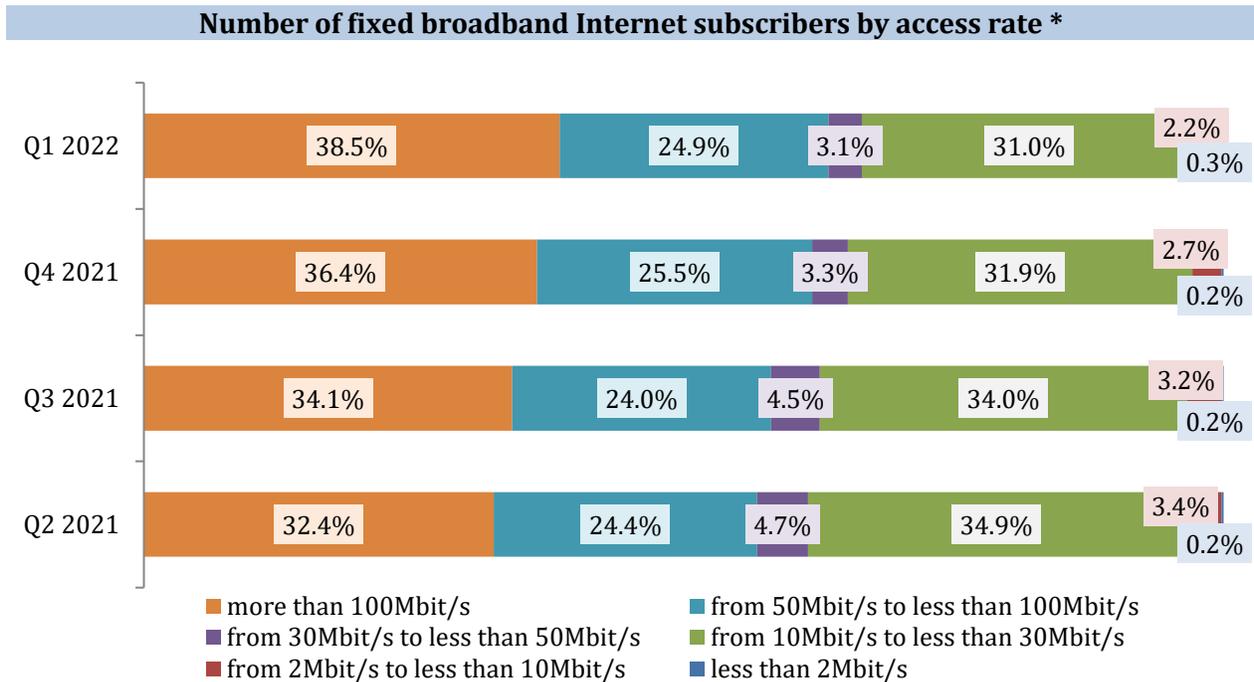
Most fixed broadband Internet subscribers have xDSL or cable access, with the number of both xDSL subscribers and cable access subscribers being marked by a slight drop in the analyzed period.

Number of subscribers by type of access*



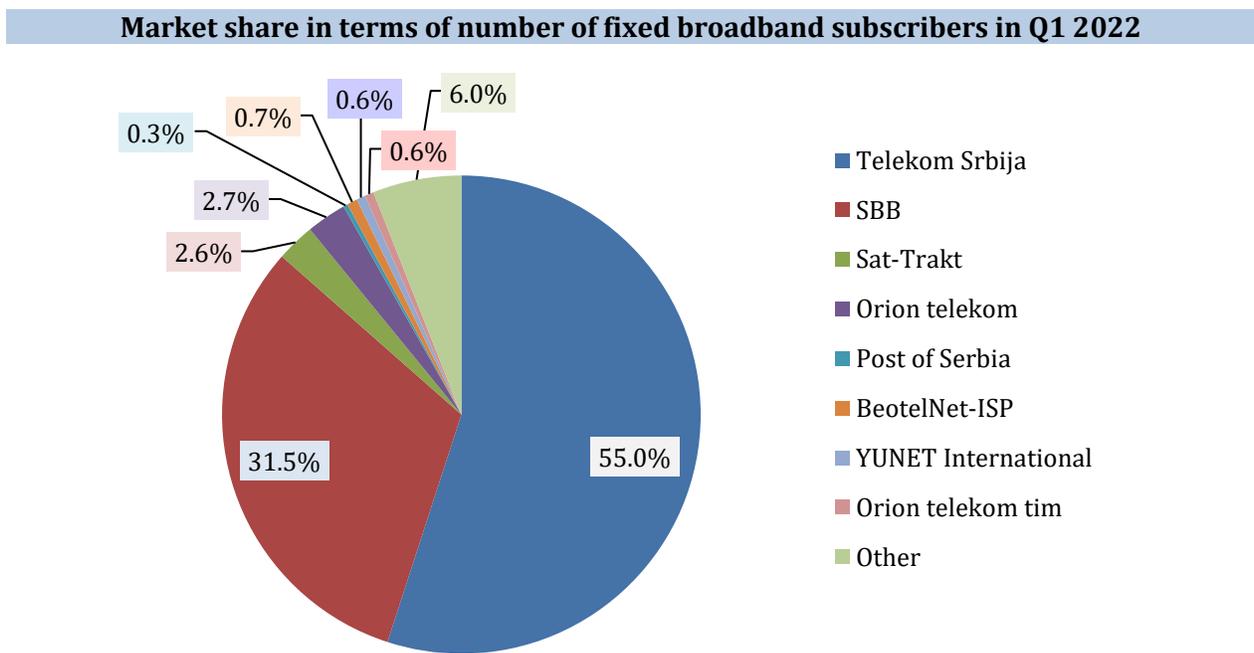
* Data referring to Q4 of 2021 have been corrected in accordance with the 2021 annual reports data.

In Q1 2022, the majority of subscribers used Internet speed of more than 100 Mbit/s and between 10 Mbit/s to less than 30 Mbit/s.



* Data referring to Q4 of 2021 have been corrected in accordance with the 2021 annual reports data.

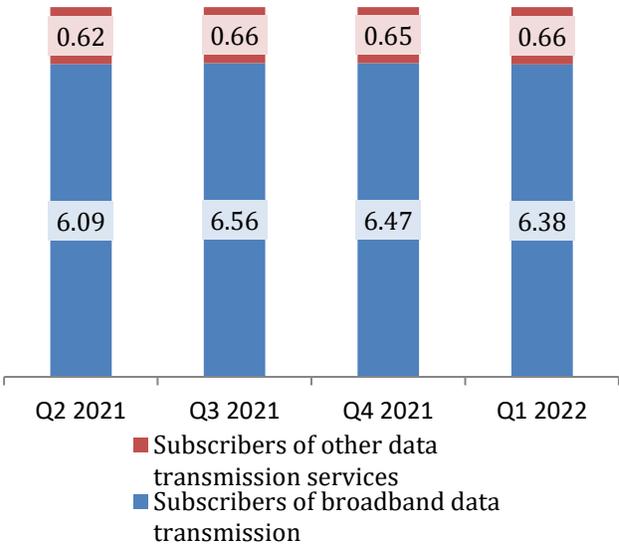
The following figure shows the leading operators' market shares for Q1 2022, in terms of the number of subscribers.



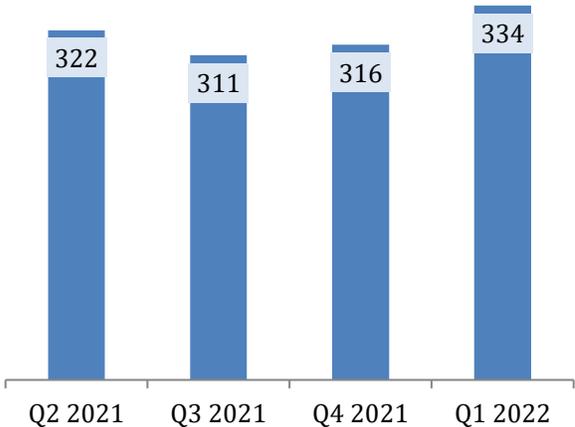
The number of active mobile broadband subscribers in Q1 2022 has decreased compared to the previous quarter, amounting now to 7.04 million. The number of M2M subscriptions has continued to grow moderately, amounting to 334 thousand in the first quarter of 2022.

Number of active mobile broadband users and M2M subscribers

Total number of active mobile broadband users (in million)



M2M subscriptions

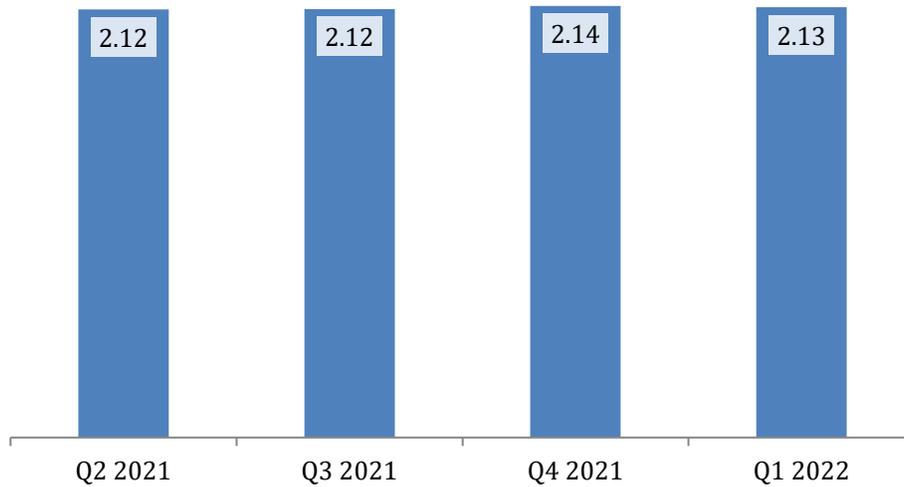


* Active mobile broadband users include subscribers of data transmission services contracted together with voice services, or as an additional package to the voice tariff plan, whereas subscribers of other data transmission services represent mobile broadband transfer users with single service agreement, separate from voice service (data card subscriptions, USB modem/dongle subscriptions, tablet subscriptions and similar).

Media Content Distribution

Compared to the previous period, the number of media content distribution service subscribers slightly decreased in Q1 2022, amounting to approximately 2.13 million.

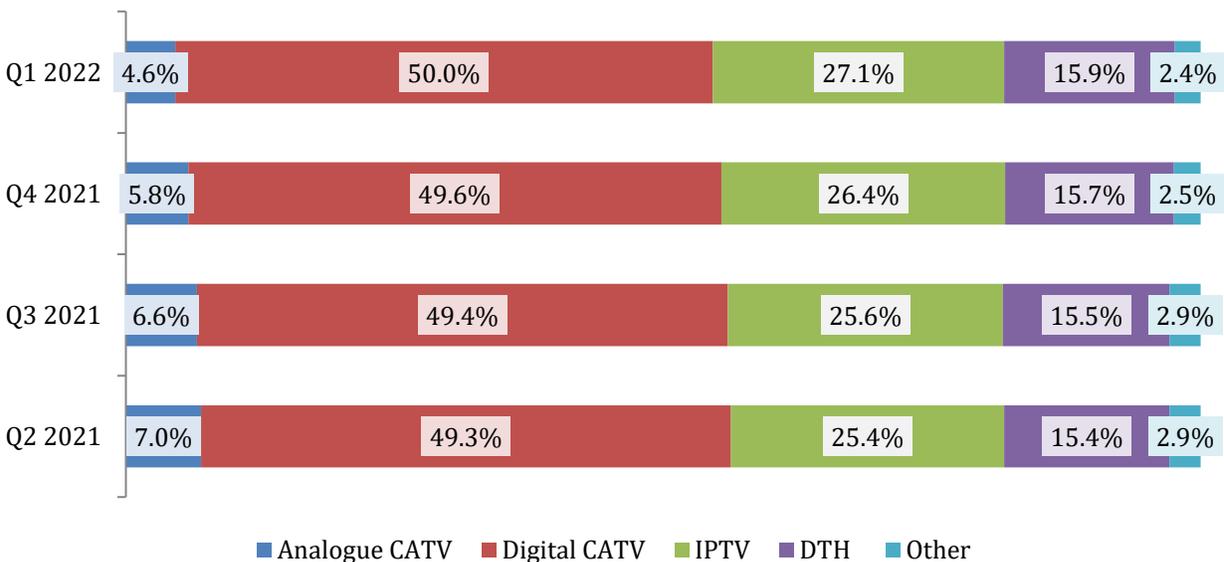
Number of media content distribution service subscribers (in million)*



* Data referring to Q4 of 2021 have been corrected in accordance with the 2021 annual reports data.

In the first quarter of 2022, most subscribers used digital CATV distribution (around 50%). The number of both IPTV subscribers and DTH subscribers has been on a modest rise, while the wireless network and Internet media content distribution services were the least used.

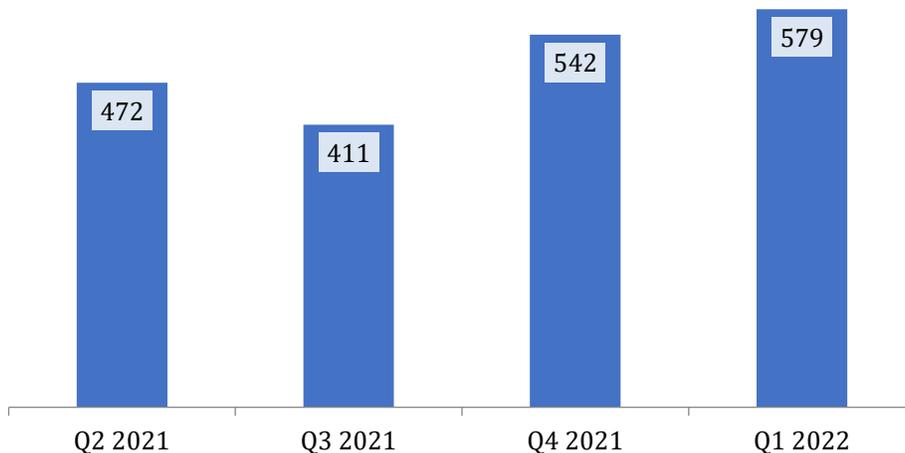
Media content distribution subscribers by type of distribution*



* Data referring to Q4 of 2021 have been corrected in accordance with the 2021 annual reports data.

The number of met requests for additional services, such as video on demand (VoD), content recording, TV on mobile devices, playback etc, has increased in Q1 2022 compared to Q4 2021, amounting to approximately 579 million requests, or some 114 requests a month per user. The number of met VoD requests in Q1 2022 was around 21 million.

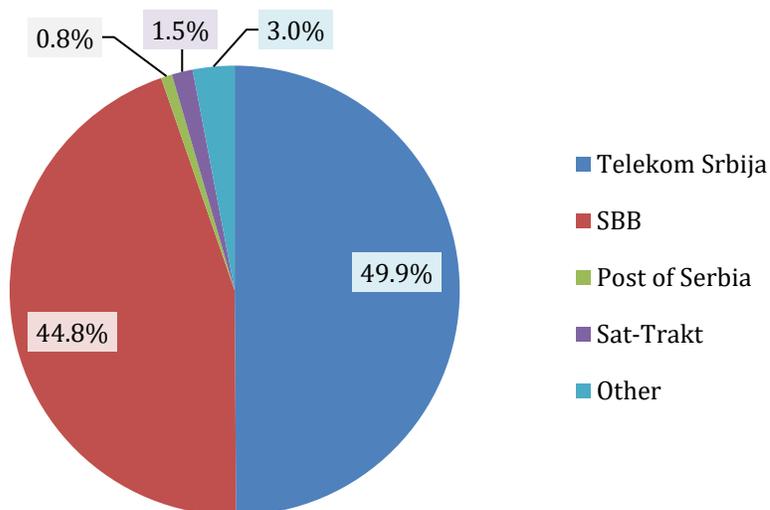
Number of met requests for additional services (in million)



In the first quarter of 2022, around 31% of media content distribution subscribers with the possibility to have additional channels, subscribed to such programmes.

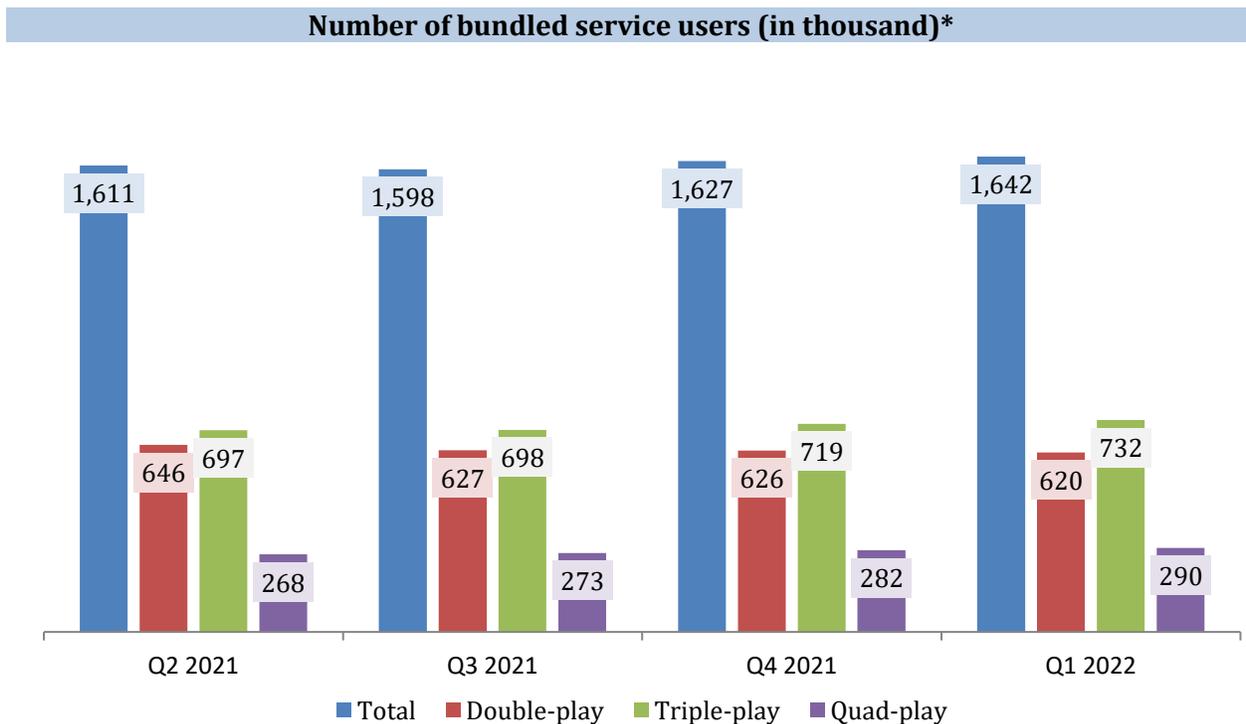
The following figure shows the leading operators' market shares for Q1 2022, in terms of the number of subscribers.

Operators' market share in by number of subscribers in Q1 2022



Bundled Services

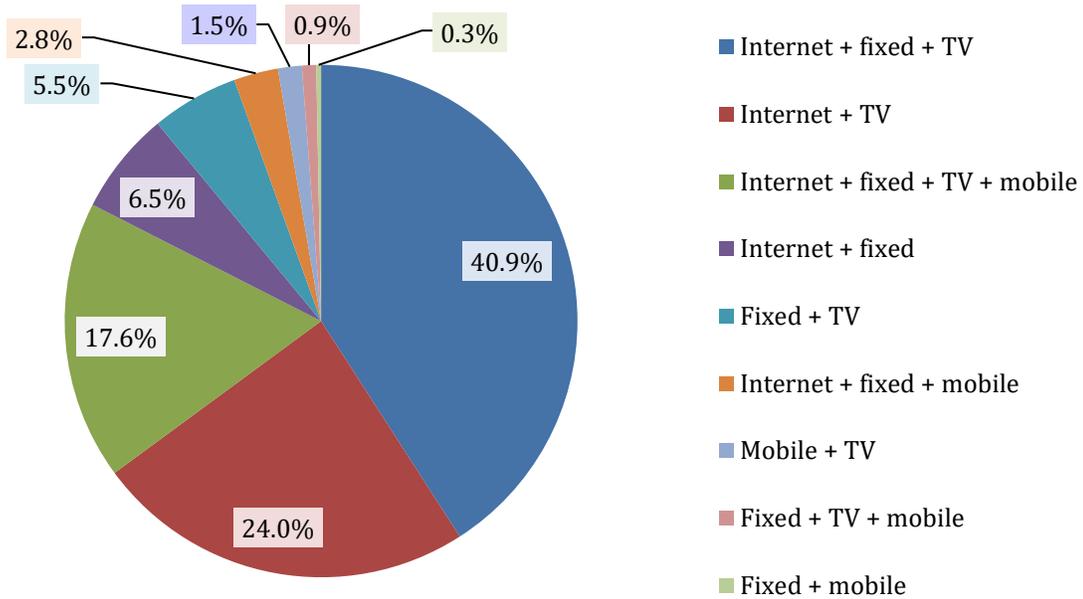
The number of bundled service subscribers in Q1 2022 has increased compared to the previous quarter, amounting to approximately 1.64 million. Packages offering three services were most used, whereas least used were packages with four services.



** Data referring to Q4 of 2021 have been corrected in accordance with the 2021 annual reports data.*

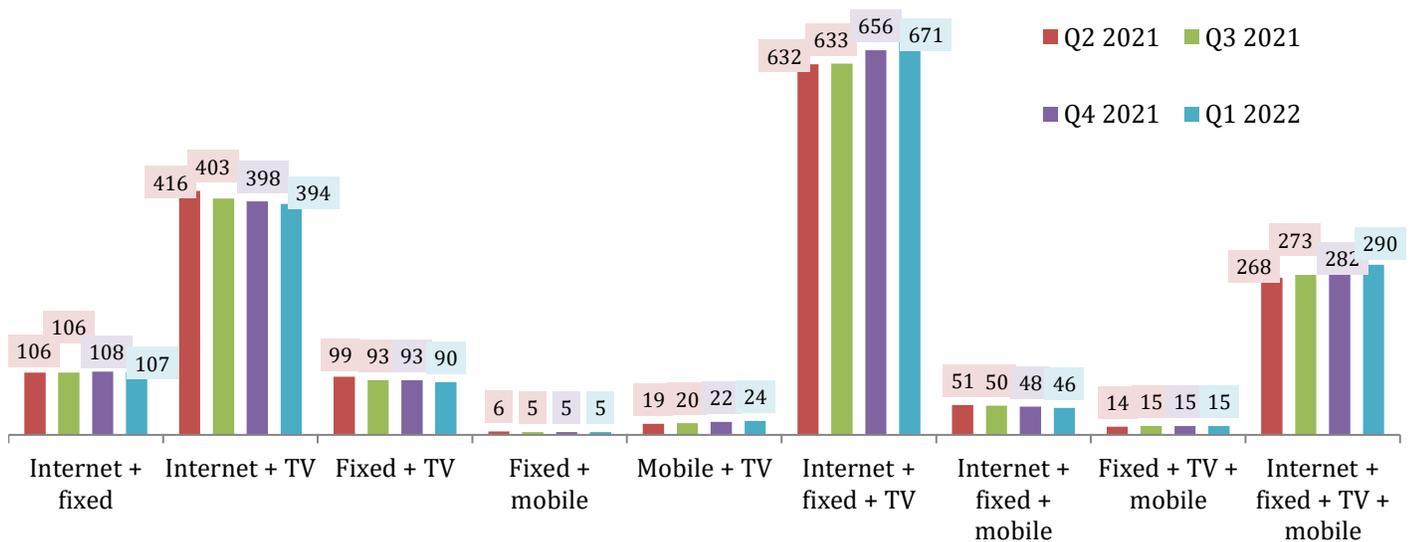
Of all bundled services offered by operators in Q1 2022, the most popular was the package with broadband Internet access, fixed telephony and TV, followed by a double-play offering broadband Internet access and TV, as well as the only available quad-play package including broadband Internet access, fixed telephony, TV and mobile telephony. The biggest growth in Q1 2022 was marked by a triple-play offering broadband Internet, fixed telephony and TV. A double-play with fixed and mobile telephony, a triple-play offering fixed and mobile telephony and TV, as well as a package including mobile telephony and TV had the lowest number of subscribers. The shares of different bundled services in terms of the number of subscribers are given below.

Share of bundled services in Q1 2022



Changes in different packages' number of subscribers can be seen below.

Number of bundled service users by type of service (in thousand)*



* Data referring to Q4 of 2021 have been corrected in accordance with the 2021 annual reports data.

Broadband Internet access is mostly purchased as a bundled service, whereas mobile telephony is generally purchased as a stand-alone service.

Share of stand-alone and bundled services purchased in Q1 2022

