



REPUBLIC OF SERBIA  
**RATEL**  
REGULATORY AUTHORITY FOR  
ELECTRONIC COMMUNICATIONS  
AND POSTAL SERVICES

**AN OVERVIEW OF THE ELECTRONIC COMMUNICATIONS  
MARKET  
IN THE REPUBLIC OF SERBIA  
The First Quarter of 2024**

The Overview presents the data for the first quarter of 2024 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 business entities that perform electronic communication activities in the Republic of Serbia, whereas the data for the rest of the market were estimated based on the data for 2023 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 Regulator shall not be held responsible for the correctness of the data submitted by the business entities in the quarterly and annual questionnaires.

Quarterly electronic communications market indicators referring to fixed telephony include the data on the business entities 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 generated traffic.

Quarterly electronic communications market indicators referring to mobile telephony include the data on three business entities providing public mobile electronic communications services.

Quarterly electronic communications market indicators referring to Internet services include the data for the leading business entities 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 2023 collected in the annual questionnaires.

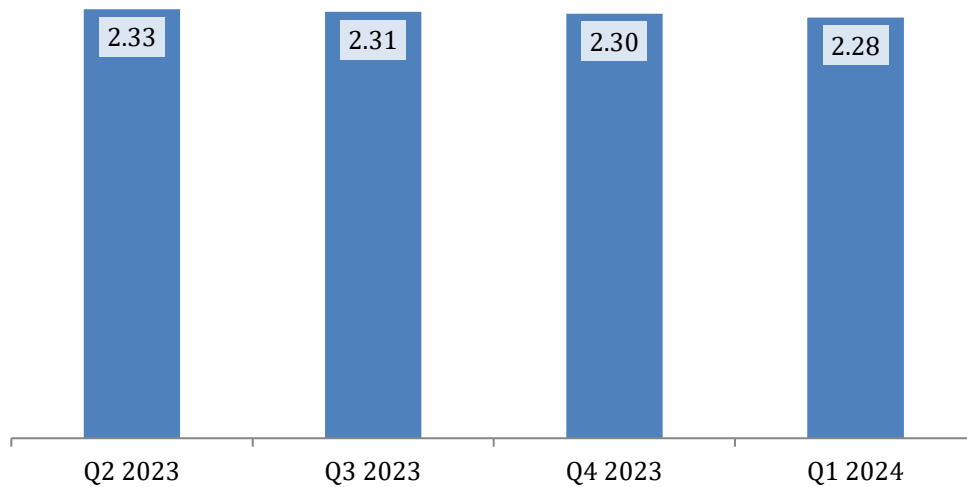
Quarterly electronic communications market indicators referring to media content distribution include the data for the leading electronic communications network operators of media content distribution that make up approximately 99% of the market, in terms of the number of subscribers, whereas the data for the remaining 1% of the market were estimated based on the data for 2023 collected in the annual questionnaires.

Quarterly electronic communications market indicators referring to bundled services include the data for the leading business entities that make up approximately 99% of the market, whereas the data for the remaining 1% of the market were estimated based on the data for 2023 collected in the annual questionnaires.

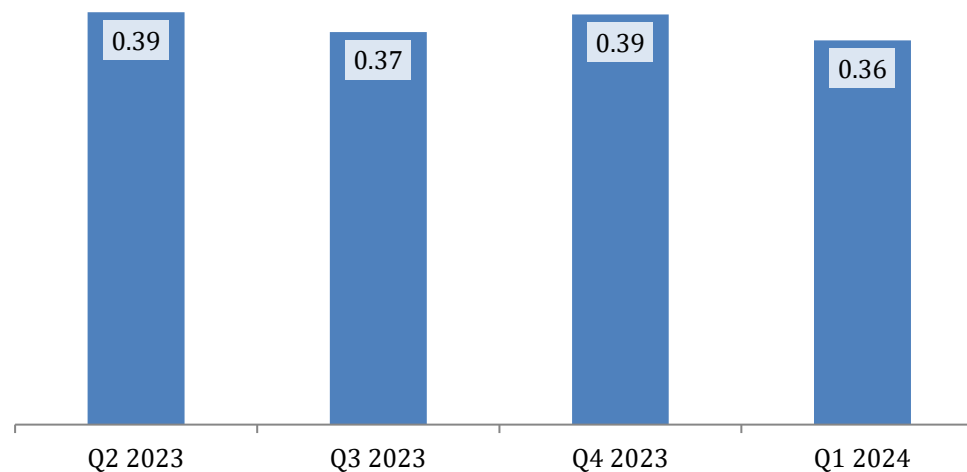
## Public Fixed Telecommunications Networks and Services

Both the number of fixed telephony subscribers and the generated traffic traffic in the first quarter of 2024 were lower compared to the previous quarter. Approximately 2.28 million fixed telephony subscribers generated around 360 million minutes of traffic in the last observed quarter, which means that a fixed telephony subscriber on average spent 1.7 minutes a day on calls.

**Number of fixed line subscribers (in million)**

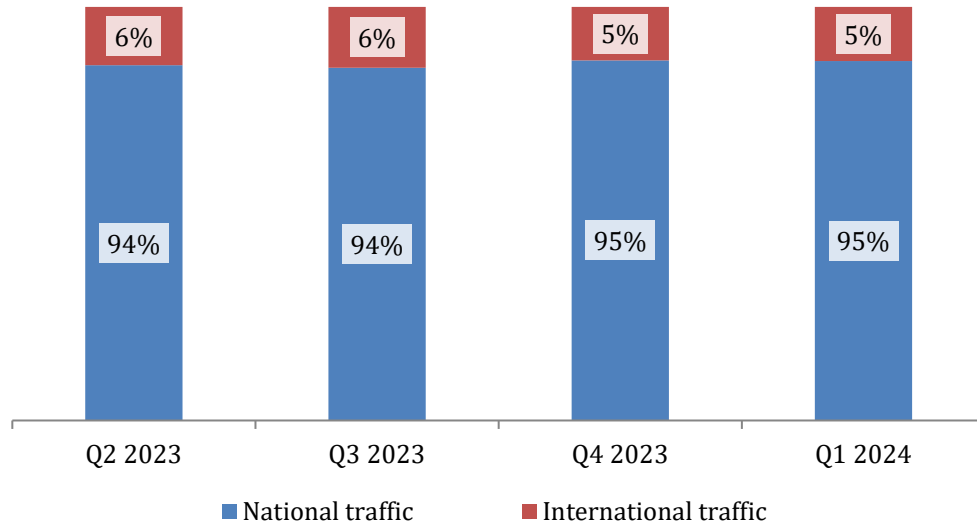


**Total fixed telephony traffic (in billion minutes)**



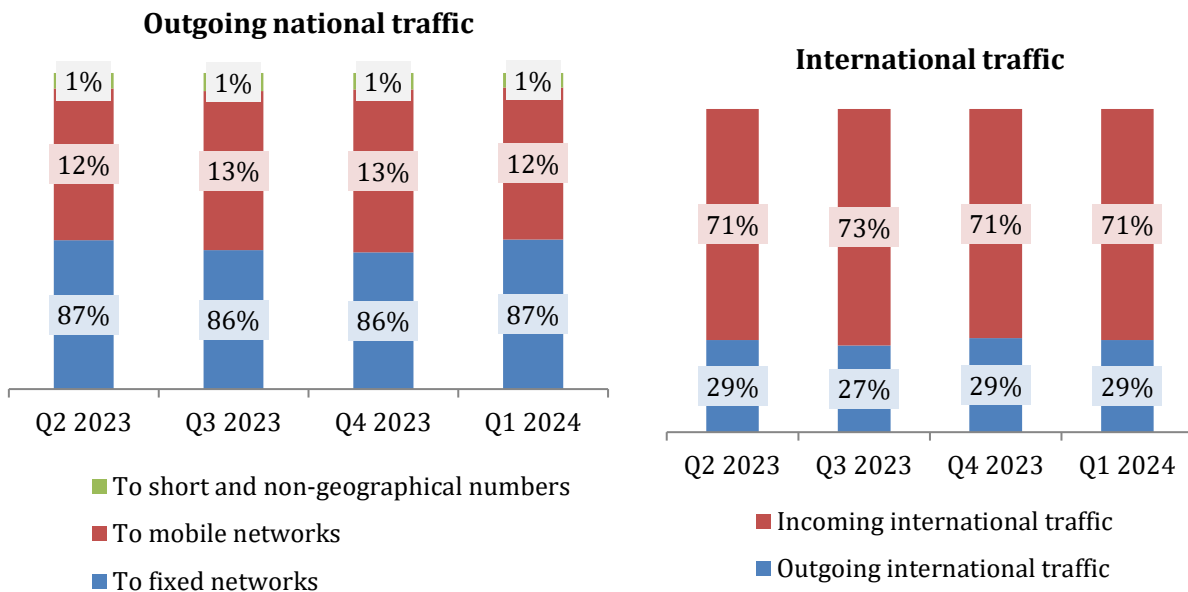
The subscriber structure has not significantly changed over the observed quarters: 86% of the fixed telephony subscribers in the first quarter of 2024 are natural persons, i.e. private users. In all observed quarters, the largest share of the fixed telephony traffic is accounted for by the national traffic, with 95% in Q1 2024.

### Fixed telephony traffic structure



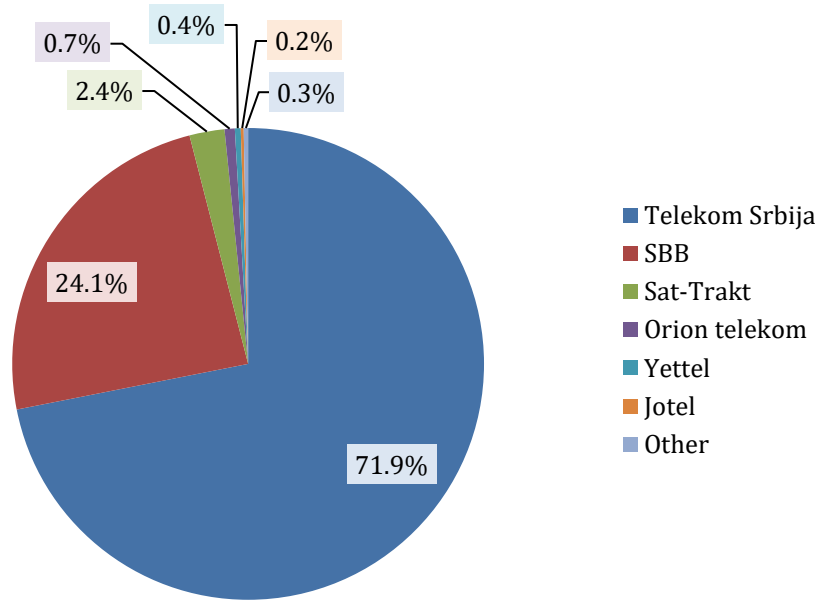
The outgoing calls from fixed network are mostly directed towards other fixed networks, while the international traffic is dominated by incoming calls.

### Structure of national and international traffic in fixed telephony



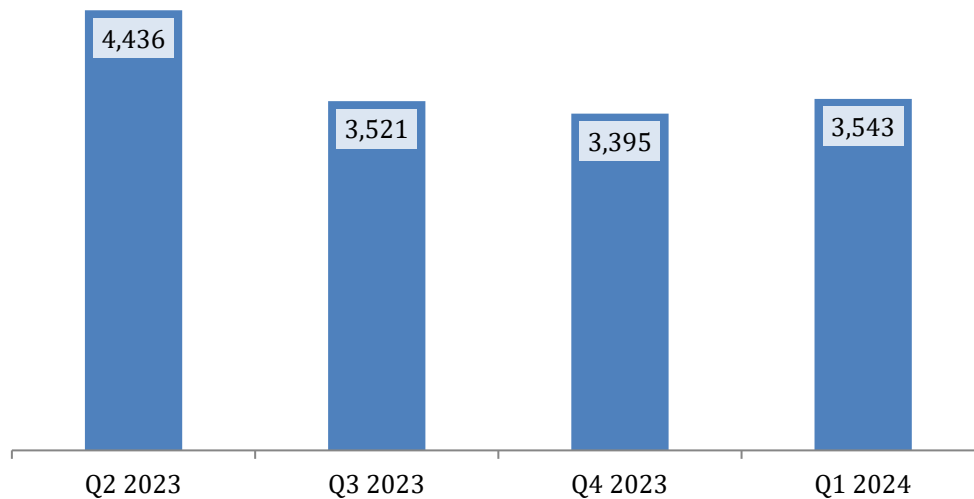
Below is shown the leading business entities' market share in terms of the number of subscribers in Q1 2024.

### Business entities' market share by number of subscribers in Q1 2024



The number of portings in Q1 2024 was 3.5 thousand (around 1.2 thousand a month), marking a modest increase compared to the previous quarter.

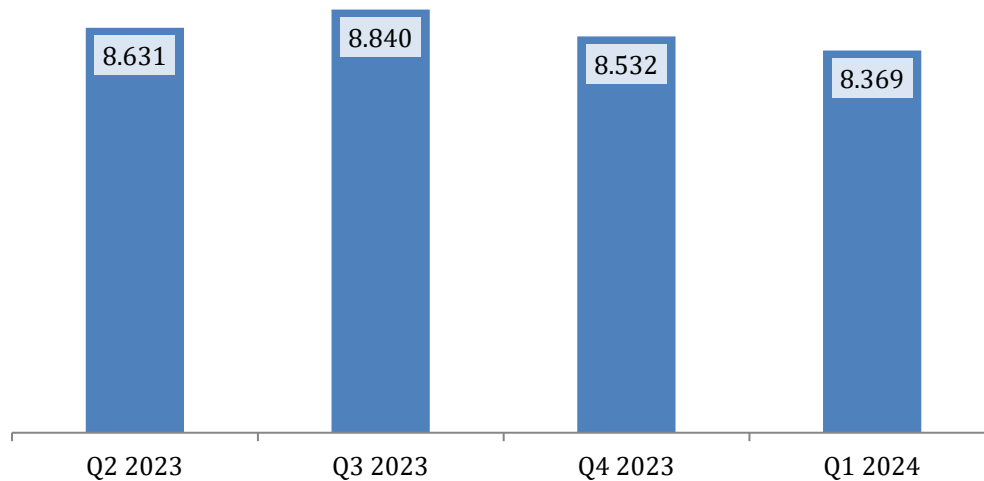
### Fixed telephony number portings per quarter



## Public Mobile Telecommunications Networks and Services

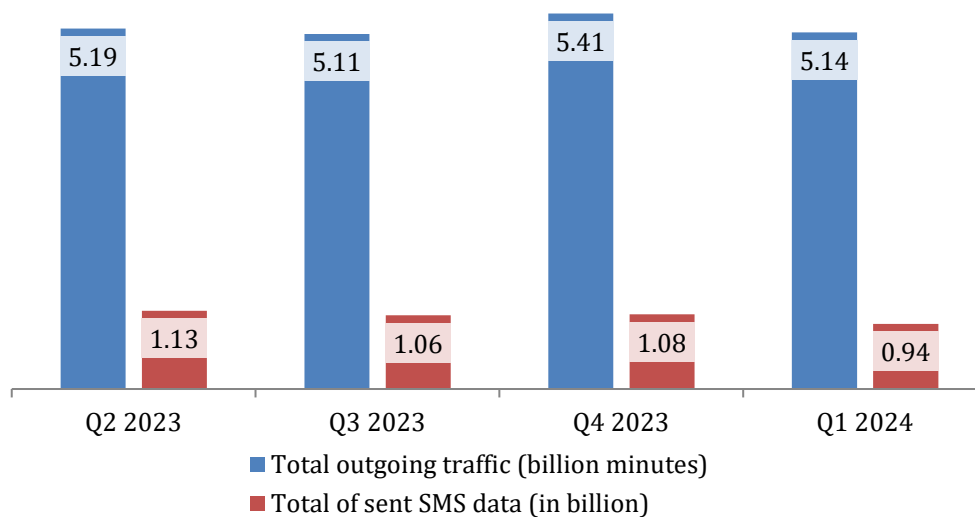
In the first quarter of 2024, there were approximately 8.369 million active mobile telephony subscribers that generated around 5.14 billion minutes of national and international traffic and sent around 0.94 billion SMS messages. On average, in Q1 2024, a mobile user spent around 6.7 minutes a day on calls and sent 1.2 text messages. On the mobile networks market, a decrease in the number of active mobile telephony subscribers has been observed during Q1 2024.

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



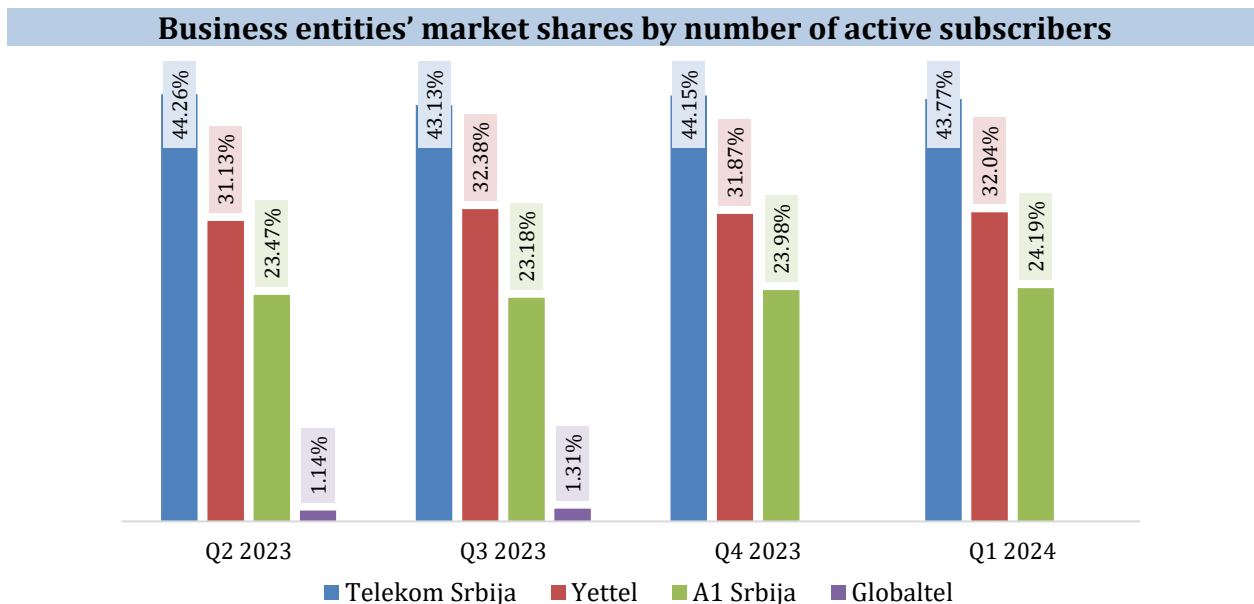
In Q1 2024, both the generated voice traffic in mobile networks and SMS traffic were lower than during the fourth quarter of 2023.

### Generated voice and SMS mobile telephony traffic\*

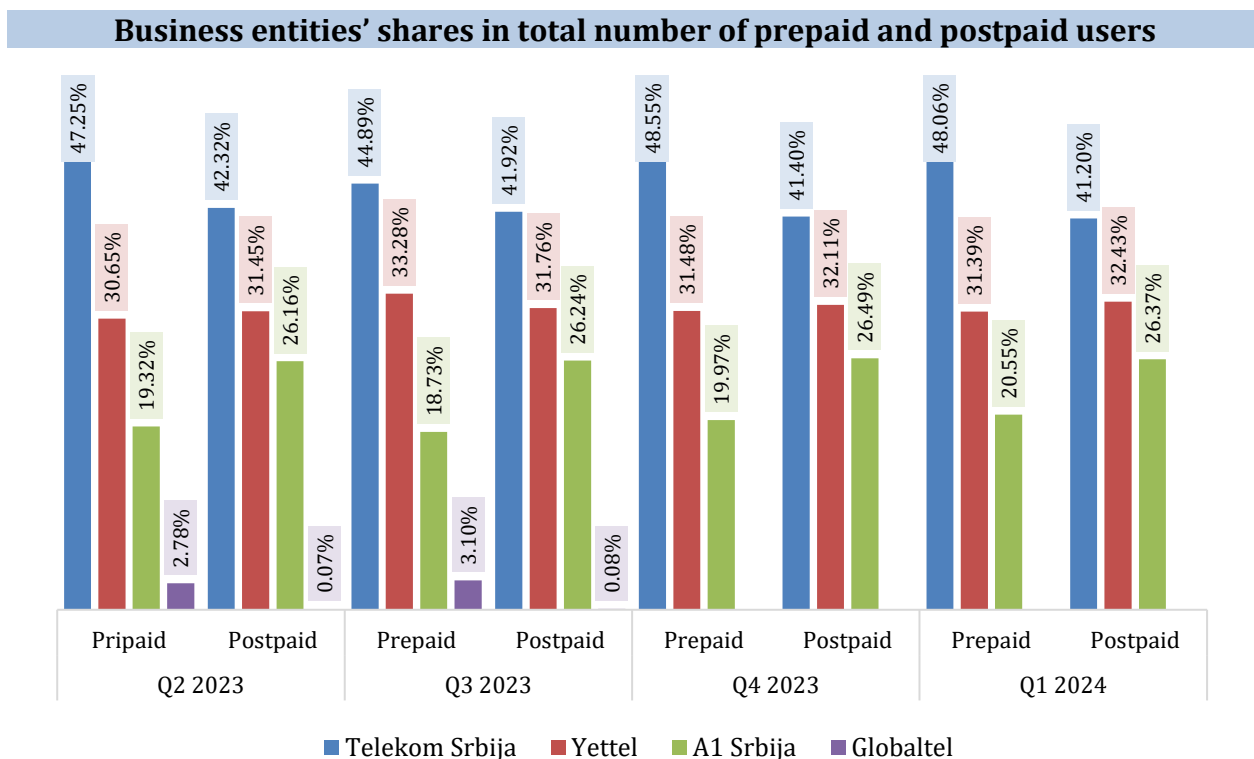


\*Data referring to the three previous quarters of 2023 were corrected in accordance with the 2023 annual reports data.

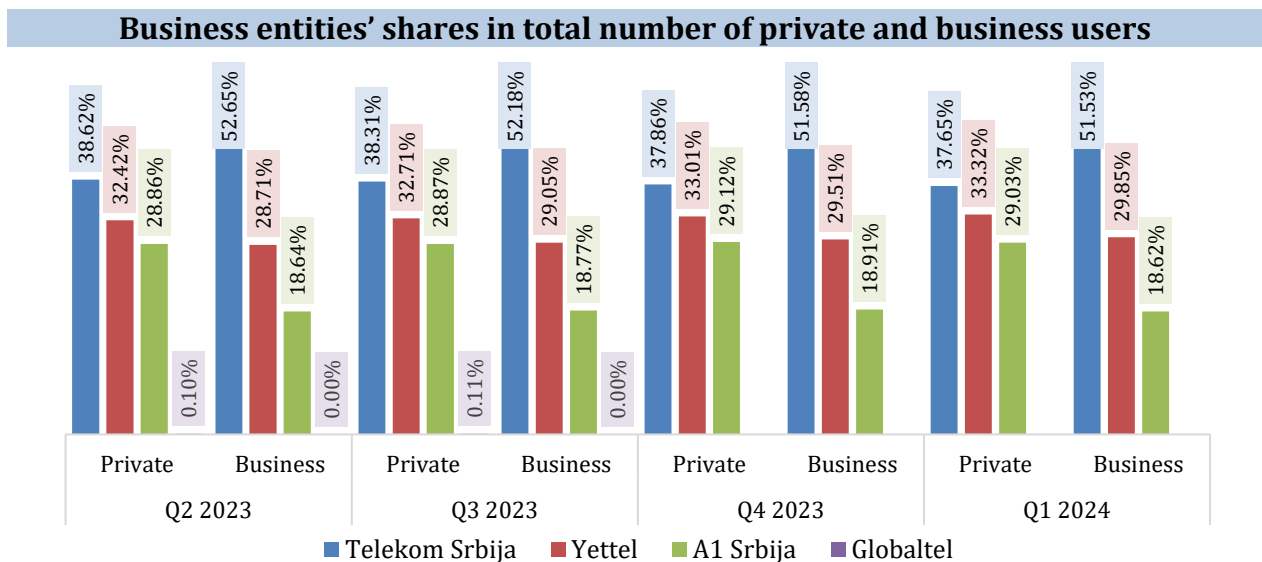
Below are the business entities' shares in the total number of active subscribers.



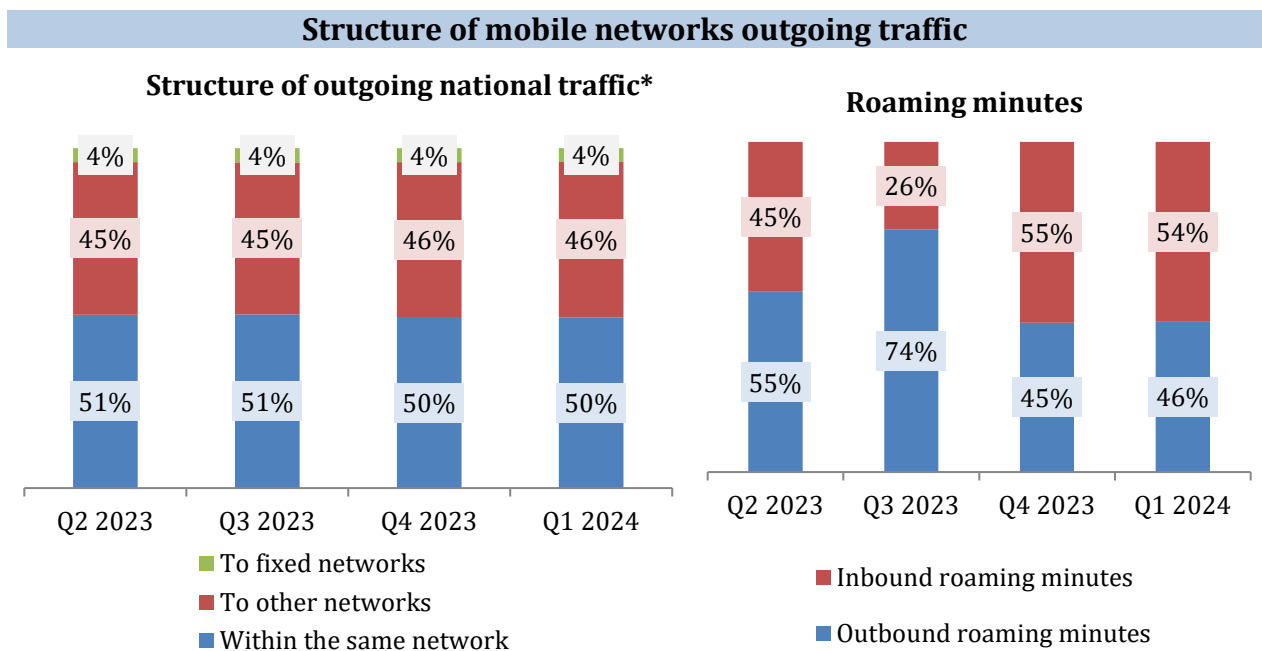
Both the number of postpaid subscribers, amounting to 5.235 million and that of prepaid users, amounting to 3.134 million in the first quarter of 2024, have decreased compared to the previous quarter. Below are the business entities' shares in the volume of postpaid and prepaid subscribers.



The postpaid users structure in Q1 2024 has not changed significantly compared to the previous quarters. The number of private postpaid users amounts to 3.895 million and the number of business postpaid subscribers to 1.340 million. Below are the business entities' shares in the total number of private and business subscribers.



Most of the outgoing traffic in the first quarter of 2024 was generated within the business entity's own mobile network (50%). As for the roaming, more traffic was generated by the users from abroad than by the national mobile subscribers abroad.

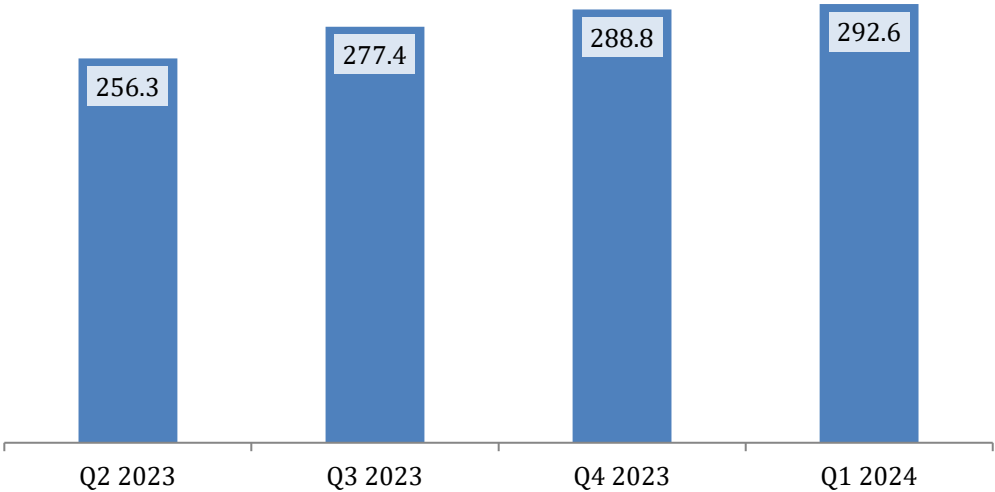


\*Data referring to the three previous quarters of 2023 were corrected in accordance with the 2023 annual reports data.



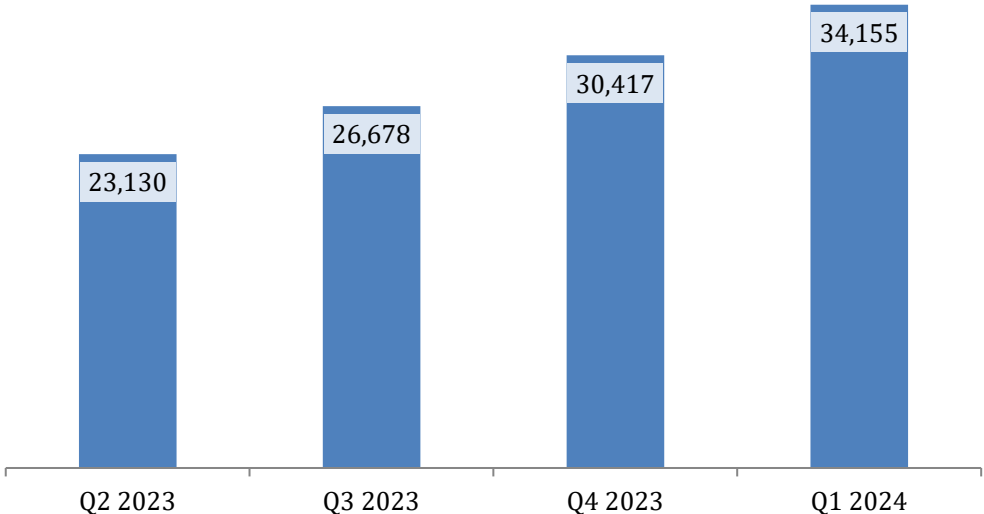
Data transmission over mobile network has increased in the analyzed period, reaching 292.6 million GB in the first quarter of 2024, which means that a mobile broadband subscriber used on average around 447 MB daily, or approximately 13.24 GB a month.

**Mobile Internet traffic (in million GB)**



The number of mobile telephony number portings was around 34 thousand in the first quarter of 2024, or approximately 11.39 thousand per month, representing an increase compared to the previous quarter.

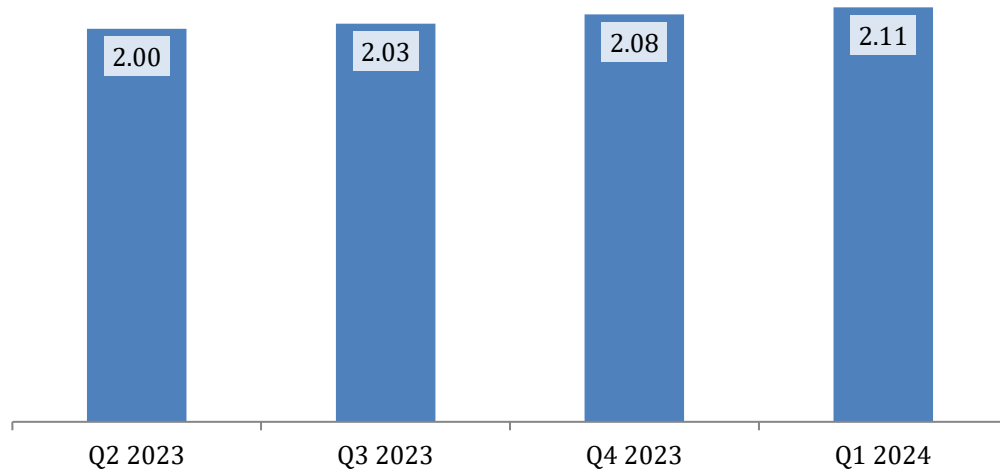
**Mobile telephony number portings per quarter**



## Broadband Internet Access

Compared to the previous quarter, the number of fixed broadband Internet access users in Q1 2024 has slightly increased, reaching approximately 2.11 million subscribers.

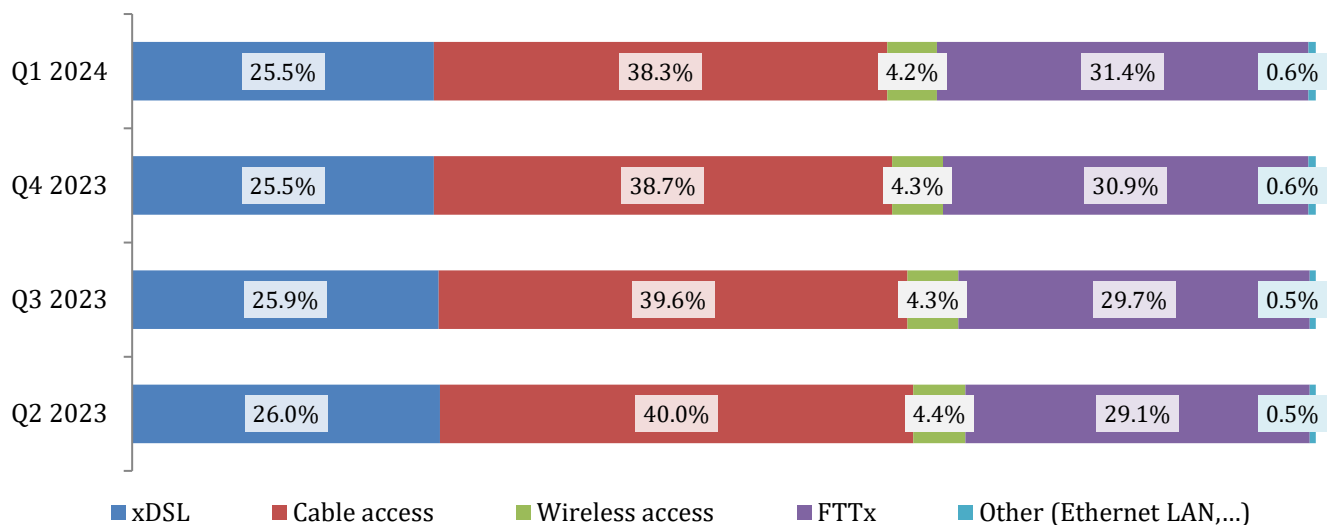
**Number of fixed broadband Internet subscribers (in million)\***



*\*Data referring to Q4 2023 were harmonized with the 2023 annual reports data.*

Cable access subscribers and FTTx subscribers are dominant in the fixed broadband Internet subscriber structure. The share of xDSL subscribers has remained unchanged, while the share of cable access subscribers has slightly dropped over the analyzed period.

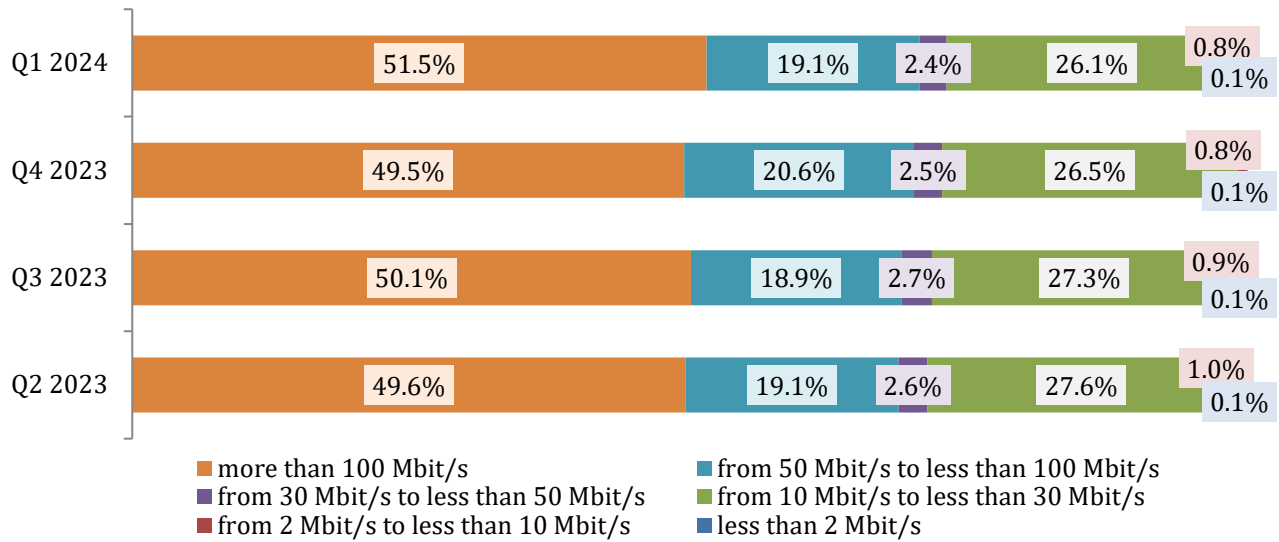
**Number of subscribers by type of access\***



*\*Data referring to Q4 2023 were harmonized with the 2023 annual reports data.*

In Q1 2024, the majority of subscribers used Internet speed of more than 100 Mbit/s and between 10 Mbit/s to less than 30 Mbit/s.

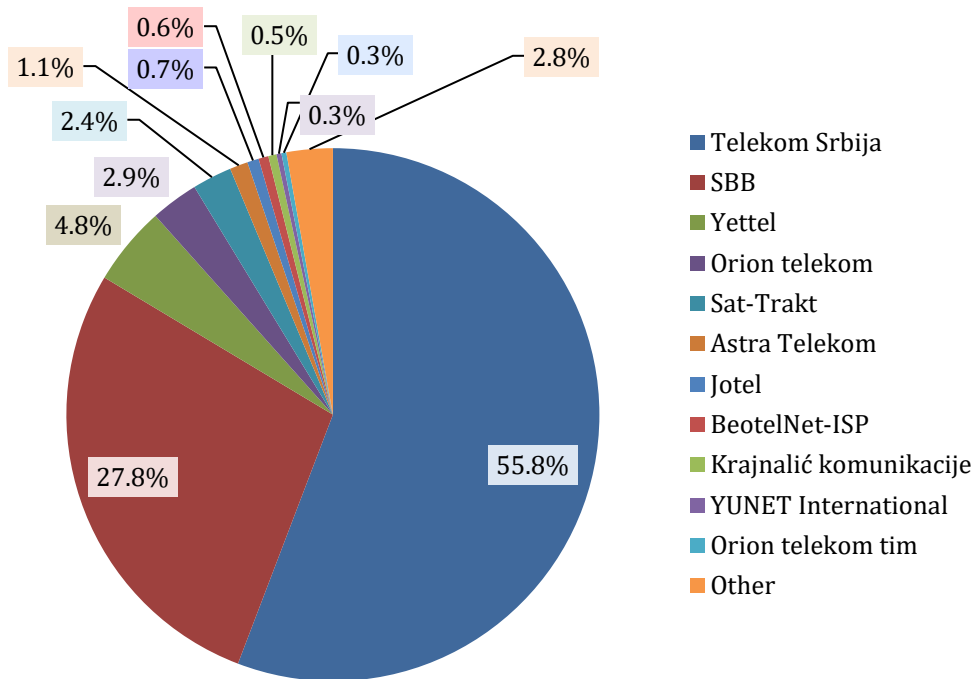
### Number of fixed broadband Internet subscribers by access rate\*



\*Data referring to Q4 2023 were harmonized with the 2023 annual reports data.

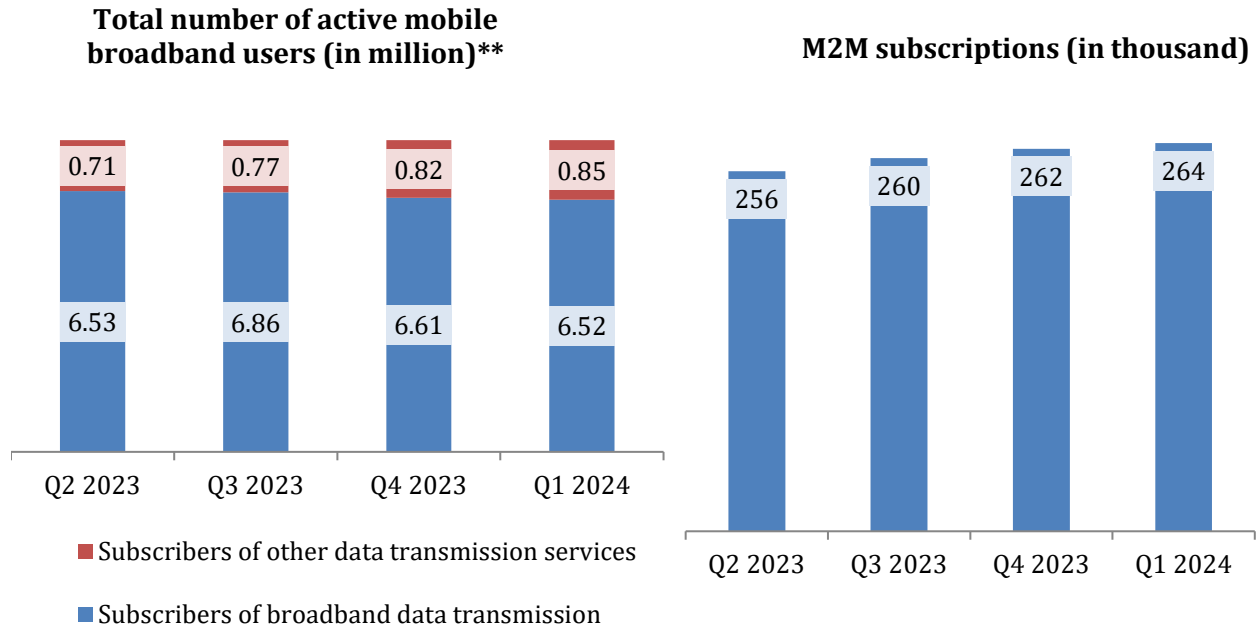
The following figure shows the leading business entities' market shares for Q1 2024, in terms of the number of subscribers.

### Market shares in terms of number of fixed broadband subscribers in Q1 2024



The number of active mobile broadband subscribers in the first quarter of 2024 has decreased compared to the previous quarter, amounting to 7.37 million. The number of M2M subscriptions remains on the rise, with 264 thousand subscribers in Q1 2024.

## Number of active mobile broadband users and M2M subscribers\*



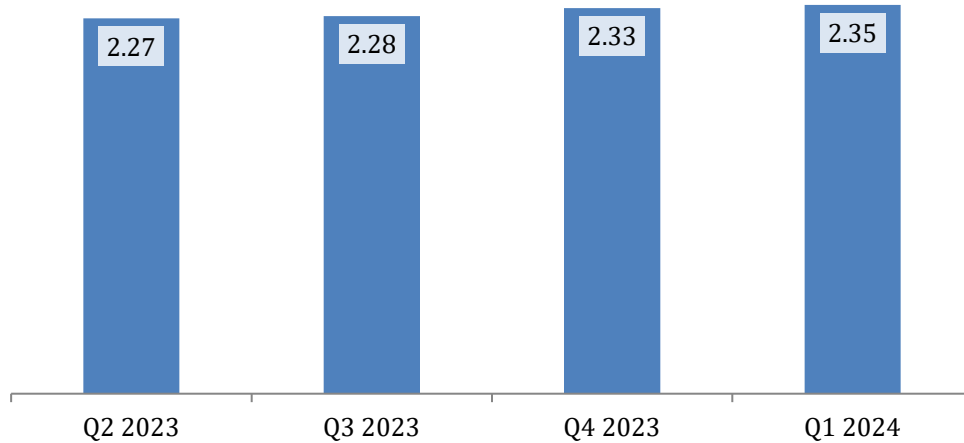
\*Active mobile broadband users include subscribers of data transmission services contracted together with voice services, or as an additional package to the voice tariff plan, whereas subscribers of other data transmission services represent mobile broadband transfer users with single service agreement,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

\*\*Data referring to Q4 2023 were harmonized with the 2023 annual reports data.

## Media Content Distribution

Compared to the previous period, the number of media content distribution service subscribers increased in Q1 2024, reaching approximately 2.35 million.

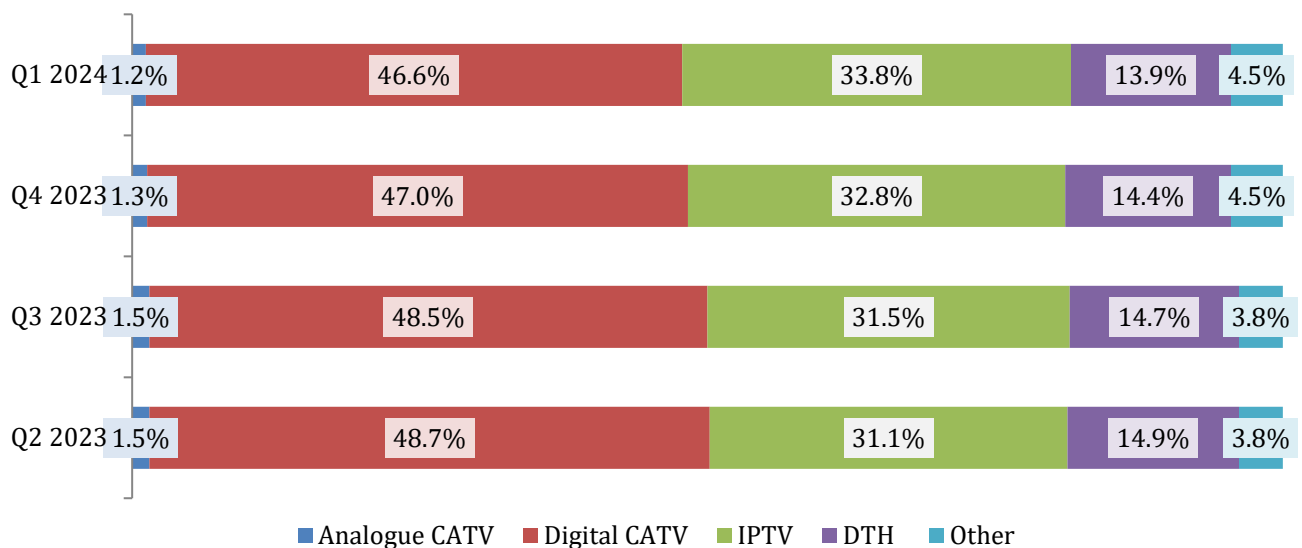
### Number of media content distribution service subscribers (in million)\*



\*Data referring to Q4 2023 were harmonized with the 2023 annual reports data.

In the first quarter of 2024, most subscribers used digital CATV distribution (around 47%). The number of IPTV subscribers is on the rise, while that of DTH subscribers has slightly decreased compared to the previous quarter. The least number of subscribers is connected to analogue CATV (around 1.2%). The share of subscribers of media content distribution via Internet and via wireless network in Q1 2024 is around 4.5%.

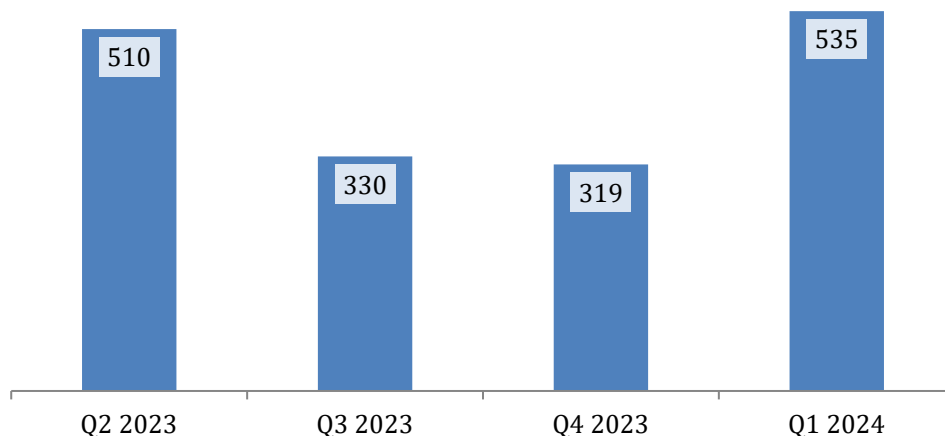
### Media content distribution subscribers by type of distribution\*



\*Data referring to Q4 2023 were harmonized with the 2023 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 2024 in comparison to Q4 2023, reaching approximately 535 million requests, or some 89 requests per user a month. The number of met VoD requests in Q1 2024 was around 17.9 million.

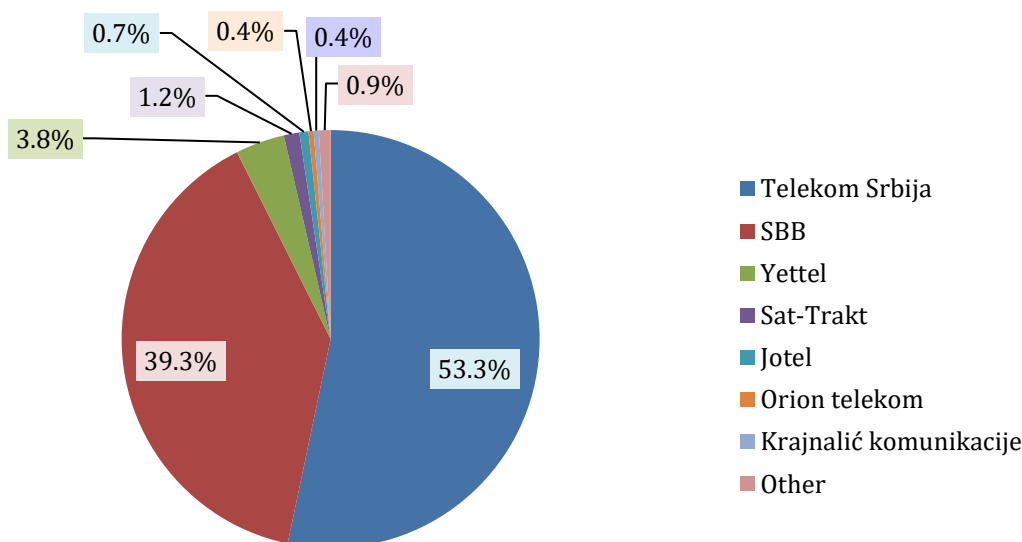
**Number of met requests for additional services (in million)**



In the first quarter of 2024, around 28% of the media content distribution subscribers with the possibility to have additional channels, subscribed to such programmes.

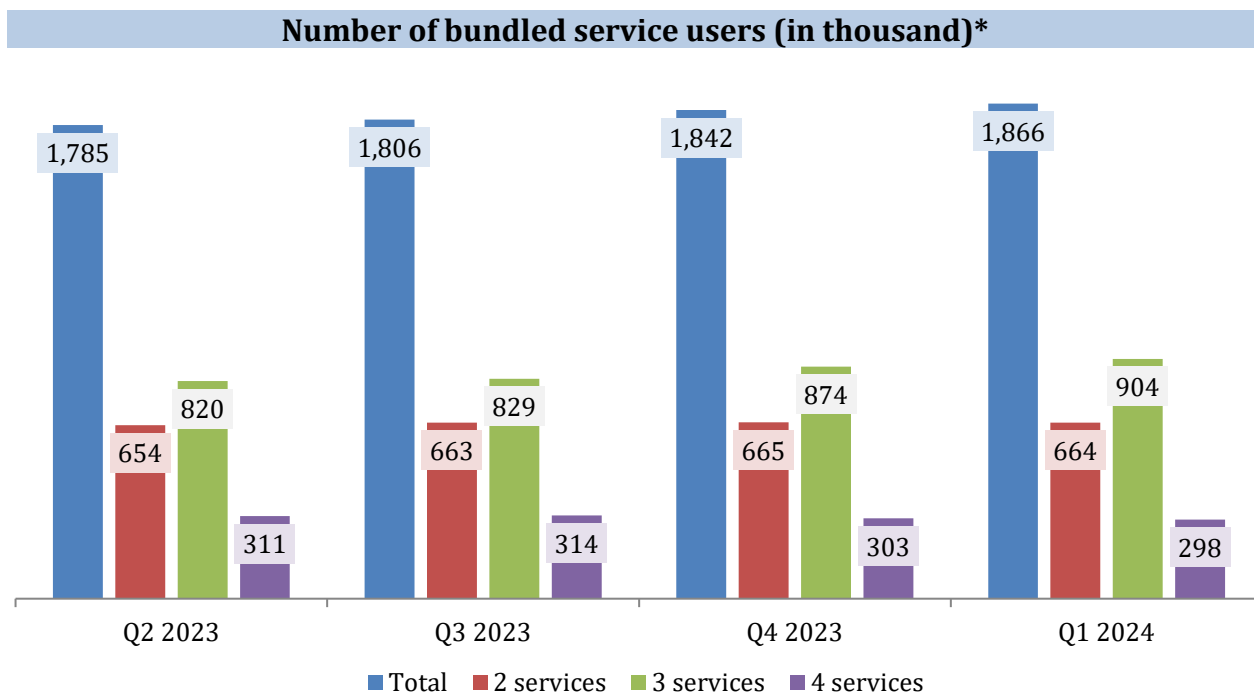
The following figure shows the Q1 2024 market shares of the electronic communications network operators for media content distribution, in terms of the number of subscribers.

**Market shares of electronic communications network operators for media content distribution by number of subscribers in Q1 2024**



## Bundled Services

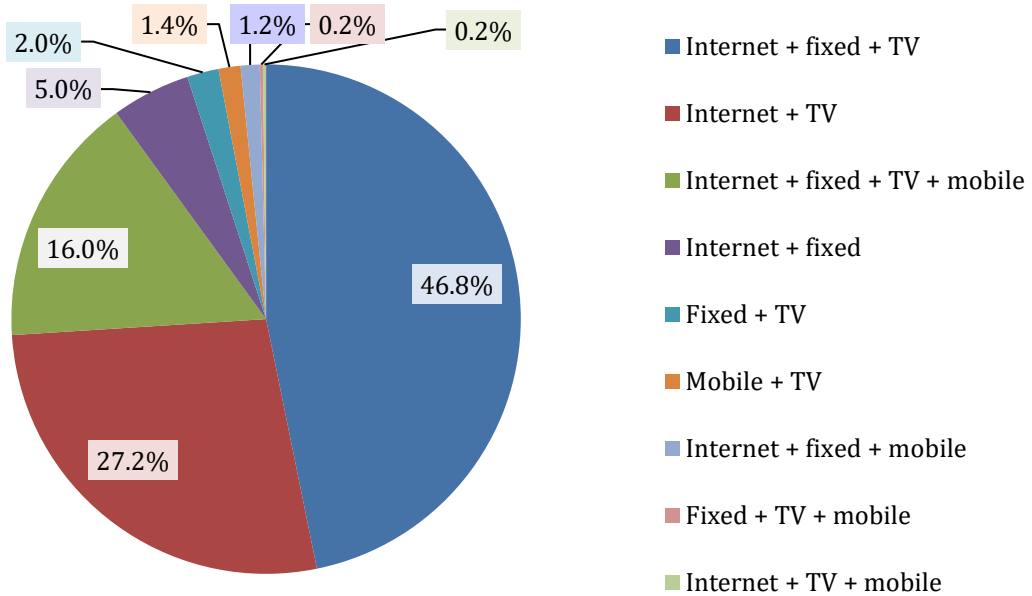
The number of bundled service subscribers in Q1 2024 has increased compared with the previous quarter, reaching approximately 1.866 million. Packages offering three services were most used, whereas least used were packages with four services.



*\*Data referring to Q4 2023 were harmonized with the 2023 annual reports data.*

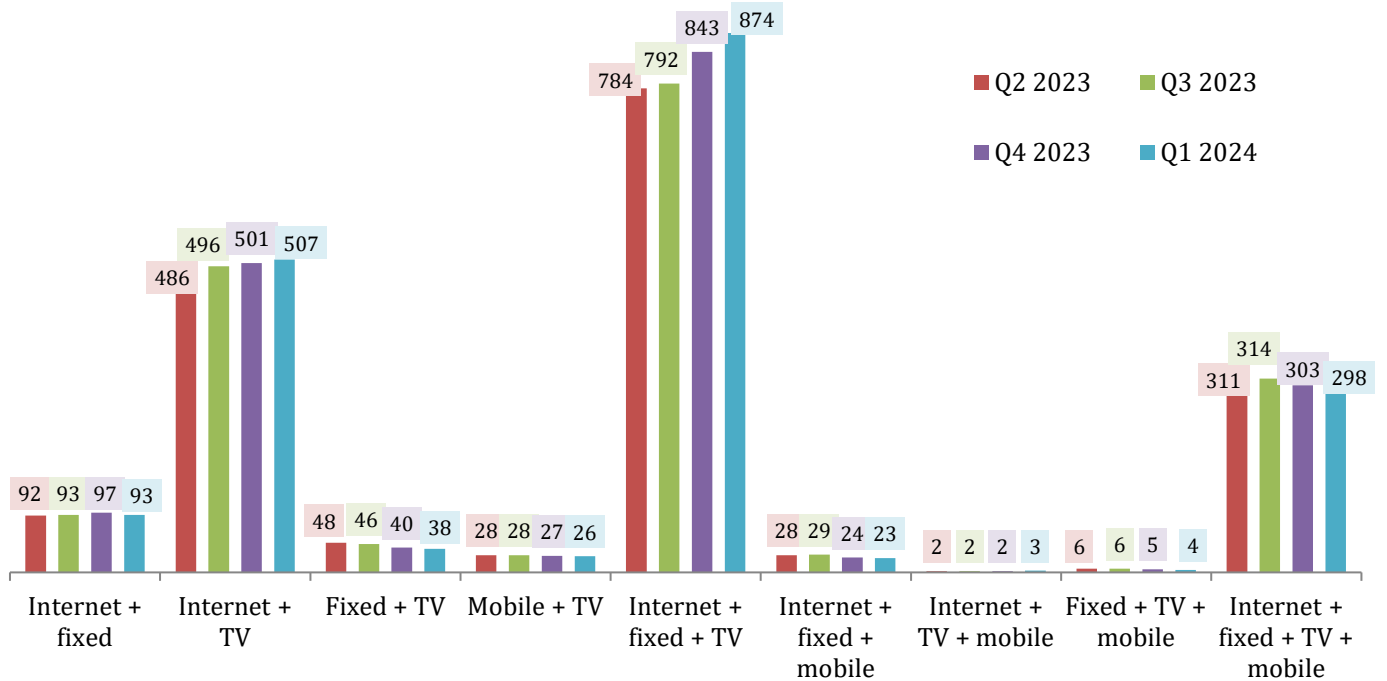
Of all bundled services offered by operators in Q1 2024, the most popular was the package with broadband Internet access, fixed telephony and TV, followed by a double-play offering broadband Internet access and TV, as well as the only available quad-play package including broadband Internet access, fixed telephony, TV and mobile telephony. The biggest growth in the first quarter of 2024 was achieved by a triple-play with broadband Internet, fixed telephony and TV. Another triple-play offering fixed and mobile telephony and TV, as well as a package including Internet access, TV and mobile telephony had the lowest number of subscribers. The shares of different bundled services in terms of the number of subscribers are given below.

### Distribution of bundled services in Q1 2024



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 2023 were harmonized with the 2023 annual reports data.



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

**Distribution of stand-alone and bundled services purchased in Q1 2024**

