

Table of contents

EXECUTIVE SUMMARY.....	5	4.5 Companies financial results growth.....	59
INTRODUCTION.....	7	4.6 Comparative assessment of leading companies' financial indicators (2017).....	63
1. GENERAL INFORMATION.....	8	5. VALUATION OF COMPANIES OF THE INDUSTRY....	66
1.1 Industry definition.....	9	5.1 Valuation methodology.....	67
1.2 Service categories of fixed telephony.....	10	5.2 Valuation of companies of the industry (2011-2017).....	68
1.3 Service Categories of mobile telephony.....	12	6. MARKET.....	69
1.4 Historical evolution of telecommunications in Greece.....	13	6.1 Domestic market size (2009-2018).....	70
1.5 Industry general facts & figures.....	14	6.2 Number of fixed access lines and broadband connections.....	72
1.6 Industry general characteristics.....	15	6.3 Fixed telephony companies market share.....	73
2. INSTITUTIONAL FRAMEWORK.....	16	6.4 Fixed telephony's penetration in the population and households.....	74
3. DEMAND.....	21	6.5 Mobile telephony's number of subscribers.....	75
3.1 Determinants of demand.....	22	6.6 Market share of mobile telephony companies	76
3.2 Analysis of selected determinants of demand	24	6.7 Mobile telephony's penetration in population....	77
3.3 Customers' categories.....	44	6.8 Mobile telephony's use of services evolution.....	78
4. SUPPLY.....	45	6.9 Fixed and mobile telephony shares.....	79
4.1 Companies of the industry.....	47	6.10 Prices of fixed and mobile telephony.....	80
4.2 Turnover growth of companies of the industry (2012-2017).....	48	6.11 Telecommunication services turnover index....	81
4.3 Financial indicators of the industry (2010-2017)	49	6.12 Contribution to economy.....	82
4.4 Consolidated balance sheet Assets-Liabilities structure	58		

Table of contents

6.13 Digital Economy and Society Index (DESI)2018	83	7.16 Broadband connections.....	111
6.14 Porter's five forces.....	88	7.17 Broadband penetration in EU-28.....	112
7. INTERNATIONAL MARKET	95	7.18 Digital Economy Opportunity Index (DEOI).....	113
7.1 Telecommunications Gross Value Added.....	96	7.19 Digital Economy & Society Index (DESI) 2017..	114
7.2 Employment in the telecommunication industry.....	97	8. CONCLUSIONS - PROSPECTS	115
7.3 Telecommunications turnover in Europe.....	98	8.1 SWOT Analysis.....	116
7.4 Telecommunication prices evolution in countries of EU.....	99	8.2 Main Findings - Prospects.....	117
7.5 Fixed telephony's subscribers.....	100	APPENDIX	
7.6 Fixed telephony's subscribers in EU-28.....	101	Financial indicators of major companies of the industry (2009-2017).....	119
7.7 Fixed telephony's subscribers penetration in EU-28.....	102	A. Capital structure and financial leverage indicators	120
7.8 Prices of fixed telephony's connection packages.....	103	B. Liquidity indicators.....	126
7.9 Mobile telephony's subscribers.....	104	C. Activity indicators.....	128
7.10 Mobile telephony's subscribers in EU-28.....	105	D. Performance indicators.....	132
7.11 Mobile telephony's subscribers penetration in EU-28.....	106	Financial formulas.....	136
7.12 Prices of mobile telephony's connection packages.....	107	SOURCES & BIBLIOGRAPHY	137
7.13 Mobile telephony's revenues in EU.....	108		
7.14 Internet access.....	109		
7.15 Internet use in EU-28.....	110		