

Table of contents

EXECUTIVE SUMMARY	5	4.6 Companies financial results growth.....	67
INTRODUCTION	7	4.7 Comparative assessment of leading companies’ financial indicators (2020).....	71
1. GENERAL INFORMATION	8	5. VALUATION OF THE INDUSTRY COMPANIES	74
1.1 Industry definition.....	9	5.1 Valuation methodology.....	75
1.2 Categories of fixed telephony services.....	10	5.2 Valuation of the industry companies (2016-2020).....	76
1.3 Categories of mobile telephony services.....	12	6. MARKET	77
1.4 Historical evolution of telecommunications in Greece.....	13	6.1 Domestic market size (2011-2021).....	78
1.5 Industry general facts & figures.....	15	6.2 Number of fixed access lines and broadband connections.....	80
1.6 General characteristics.....	16	6.3 Fixed telephony companies market share.....	81
2. INSTITUTIONAL FRAMEWORK	17	6.4 Fixed telephony’s penetration in the population and households.....	82
3. DEMAND	25	6.5 Mobile telephony’s number of subscribers.....	84
3.1 Determinants of demand.....	26	6.6 Mobile telephony companies’ market shares.....	85
3.2 Analysis of selected determinants of demand..	30	6.7 Mobile telephony's penetration in population....	86
4. SUPPLY	52	6.8 Development of mobile telephonies used services.....	87
4.1 Companies of the industry.....	54	6.9 Fixed and mobile telephony shares.....	89
4.2 Turnover growth of companies of the industry (2016-2021).....	55	6.10 Fixed and mobile telephony prices.....	90
4.3 Ranking of companies of the industry based on turnover 2020.....	56	6.11 Telecommunication services turnover index.....	91
4.4 Financial analysis of the industry (2011-2021)..	57		
4.5 Consolidated balance sheet Assets-Liabilities structure	66		

Table of contents

6.12 The evolution of subscribers-TV users.....	92	7.15 Broadband connections.....	121
6.13 Contribution to economy.....	93	7.16 5G technology.....	122
6.14 Porter’s five forces.....	94	7.17 Digital Economy & Society Index (DESI).....	127
7. INTERNATIONAL MARKET.....	101	7.18 Innovation performance in the EU-27.....	134
7.1 Telecommunications Gross Value Added.....	102	8. CONCLUSIONS - PROSPECTS.....	135
7.2 Employment in the telecommunications industry.....	103	8.1 SWOT Analysis.....	136
7.3 Telecommunication prices evolution in countries of EU-27.....	104	8.2 Main Findings - Prospects.....	137
7.4 Fixed telephony’s subscribers.....	105	APPENDIX	
7.5 Fixed telephony’s subscribers in EU-27.....	106	Financial indicators of the industry companies (2011-2021).....	139
7.6 Fixed telephony’s subscribers penetration in EU-27.....	107	A. Capital structure and financial leverage indicators	140
7.7 Mobile telephony’s subscribers.....	108	B. Liquidity indicators.....	146
7.8 Mobile telephony’s subscribers in EU-27.....	111	C. Activity indicators.....	148
7.9 Mobile telephony’s subscribers penetration in EU-27.....	112	D. Performance indicators.....	152
7.10 Mobile telephony contribution to GDP.....	113	Financial formulas.....	156
7.11 Prices of mobile telephony’s connection packages.....	116	SOURCES & BIBLIOGRAPHY.....	157
7.12 Internet access.....	118		
7.13 Worldwide mobile telephony data traffic.....	119		
7.14 Internet use in EU-27.....	120		