

Singapore: Service Provider Market Report

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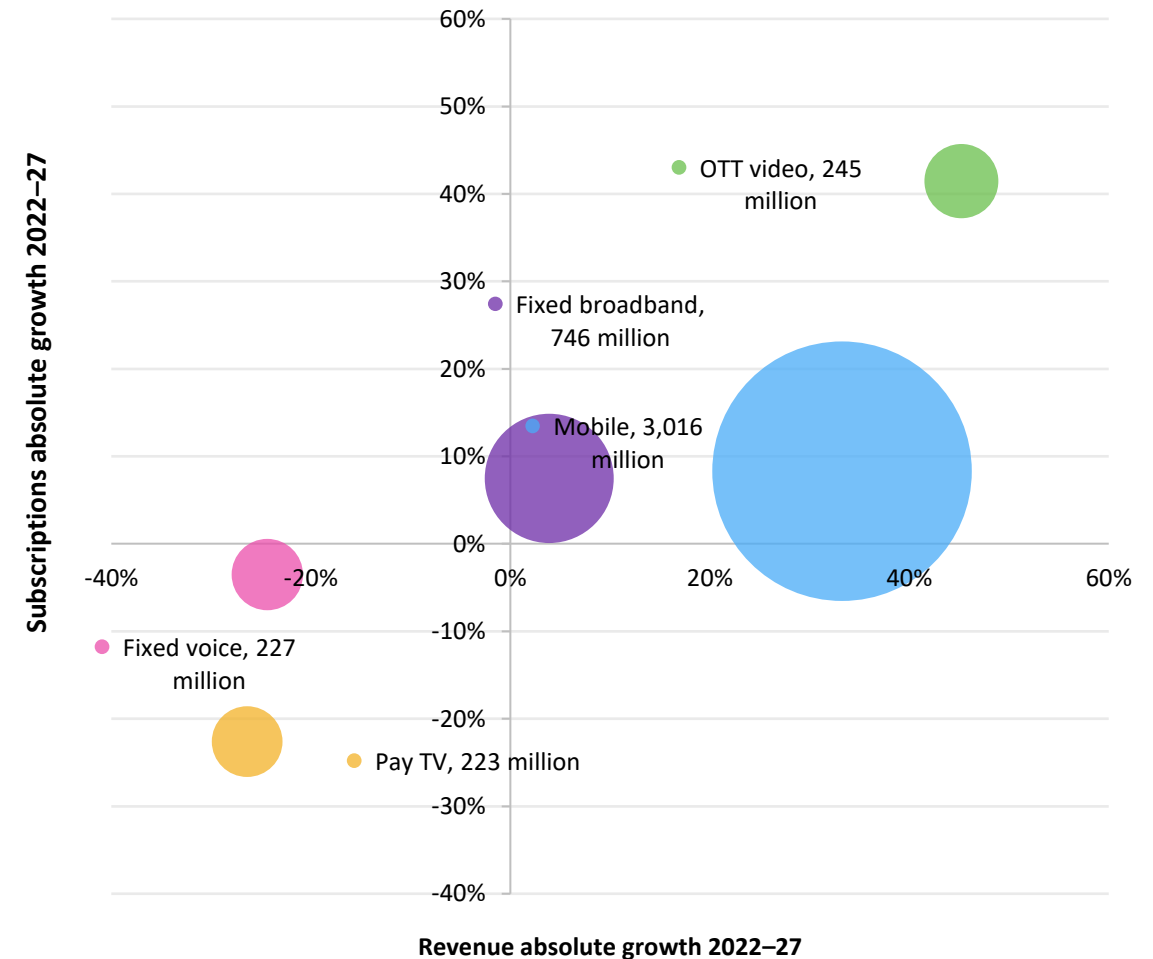
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Omdia view

- In 2023, Singapore's telecom sector will continue to experience growth from the momentum in 2022, where the telecom sector saw growth in subscriptions and service revenue.
 - The mobile, fixed broadband, and OTT video services will continue to see growth in subscriptions and service revenue. Meanwhile, older services such as fixed voice and pay TV will decline, a common trend that has been happening across the globe because of digitalization.
- There are more growth opportunities in the mobile and OTT video space, mostly driven by 5G and increased demand for new entertainment content. Meanwhile, the fixed broadband market will remain stable and is unlikely to see any significant disruptions to the market.
 - MVNOs will continue to disrupt the market with aggressive pricing, but MNOs have been resilient and differentiate themselves from the competition through their offerings.
 - In the broadband space, service providers will continue to push new users to take up 2Gbps plans.

Telecoms, TV, and OTT video market outlook (\$\$)



Notes: Bubble size = 2025 revenue (\$\$)
Source: Omdia

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Recommendations

- **Introduce more use cases for 5G to drive adoption and increase ARPU, but only if they provide additional value to the customers.** The adoption of 5G will reach the next phase soon if not already, moving from enthusiastic early adopters to the mainstream market. New services such as cloud gaming and metaverse are additional services that can be included in 5G bundles to attract customers as they serve as other use cases beyond just video streaming entertainment and faster connection speeds. Many might still see 5G as unnecessary owing to its limited usage. Therefore, service providers will need to find more relevant apps and craft new marketing strategies and messages on how 5G can be relevant to them soon.
- **Macroeconomic uncertainties remain despite improvements in the Singapore telecom sector.** Despite market improvements in 2022, communications service providers (CSPs) in Singapore should still be cautious with expenditure and stick to their strategy if they have not already exhibited any positive signs since the deployment of their strategies. New forms of global disruption could directly or indirectly impact the industry. As such, CSPs should continue to strike some sort of balance to ensure both their core and non-core businesses can stay resilient.
- **Telcos require support from vendors to comprehend the advantages they can derive from the amplified network intricacy introduced by 5G, along with emphasizing its energy-efficient characteristics.** The arrival of 5G delivers enhanced network abilities and an immense level of complexity for telcos. This presents a significant opportunity for vendors to aid telcos in grasping how they can use this complexity to stand out in the market. Additionally, 5G allows telcos to concentrate on fresh opportunities in the industrial and enterprise sectors. Meanwhile, vendors should exhibit how 5G can reduce operational costs and improve telcos' environmental, social, and governance (ESG) credentials by being energy-efficient.

Country analysis

Key economic data and demographics

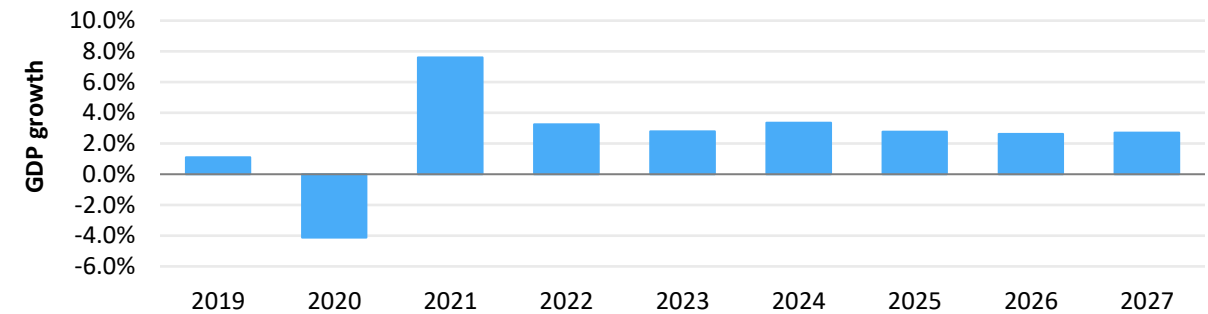
Country/territory statistics

Statistics	2022
Population (millions)	5.94
Urban population	100.0%
% of households with broadband	112.8%
Unemployment rate	2.2%
Mobile penetration	147.5%
Mean monthly mobile ARPU (S\$)	21.90

Source: IHS Markit

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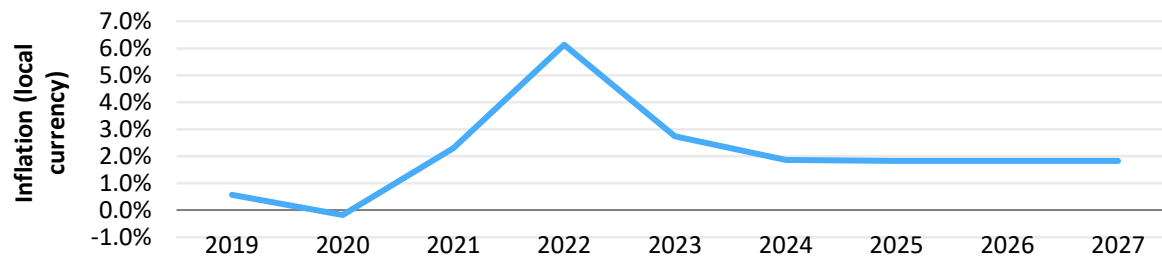
GDP annual growth forecast (local currency)



Source: IHS Markit

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Inflation (CPI)



Source: IHS Markit

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- In 2023, Singapore's annual GDP is expected to grow by 2.8% because global uncertainties remain. However, the outlook for 2023 is still expected to remain positive, primarily because of the reopening of China's borders and alleviating constraints in the global supply chain.
- Inflation (CPI) levels peaked in 2022 at 6.1% but will decline to 2.7% in 2023 and stabilize in the following years, hovering around less than 2%.

Telecoms, TV, and OTT video: Key developments

Date	Company	Development and analyst commentary
January 2022	Various local regulators, telcos, and banks	As part of a broader range of security measures to fight scams, Singaporean authorities are making it mandatory for all telcos, banks, and SMS aggregators to register for a national registry. The registry enables businesses to block the transmission of spoofed scam messages to customers. The adoption of the SMS Sender ID Registry by all relevant stakeholders is being worked on as a more permanent solution to tackle SMS spoofing.
April 2022	Various regulators, telcos, and pay TV service providers	All disputes regarding billing and unsolicited charges for telecom and media services, such as mobile services, fiber connection services, and subscription TV services, will fall under the purview of the alternative dispute resolution (ADR) mechanism. This ADR system has been developed and will be administered jointly by the Infocomm Media Development Authority (IMDA) and the Singapore Mediation Centre.
September 2022	Various regulators and telcos	Singapore will expand its 5G standalone (SA) coverage to its seaport by mid-2025 to drive 5G use in maritime operations. The move will enable the 5G@SEA testbed to experiment and launch 5G maritime use cases, starting with remote pilotage of ships entering the port, improving safety and service efficiency.
October 2022	IMDA, various academic institutions, and various vendors	Singapore's IMDA and the Singapore University of Technology and Design (SUTD) are launching South-Eastern Asia's first 6G-focused R&D lab, the Future Communications Connectivity Lab. It will integrate research on holographic communications, intelligent sensing, and self-driving vehicles. The lab is part of Singapore's \$49.7m Future Communications Research & Development Program. IMDA has partnered with leading 6G institutions, including Finland's 6G Flagship and South Korea's Institute of Communications and Information Sciences.

Source: Omdia

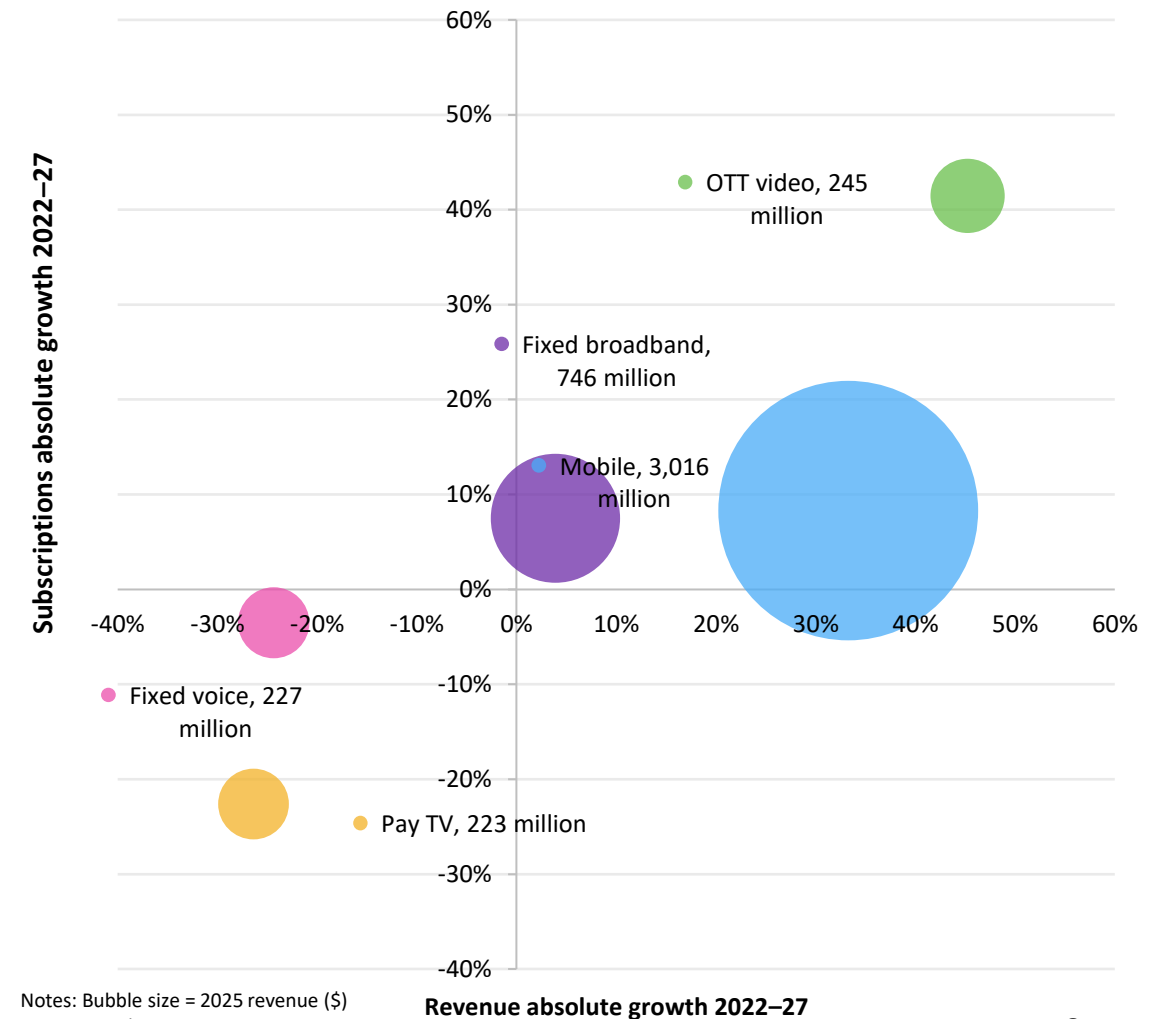
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Omdia country outlook: Singapore

	Revenue absolute growth 2022–27	Subscriptions absolute growth 2022–27
Mobile	33%	8%
Fixed broadband	4%	7%
Fixed voice	-24%	-4%
OTT video	45%	41%
Pay TV	-26%	-23%

- Despite the ongoing challenging macroeconomic situation, the outlook for Singapore's telecom sector, especially for mobile fixed broadband and OTT video, remains positive, underpinned by several factors:
 - Increased roaming usage as travel picks up
 - Incoming Chinese tourists/workers as lockdowns in China ended in 2023
 - Device refresh cycle bundled with 5G plans
 - Increased 5G subscriptions
 - Increased demand for various entertainment services such as video OTT entertainment and cloud gaming
 - Broadband subscription renewals with upgrades to gigabit broadband
- Demand for fixed voice and pay TV will continue to decline, a similar trend across the globe, resulting in declining subscriptions and revenue.

Telecoms, TV, and OTT video market outlook (\$)



Revenue dashboard

Fixed

2022 revenue: S\$718m
Growth vs. 2021: 2.50%

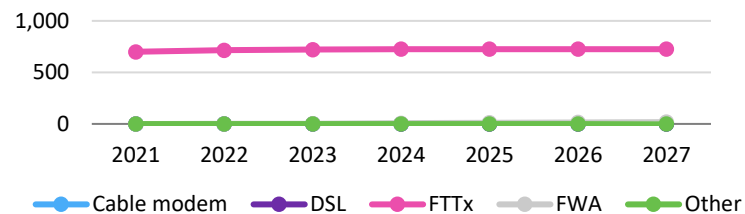
Broadband market share, 2022



Source: Omdia

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Broadband revenue (\$\$m)



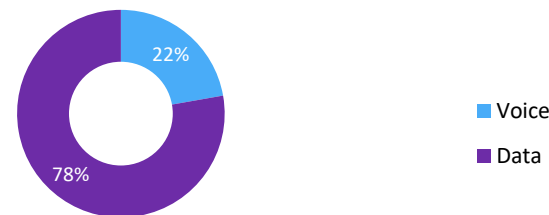
Source: Omdia

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Mobile

2022 revenue: S\$2,263m
Growth vs. 2021: 2.13%

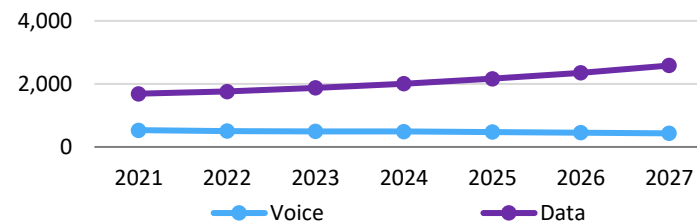
Service revenue by type, 2022



Source: Omdia

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Service revenue (\$\$m)



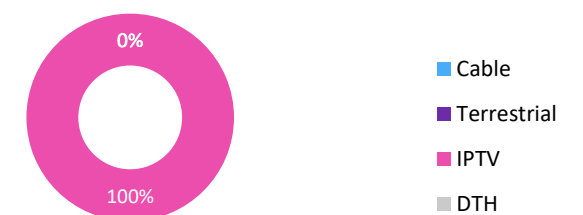
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TV

2022 revenue: S\$303m
Growth vs. 2021: -15.33%

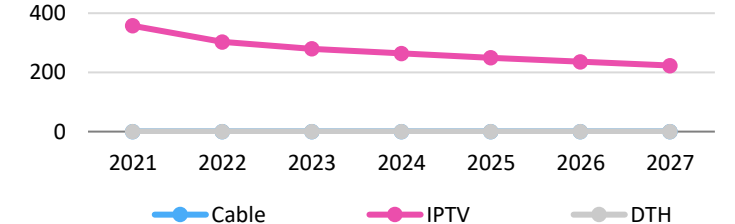
Pay TV revenue by type, 2022



Source: Omdia

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TV revenue (\$\$m)



Source: Omdia

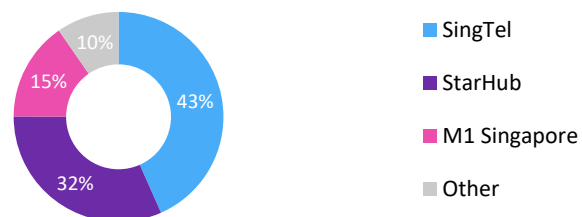
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Subscription and market share dashboard

Fixed

2022 subscriptions: 1,544,040
Growth vs. 2021: 1.8%

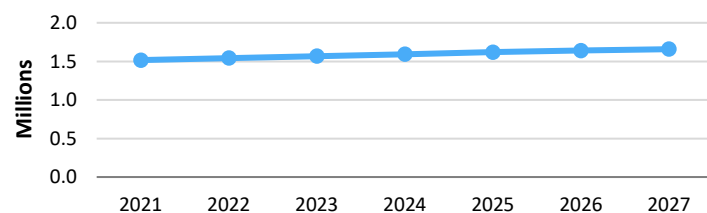
Broadband market share, 2022



Source: Omdia

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Broadband subscriptions



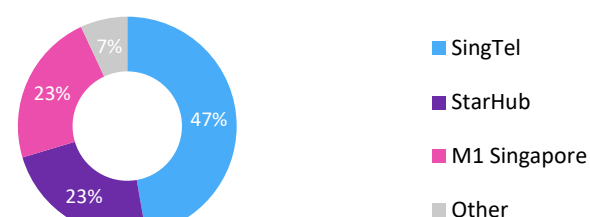
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Mobile

2022 subscriptions: 8,768,366
Growth vs. 2021: 3.8%

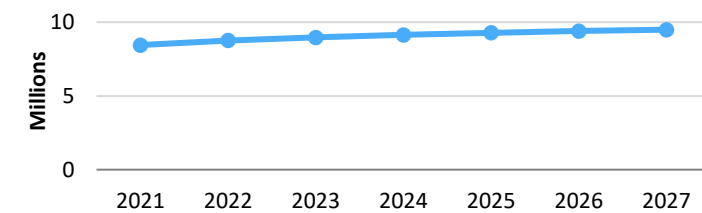
Mobile market share, 2022



Source: Omdia

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Mobile subscriptions



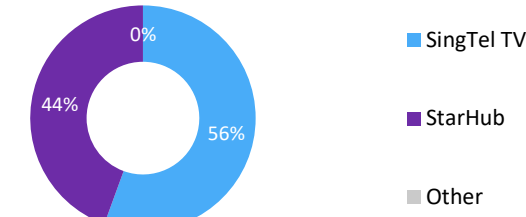
Source: Omdia

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TV

2022 subscriptions: 590,260
Growth vs. 2021: -7.9%

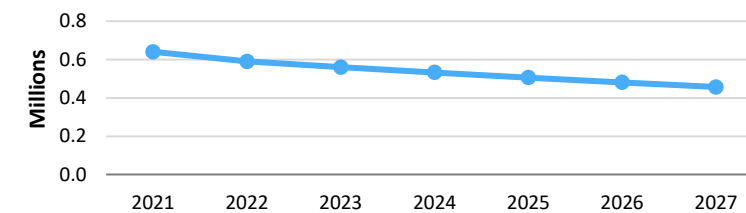
TV market share, 2022



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TV subscriptions



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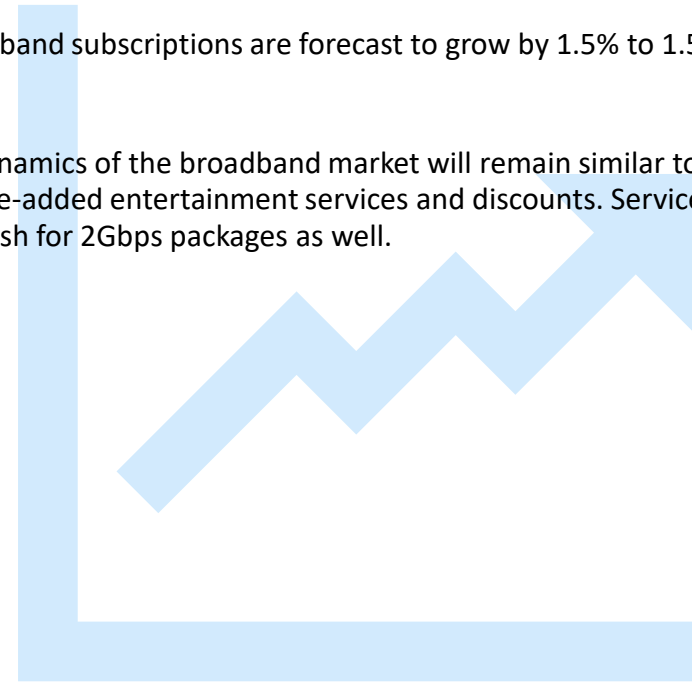
Fixed broadband and voice update

Market dynamics

- Broadband subscriptions continued to grow steadily in 2022. By the end of 2022, broadband subscriptions grew to 1.54 million, recording a 1.8% growth YoY.
 - SingTel has maintained its leadership position with 666,000 subscribers and a market share of 43.1%, but subscriptions grew by just 1.1% under normal market conditions.
 - StarHub remained in second place with 578,000 subscribers and a market share of 32.0% but recorded the highest subscriber growth of 19.4% YoY after integrating the acquired MyRepublic subscribers (StarHub acquired MVNO MyRepublic's broadband business in 3Q21).
- Service revenue grew by 2.5% YoY to S\$71m. Singapore's broadband remains relatively stable, having already achieved 99% fiber penetration. In 2022, service providers have been promoting 2Gbps with Wi-Fi 6 bundles to renewing and new subscribers.

Future outlook

- In 2023, broadband subscriptions are forecast to grow by 1.5% to 1.58 million subscribers.
- The market dynamics of the broadband market will remain similar to 2022, driven mainly by value-added entertainment services and discounts. Service providers will continue to push for 2Gbps packages as well.



Mobile update

Market dynamics

- At the end of 2022, total mobile subscriptions reached 8.7 million subscribers, growing by 3.8% YoY. Service revenue grew to \$2.2bn, increasing by 2.1% YoY.
 - Singapore remains a postpaid dominant market, and its growth trend remains stable. However, as tourists and foreign workers start making a comeback, prepaid subscriptions grew substantially by 18.9% YoY to 2.9 million from 2.4 million subscribers.
 - The overall increase in service revenue was underpinned by rising overall subscribers for all MNOs and increased demand for roaming services as travels pick up.
- Competition in Singapore remains intense with MVNOs disrupting the market with their low prices. To recap, Singapore has four MNOs and more than 10 MVNOs. However, ARPU improved slightly in 2022 by 1.9% to S\$22.67 from S\$22.24 in 2021.
 - The main contributors to the overall ARPU growth were Singtel and Starhub, growing YoY by 8.9% and 0.9% respectively, attributed to 5G bundles.
 - M1 and Simba (formerly TPG) did not fare as well competing in the 5G space and their yearly ARPU change was -5.2% and -12.2% respectively.

Future outlook

- In 2023, total subscriptions will remain stable, hovering around 9 million subscribers.
 - Postpaid subscriptions are expected to remain stable, while prepaid subscriptions growth rates will slow down slightly.
 - Service revenue will increase, underpinned by ongoing growth in roaming revenue because China reopened its borders in late 2022. Additionally, ARPU will likely increase, with more consumers taking up 5G plans, especially in the postpaid segment.



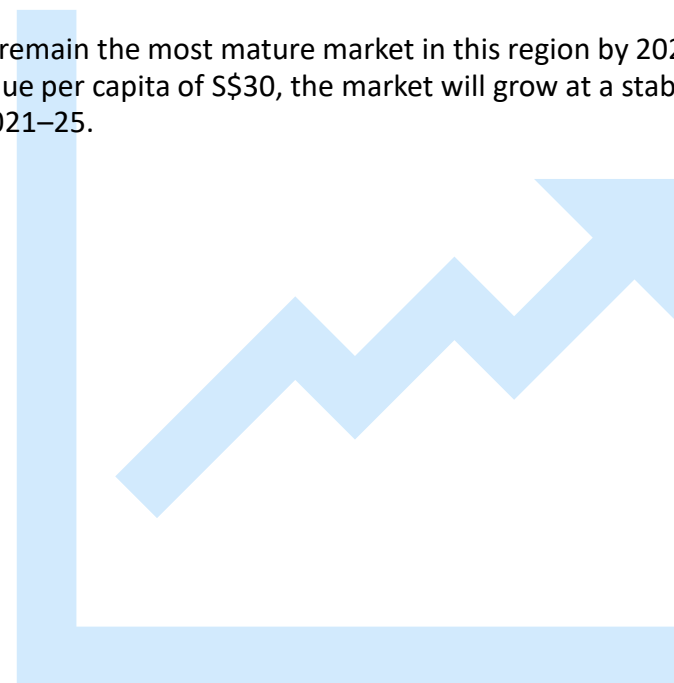
TV and OTT video update

Market dynamics

- Singapore is in a different league from the other South-Eastern Asia markets. With a population of only 6 million, the island nation is a much more mature market. The number of online subscriptions passed the number of pay TV subscribers in 2020. Singtel and StarHub have seen declines in their pay TV business over recent years. After StarHub shut down its cable network service, both pay TV services only operate via IPTV.
- In February 2022, StarHub won Singapore's broadcasting rights for the English Premier League for the next six years. The rights had been with Singtel for the past 12 years. Cross-carriage rules from the Singapore media regulator are in place to ensure that content is not shown exclusively on either Singtel or StarHub. Therefore, even with an "exclusive" broadcast deal, Singtel has had to unbundle its EPL offering over the years, whereby consumers have not had to sign up for Singtel's mobile, fiber, or pay TV services to watch the live matches.

Future outlook

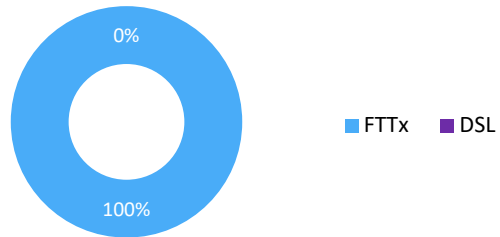
- Singapore will remain the most mature market in this region by 2025. Commanding a video ad revenue per capita of S\$30, the market will grow at a stable pace with a CAGR of 10% over 2021–25.



Technology dashboard

Fixed

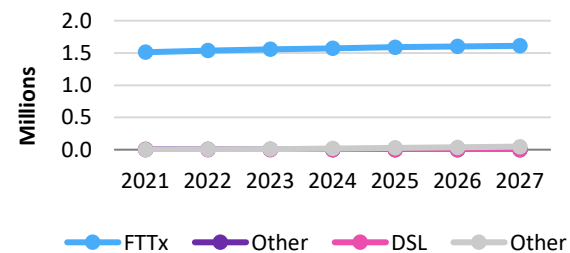
Broadband market share, 2022



Source: Omdia

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Broadband subscriptions

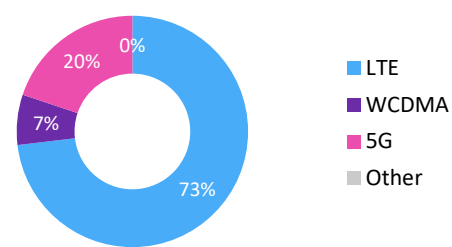


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Mobile

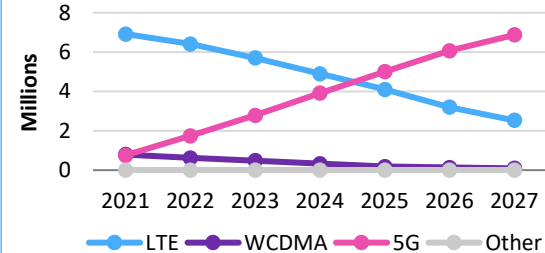
Mobile market share, 2022



Source: Omdia

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Mobile subscriptions

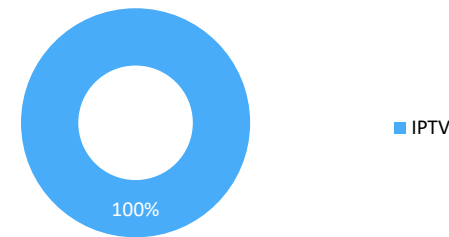


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TV

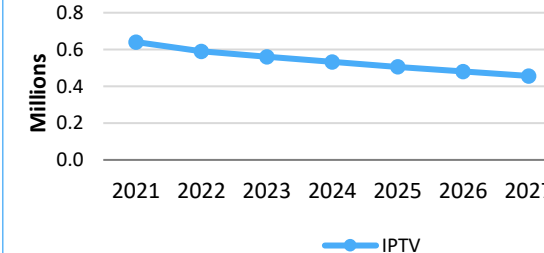
TV market share, 2022



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TV subscriptions

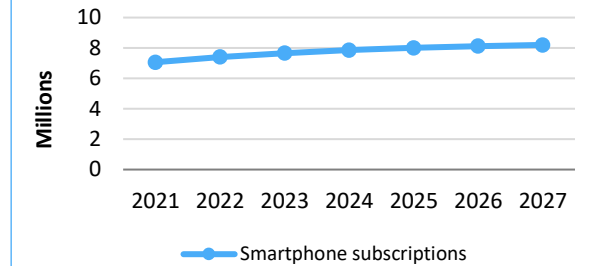


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Smartphones and IoT

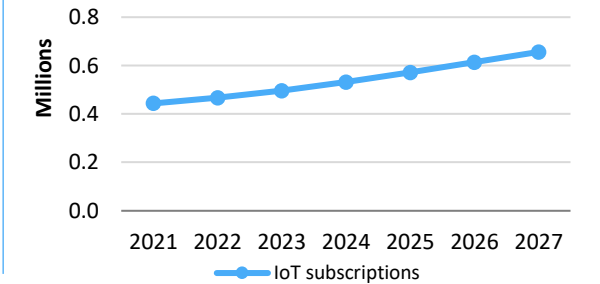
Smartphone subscriptions



Source: Omdia

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IoT subscriptions



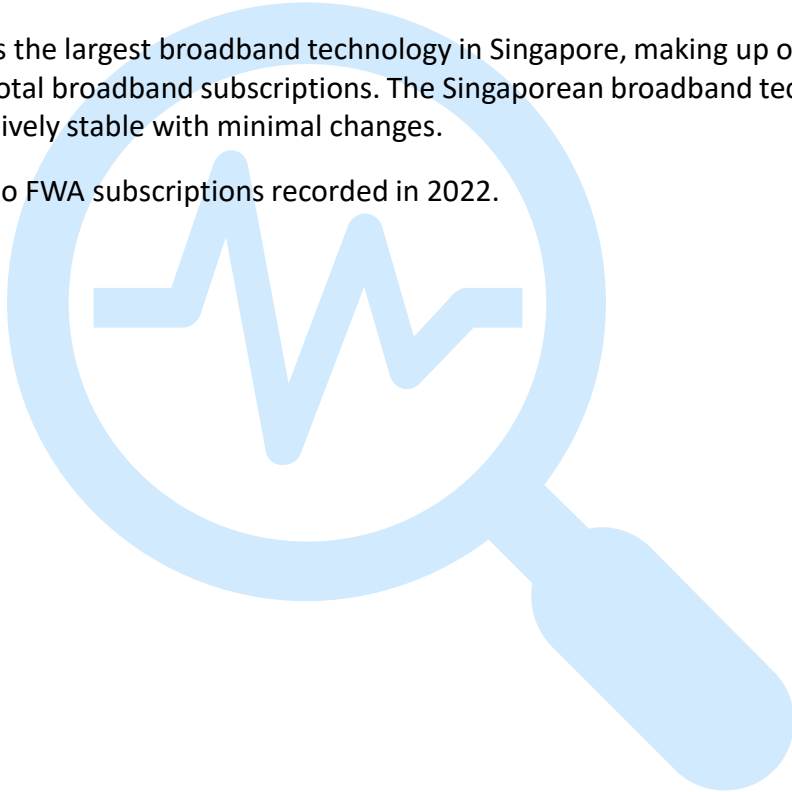
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Fixed broadband technology update

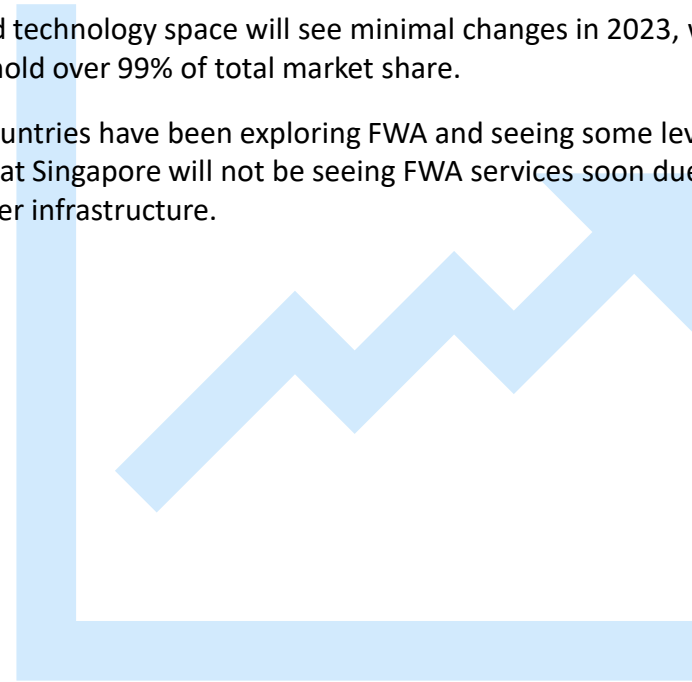
Market dynamics

- Fiber remains the largest broadband technology in Singapore, making up over 99% of Singapore's total broadband subscriptions. The Singaporean broadband technology remains relatively stable with minimal changes.
- There were no FWA subscriptions recorded in 2022.



Future outlook

- The broadband technology space will see minimal changes in 2023, with fiber continuing to hold over 99% of total market share.
- While some countries have been exploring FWA and seeing some levels of adoption, it is very likely that Singapore will not be seeing FWA services soon due to its already established fiber infrastructure.



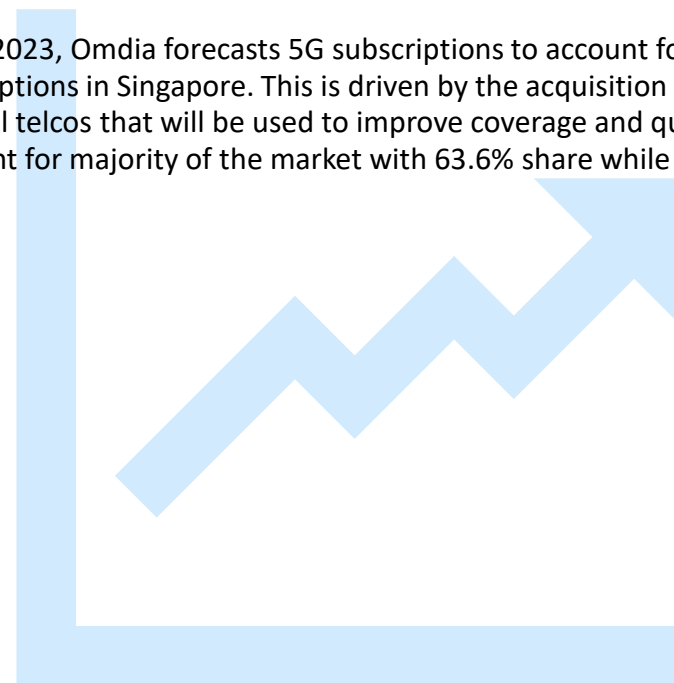
Mobile technology update

Market dynamics

- In Singapore, MNOs provide 5G services via 2.1GHz, 3.5GHz, and the 28mmWave spectrums. Only SingTel and StarHub provide 5G SA services on the 3.5GHz spectrum.
 - Total 5G subscriptions in Singapore reached 1.6 million subscribers at the end of 2022, growing by 117.7% and making up 17.6% of the mobile technology space.
 - The 5G space is driven mainly by Singtel and Starhub, with both having almost the same number of subscribers of around 600k. M1 trails behind with around 300k.
 - Singtel has achieved over 95% nationwide coverage with its 5G Stand Alone network.
- 4G still holds the lion share of 76.3% in Singapore. There have been no news yet as to when the 3G network will be shut down.

Future outlook

- By the end of 2023, Omdia forecasts 5G subscriptions to account for 31% of total mobile subscriptions in Singapore. This is driven by the acquisition of the 2.1GHz spectrum by all telcos that will be used to improve coverage and quality nationwide. 4G will still account for majority of the market with 63.6% share while 3G will account for 5.4%.



Service provider profiles

Service provider KPIs

- Owing to the return of tourists and foreign workers to Singapore, all CSPs saw an increase in mobile subscriptions underpinned by the prepaid segment. Consequently, mobile service revenues increased with additional underpinning factors such as increased demand for roaming services and a growing number of 5G subscribers.
 - Singtel and StarHub were the only two telcos that differentiated themselves with their 5G plans (more aggressively than other telcos, bundling them with more data, AR/VR apps, and OTT entertainment services).
- The fixed broadband market remains stable with no significant disruptions or changes. StarHub gained significant additional broadband subscribers by acquiring MyRepublic; however, this is a once-off event and is unlikely to happen again anytime soon.
 - Besides gaining more market share locally, StarHub will reap the benefits of these additional broadband subscribers in the future with cross-selling and upselling opportunities.

2022 subscriptions and YoY growth	SingTel	StarHub	M1	Others
Mobile subscriptions (millions)	4.27 (+3.1%)	2.16 (+10.5%)	2.23 (+15.9%)	0.59 (+37.0%)
Fixed subscriptions (thousands)	666 (+1.1%)	578 (+19.4%)	238 (+1.3%)	64 (-54.5%)
Pay TV subscriptions* (thousands)	333 (-9.5%)	265 (-7.7%)	n/a	n/a

2022 revenue and YoY growth	SingTel	StarHub	M1	Others
Mobile revenue (S\$bn)	1.24 (+10.1%)	0.56 (+7.0%)	0.53 (+3.4%)	0.07 (+43.6%)
Fixed revenue (S\$m)	345.3 (+4.9%)	242.4 (+24.7%)	115.8 (+2.9%)	47.1 (-24.5%)
Pay TV revenue* (S\$bn)	n/a	n/a	n/a	n/a

* As of 3Q22

Note: See Omdia World Information Series (WIS) for the latest data sets

Source: Omdia

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Product and services

- **In the mobile 5G space:**

- Singtel provides “XO Plus Plans” ranging from S\$65–288 monthly. The basic benefits that all subscribers get for free are three months of Bookful, Melody VR, and RiotGO. Others benefits vary, depending on the price value of the package.
- StarHub provides “Mobile+” plans ranging from S\$65–155 monthly. Users are required to sign up for 2 years and are entitled to Amazon Prime (3 months), Disney+ (12 months) and/or cloud gaming service GeForce NOW (1 month).
- M1 provides 5G as an optional add-on for customers to subscribe to for an additional S\$15/month.

- **In the fixed broadband space:**

- Singtel’s offerings remain largely unchanged. Singtel has been offering discounts to drive up 2Gbps subscriptions.
- StarHub has also been driving its 2Gbps offerings by bundling it with various entertainment (such as OTT and cloud gaming) and mobile broadband services.

Multiplay market landscape

Provider	Fixed broadband	Fixed voice	TV	Mobile broadband	Mobile voice	OTT video services
Singtel	FTTH	PSTN	IPTV	W-CDMA, LTE, 5G	W-CDMA, LTE, 5G	n/a
StarHub	FTTH	PSTN	IPTV	W-CDMA, LTE, 5G	W-CDMA, LTE, 5G	n/a
M1	FTTH	PSTN	n/a	W-CDMA, LTE, 5G	W-CDMA, LTE, 5G	n/a
Simba Telecom	n/a	n/a	n/a	W-CDMA, LTE, 5G	W-CDMA, LTE, 5G	n/a

Source: Omdia

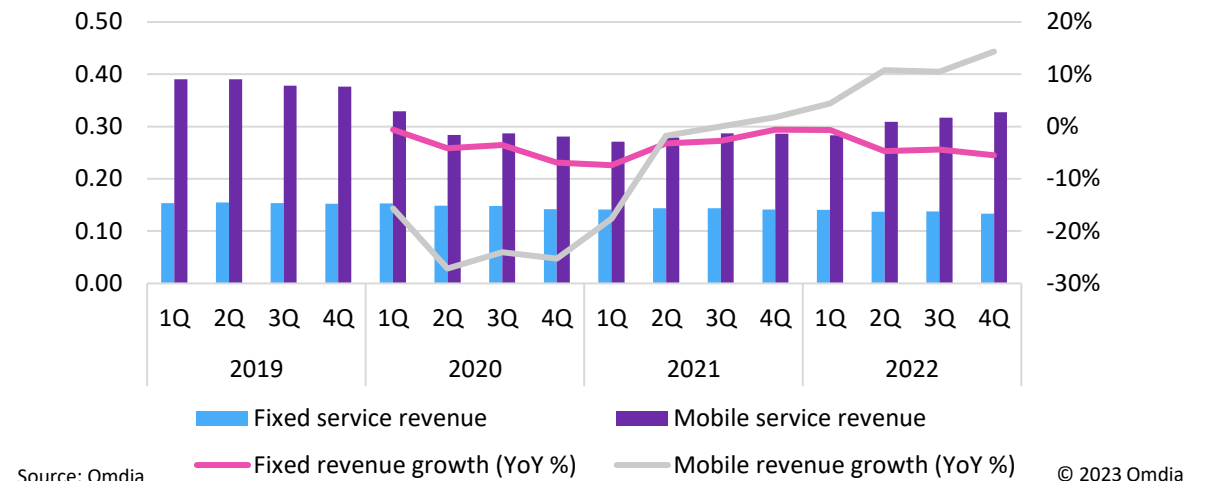
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- SingTel and StarHub are the only CSPs to provide entertainment services in their multiplay bundle offerings.
 - SingTel provides up to quadruple-play bundles only through its “Singtel Circle” plan. Customers are entitled to discounts if they bundle Singtel Mobile, Fibre Broadband, and TV services together.
 - StarHub is similar; however, various bundles are offered where users have the flexibility to decide which bundle suits them.

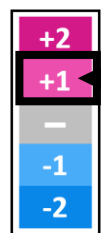
Operator profile: KPIs – SingTel (1/2)

- SingTel is Singapore's largest CSP by subscriptions and revenue. By the end of 2022, SingTel maintained its position as market leader (by subscriptions) in the fixed broadband and mobile space with 43.1% and 46.2% market share, respectively.
- In line with its new strategy, Singtel has been centering its growth around its 5G network and achieved 95% nationwide coverage for its 5G SA network in the middle of 2022, hitting its objective three years ahead of its target set by the local regulator.
 - Singtel recorded an increase in revenue and ARPU underpinned by its 5G plans and overall market recovery.

SingTel – Total mobile and fixed service revenue (\$\$bn)



Omdia competitive index



Broadband

43.1% (-0.3pp YoY) ↓

46.6% (-0.8pp YoY) ↓

23.0% (-29.9pp YoY) ↓

S\$44.23 (+3.37) ↑

Mobile

46.2% (-2.9pp YoY) ↓

51.5% (+1.0pp YoY) ↑

33.7% (-18.5pp YoY) ↓

S\$25.53 (+2.45) ↑

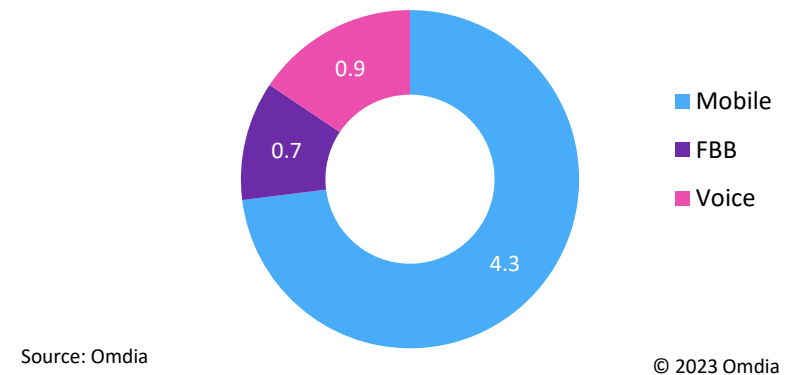
↓ **Subscription market share**

↑ **Revenue market share**

↓ **Capex contribution**

↑ **ARPU (vs. national average)**

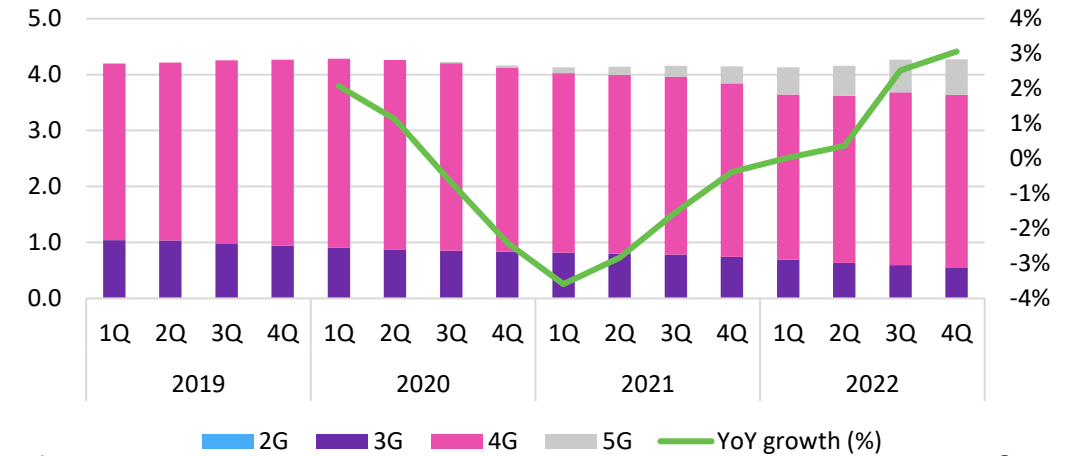
SingTel – Subscriptions 4Q22 (millions)



Operator profile: KPIs – SingTel (2/2)

- Singtel was the first operator to launch 5G services in the country, and as part of its new strategy, the carrier has been expanding its 5G network and across the city-state. Its 5G services run 3.5GHz, 2.1 GHz, and 28GHz mmWave spectrums.
 - Singtel was the first in the country to introduce 5G to the prepaid segment.
 - Mobile service revenue continued to grow, underpinned by roaming services, the return of foreign workers, and the introduction of 5G to prepaid subscribers in August 2022.
 - At the end of 2022, a majority of Singtel's subscribers were still relying on 4G. Singtel's 5G subscriptions grew by nearly double compared to 2021, recording over 637,000 subscribers.
- Broadband subscriptions remained stable with minimal changes, driven by hybrid working trends. Fiber services make up for 100% of SingTel's broadband subscriptions. According to Singtel, the WiFi6 and 2Gbps plan make up for over 50% of newly acquired subscribers in 3Q22.
- Fixed voice remains on a declining trends, a similar trend seen by most other service providers worldwide.

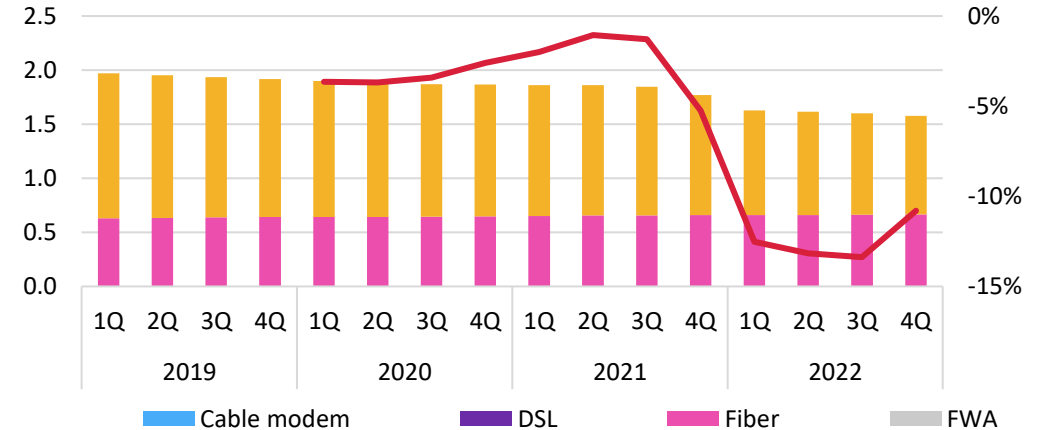
SingTel – Total mobile subscriptions (millions)



Source: Omdia

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SingTel – Total fixed subscriptions (millions)



Source: Omdia

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Operator profile: Key market developments – SingTel

Date	Development and analyst commentary
February 2022	Singtel launched Paragon, its in-house platform for 5G edge computing and cloud services that enables enterprises to tap into Singtel's 5G network to activate network slices on demand, deploy mission critical applications on Singtel multi-access edge compute (MEC) as well as access a robust eco-system of partner applications, offering them unparalleled control and choices.
February 2022	Singtel joins a consortium to build a submarine cable, known as the Southeast Asia-Middle East-Western Europe 6 (SEA-ME-WE 6), which includes Singtel, the Bangladesh Submarine Cable Company, Bharti Airtel (India), Dhiraagu (Maldives), Djibouti Telecom, Mobily (Saudi Arabia), Orange (France), Sri Lanka Telecom, Telecom Egypt, Telekom Malaysia, Telin (Indonesia) and Trans World Associates (Pakistan). The submarine cable will be completed by 2025.
May 2022	Singtel has expanded its 5G network coverage underground, where users riding onboard Singapore's Mass Rapid Transit (MRT) on the northeast line can access the network and remain connected even when underground.
July 2022	Singtel has achieved over 95% 5G SA coverage in less than two years since launching its network in September 2020, making Singapore the world's first country with complete coverage. The network covers 1,300 outdoor and 400 in-building and underground locations, offering opportunities for innovative applications and experiences for consumers and businesses.
October 2022	Singtel and Ericsson have deployed Singapore's most energy-efficient radio cell, the Ericsson AIR 3268, to Singtel's 5G network. Singtel aims to achieve net-zero emissions by 2050 and plans to deploy more green radio cells to enhance its nationwide 5G coverage.
November 2022	Singtel and SK Telecom have signed an MOU for the metaverse, with Singtel sharing 5G and technology expertise in Asia Pacific and SKT providing insights from its metaverse platform, ifland. The collaboration includes creating virtual versions of places in Singapore, customized avatars, and exclusive events for Singtel customers.

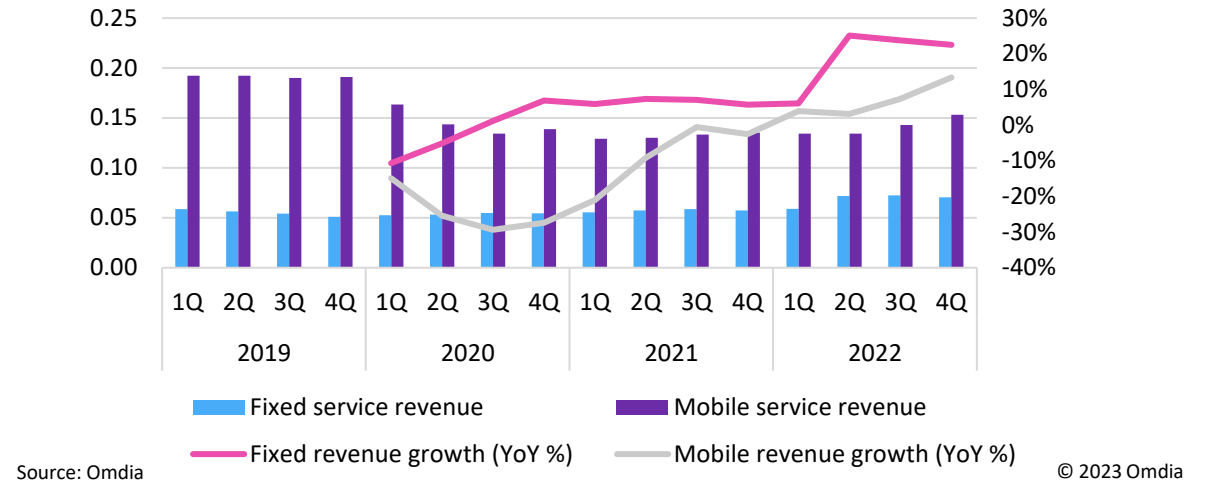
Source: Omdia

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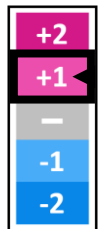
Operator profile: KPIs – StarHub (1/2)

- In terms of subscriptions, StarHub lost its position to M1 as the second-largest mobile operator in Singapore, but maintained and solidified its second position in the broadband space in 2022 through the acquisition of MyRepublic's broadband unit. By the end of 2022, StarHub held 37.4% and 23.3% subscription market share in the broadband and mobile space respectively.
- While StarHub did record a growth in its overall mobile subscriptions, it was unable to compete in terms of price, having a higher ARPU compared to M1. StarHub's overall ARPU is higher than M1's by S\$3.18. That said, StarHub's strategy is to focus more on acquiring high-value customers that can potentially subscribe to StarHub's video entertainment services.

StarHub – total mobile and fixed service revenue (S\$bn)



Omdia competitive index



Broadband

37.4% (+5.5pp YoY) ↑
 33.3% (+5.9pp YoY) ↑
 48.3% (+28.5pp YoY) ↑
 S\$36.34 (-4.52) ↓

Mobile

23.3% (+0.2pp YoY) ↑
 24.1% (+0.2pp YoY) ↑
 20.9% (+13.7pp YoY) ↑
 S\$23.88 (+0.80) ↑

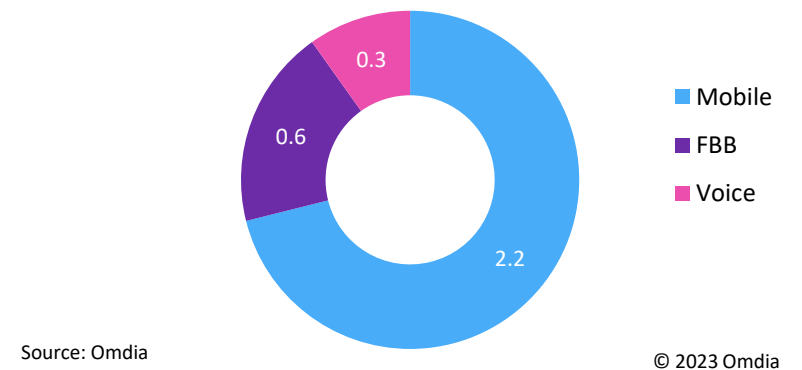
Subscription market share

Revenue market share

Capex contribution

ARPU (vs national average)

StarHub – subscriptions 4Q22 (millions)



Operator profile: KPIs – StarHub (2/2)

- StarHub formed a consortium with M1 to acquire and share 5G spectrum in Singapore. Like SingTel, the consortium has acquired 3.5GHz, 2.1 GHz, and 28GHz mmWave spectrums for its 5G services. In August of 2021, StarHub launched its 5G SA market trial that runs on the 3.5GHz spectrum. In December 2021, the consortium was awarded five lots of 5MHz paired spectrum for the 2.1GHz spectrum, which the carriers will use to bolster its 5G SA network.
 - StarHub's mobile business remained relatively stable as subscriptions increased in postpaid and prepaid segments. ARPU grew by 0.97% YoY.
- StarHub continues differentiating itself by expanding its range of video entertainment choices for its subscribers. One of its major victories in 2022 was securing rights to broadcast the Premier League, which led to increased subscriptions and, in turn, increased entertainment and advertising revenues. Other key additions to include:
 - Was the exclusive telco to broadcast T20 Cricket World Cup 2022
 - Launched TV+ Pro, its latest set-top box with better audio quality
 - Broadcast the FIFA World Cup Qatar 2022
 - Broadcast the 2022 FIA Formula One World Championship
 - Provided customers access to Curiosity Stream

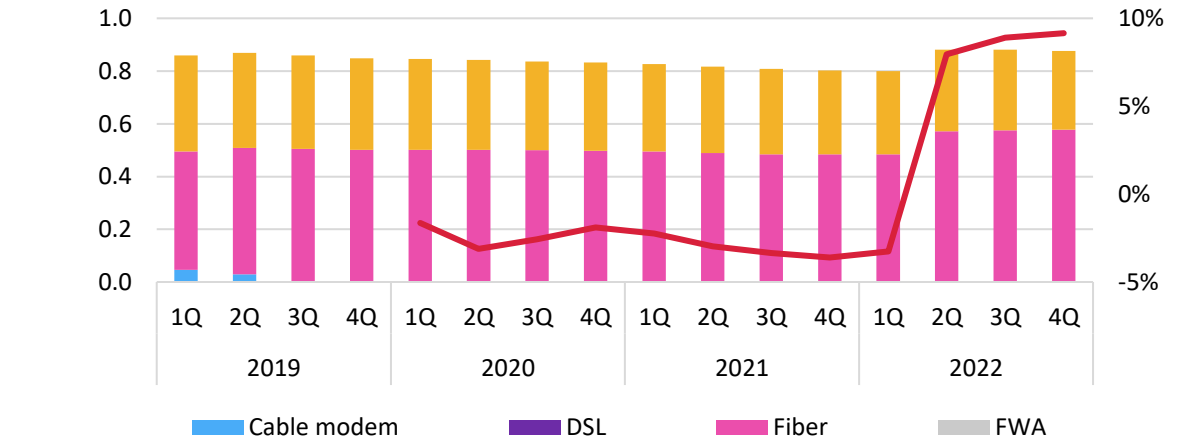
StarHub – Total mobile subscriptions (millions)



Source: Omdia

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StarHub – Total fixed subscriptions (millions)



Source: Omdia

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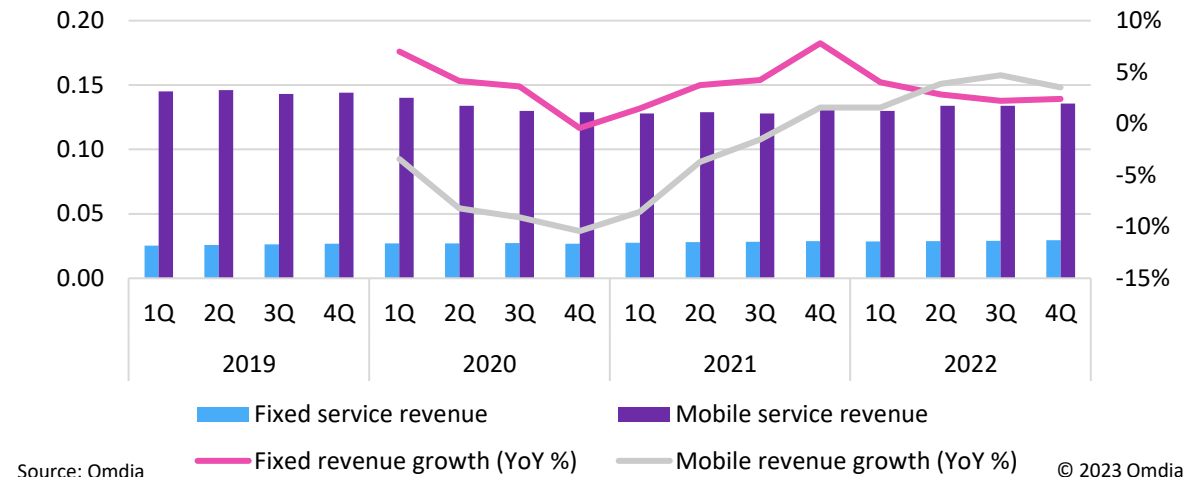
Operator profile: Key market developments – StarHub

Date	Development and analyst commentary
February 2022	StarHub and National University of Singapore (NUS) are collaborating to incorporate StarHub's 5G and IoT solutions into NUS's smart campus initiatives. The partnership has already begun with the deployment of StarHub's 5G SA services and solar-powered campus Wi-Fi.
February 2022	StarHub has secured the English Premier League broadcast rights in Singapore for the next six years, starting from the upcoming 2022–23 season, marking the end of a 12-year hold by its competitor, Singtel. As the official Premier League broadcaster, StarHub will show all 380 matches in HD quality across its TV, mobile, and broadband platforms.
September 2022	StarHub has unveiled its newest set-top box, TV+ Pro, which comes with an integrated soundbar, tuned by Bang & Olufsen, and is designed to provide viewers with better experience delivered in Dolby Atmos and Dolby Vision.
October 2022	StarHub's new digital health service, LifeHub+, in collaboration with Alexandra Hospital and ConnectedLife with Fitbit, allows users to share Fitbit data to receive personalized health scores, alerts, and metrics. It offers access to a care team, reminders for medication, exercise, and medical check-ups, and encourages users to reduce sedentary time.

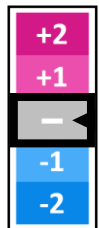
Operator profile: KPIs – M1 (1/2)

- At the end of 2022, M1 has surpassed StarHub as the second-largest telco in terms of market share in the mobile space, while its ranking in the broadband space remains unchanged. By the end of 2022, M1 held 15.4% and 24.1% subscription market share in the broadband and mobile space respectively.
- M1 recorded a growth in subscriptions when it offered more attractive prices in the mobile market. As such, its revenue and ARPU were lower. Its broadband business remained stable.

M1 Singapore – Total mobile and fixed service revenue (S\$bn)



Omdia competitive index



Broadband

15.4% (−0.1pp YoY) ↓
 15.6% (−0.5pp YoY) ↓
 6.7% (−2.9pp YoY) ↓
 S\$41.42 (+0.56) ↑

Mobile

24.1% (+1.4pp YoY) ↑
 21.4% (−1.7pp YoY) ↓
 39.0% (+3.5pp YoY) ↑
 S\$20.70 (−2.38) ↓

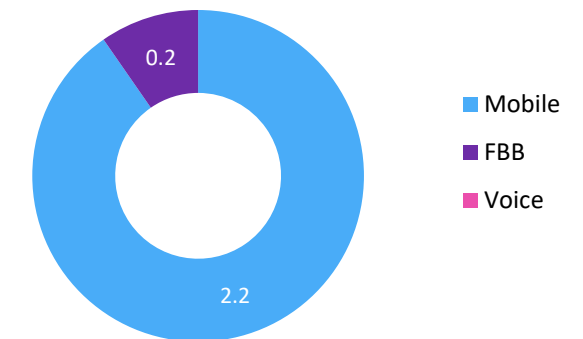
Subscription market share

Revenue market share

Capex contribution

ARPU (vs national average)

M1 Singapore – Subscriptions 4Q22 (millions)



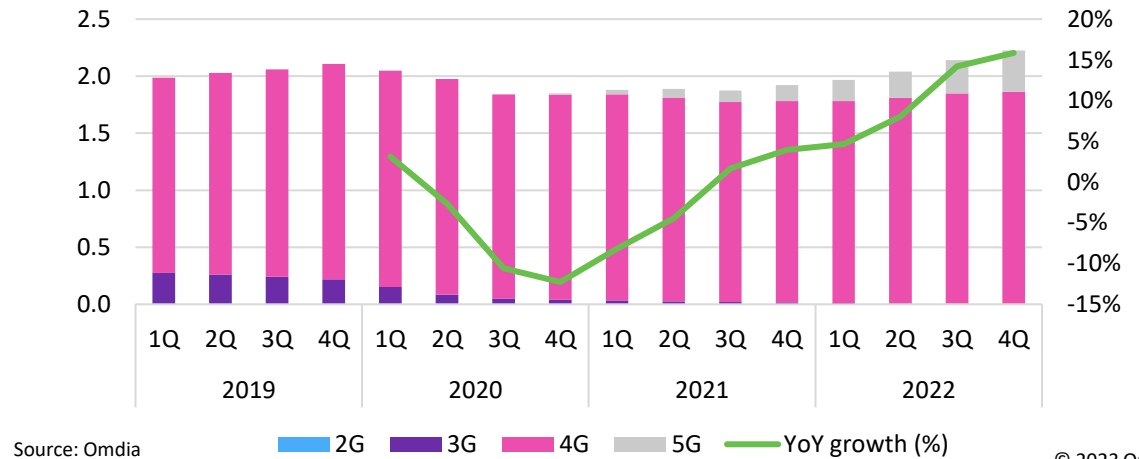
Source: Omdia

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Operator profile: KPIs – M1 (2/2)

- M1 has a strong position in Singapore's postpaid market, just after incumbent Singtel. While StarHub differentiates through value-added entertainment offerings, M1's postpaid plans are more basic because it focuses more on price competitiveness by offering users more data at a lower price. That said, it also provides bundles, including subscriptions to online magazines and cloud gaming, for interested subscribers.
 - As such, M1 has the lowest ARPU among the three main telcos in Singapore.
 - M1 also has 5G through a consortium with StarHub but does not market 5G as much compared to the other MNOs.
- For its broadband services, M1 has been upselling its broadband services with hardware upgrades, offering upgrades to Wi-Fi 6 compatible modems. Its broadband market remains relatively stable with minimal changes.

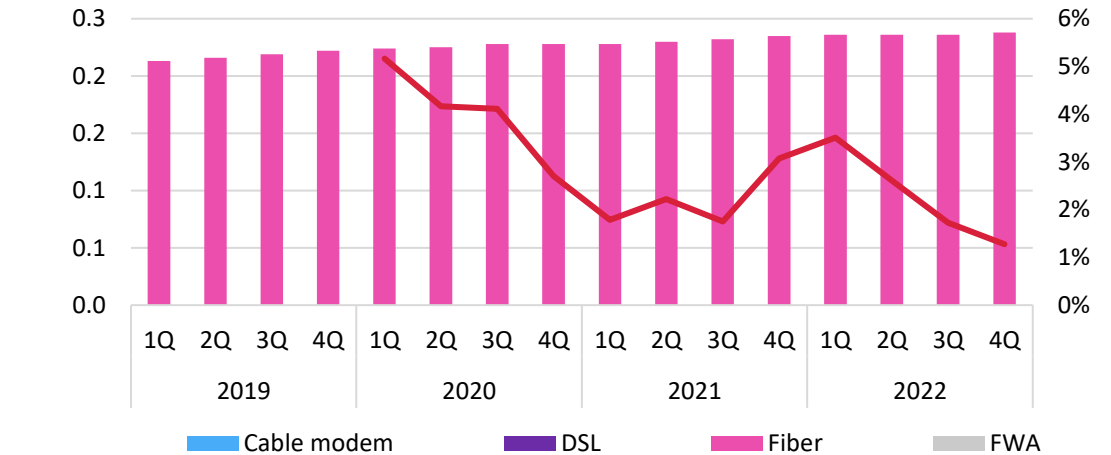
M1 Singapore – total mobile subscriptions (millions)



Source: Omdia

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M1 Singapore – Total fixed subscriptions (millions)



Source: Omdia

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Operator profile: Key market developments – M1

Date	Development and analyst commentary
January 2022	M1 partnered with Blacknut, a cloud gaming service provider to expand its range of consumer services catered for M1's 5G subscribers. The subscription plan will be launched in 2Q22.
January 2022	To improve its customer experience, M1 introduced its voice bot, dubbed Maxine, to connect better with its customers and optimize the productivity of its contact center.
August 2022	M1 Limited announced a multi-year project to provide ubiquitous 5G standalone offshore coverage for the Southern coast of Singapore and surrounding waters.
September 2022	M1 has announced the launch of Zolaz, a cloud gaming subscription service that allows customers to play games on any device, anywhere, and anytime. Zolaz is designed to cater to mid-core and casual gamers, offering an on-demand gaming experience with an “all-you-can-play” model.
September 2022	M1 has partnered with Gardens by the Bay and Electronic Sports to provide fast 5G connectivity and immersive metaverse experiences in indoor venues. The collaboration will offer converged physical and digital experience events in the Gardens and its Digital Twin, a metaverse re-creation of the Gardens developed by ESPL. The partnership will provide metaverse experiences that complement the Gardens' physical offerings, such as metaverse concerts.
December 2022	M1, AsiaPac, and Keppel DC are partnering to provide 5G SA connectivity and edge computing solutions for the National Museum of Singapore and Children's Museum Singapore. This will allow museums to offer immersive experiences like AR, VR, and 3D holographic displays with greater engagement.

Source: Omdia

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Regulatory outlook

Regulation (1/2)

Topic	Status
The IMDA issued the TMCC in April 2022, which came into operation in May 2022.	The TMCC superseded the existing Code of Practice for Competition in the Provision of Telecom Services 2012 (also known as the Telecom Competition Code, or “TCC”) and the Code of Practice for Market Conduct in the Provision of Media Services (also known as the Media Market Conduct Code, or “MMCC”). The TMCC covers dominance and anticompetitive conduct rules, consumer protection rules, M&A rules, public interest obligations, and telecom interconnection rules. The IMDA will review the TMCC at least every five years. It aims to promote and maintain fair competition; promote the participation of all sectors of the country’s information, communication, and media industries; encourage and facilitate investments; and safeguard the public interest.
The IMDA is taking measures to promote the development of Internet of Things (IoT) security in the country.	Singapore has been aggressive on the IoT security front. In July 2022, the IMDA issued a public consultation for a new Annex C: “Case Study on Smart Buildings to the IoT Cyber Security Guide.” It provided a starting point for businesses in the facilities management industry with smart systems to revise cybersecurity infrastructure and needs. The regulator seeks comments on the adequacy and clarity of security objectives covered under Annex C. In December 2022, the regulator finalized and published a revised Annex C of the <i>IMDA IoT Cyber Security Guide</i> . As people and devices become more connected, countries’ concerns regarding data security and managing cybersecurity threats have become ever more crucial. Hence, Omdia believes that the IMDA’s focus on IoT security is certainly a move in the right direction.

Source: Omdia

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Regulation (2/2)

Topic

Status

The IMDA has taken measures to protect consumers against spam and scam communications

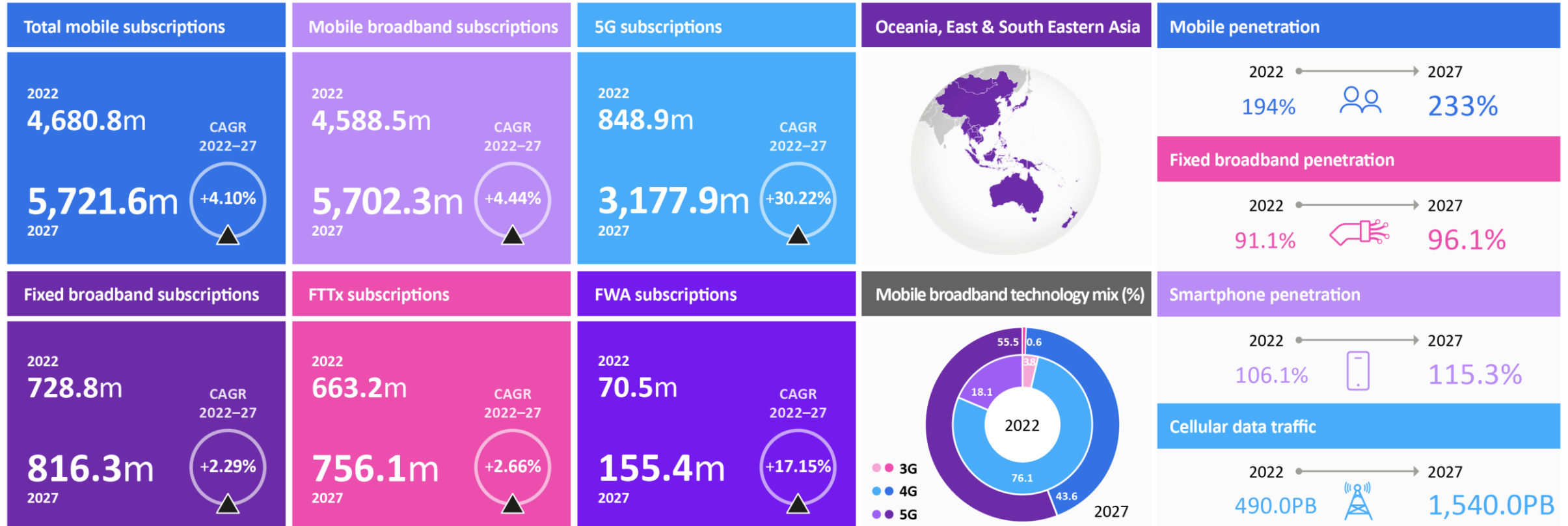
The regulator intends to improve consumer experience by focusing on areas such as protection against scam SMS. For instance, in October 2022, the IMDA announced that all organizations sending SMS using alphanumeric Sender IDs are mandated to register with the Singapore SMS Sender ID Registry (“SSIR”). From January 2023, a non-registered SMS is labeled a “Likely-SCAM.” The measure was taken to protect consumers against non-registered and scam SMS. Furthermore, in July 2022, the IMDA and the Australian Communications and Media Authority (ACMA) signed an MOU to enhance cooperation between Australia and Singapore to combat spam and scam communication. The MOU covers key areas including assistance in the investigation and information sharing associated with spam calls and SMS. These efforts show that the regulator continues introducing measures to improve consumer protection.

Source: Omdia



Regional market dashboard

Regional context



Source: Omdia

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Appendix

Appendix

Methodology

Data used in this update has been sourced from a combination of Omdia reports, forecasts, and data tools.

Further reading

[Singapore: Service Provider Market Report](#) (April 2022)

[Singapore: Country Regulation Overview – 2023](#) (March 2023)

[2023 Trends to Watch: TV & Online Video in Asia & Oceania](#) (October 2022)

[2023 Trends to Watch: Service Provider Markets in Asia & Oceania](#) (November 2022)

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Appendix

Omdia Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Omdia's consulting team may be able to help you. For more information about Omdia's consulting capabilities, please contact us directly at consulting@omdia.com.

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