

Telecommunication market size (OECD Communications Outlook 2013)

Telecommunication revenues experienced a notable decline in 2009 but stabilised in 2010 and rebounded in 2011. This can be attributed to the strength of mobile communication markets and specifically to the rapid increase in smartphone penetration during this period. The value users associate with smartphones, as opposed to feature phones, is reflected in their willingness to pay higher amounts for monthly subscriptions that comprise voice, text and data bundles as opposed to just voice and text.

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