Telecommunications Market Data Update

Q4 2019

MARKET DATA:

Publication date: 18 June 2020

Contents

Section

1. Market Monitor

In the following section we highlight some of the key trends emerging this quarter from the data we collect on the UK telecommunications sector.

Fixed voice services

- UK fixed voice service revenues totalled £1.7bn in Q4 2019, a year-on-year decrease of £145m (7.8%). Annual revenues for 2019 stood at £7.1bn, a decrease of £485m (6.4%) from the total for the previous year.
- Access revenues accounted for 80.5% of total fixed voice revenues in Q4 2019, a 1.8pp year-on-year increase.
- Fixed-originated call volumes totalled 9.5 billion minutes in Q4 2019, a year-on-year decrease of 1.4 billion minutes (13.2%).
- There were 31.3 million fixed exchange lines (including PSTN lines and ISDN channels at the end of 2018, representing a year-on-year fall of 199k (0.6%).

Fixed broadband services

- There were 26.8 million fixed broadband lines at the end of 2019, a year-on-year increase of 241k (0.9%).
- Of these lines, 14.3 million (53.2%) were classed as “Other inc. FTTx” lines – predominantly fibre broadband connections – an increase of 2.5 million (21%) compared to Q4 2018.

Mobile services

- Mobile telephony services generated £3.3bn in retail revenues in Q4 2019, a £110m (3.2%) decrease from a year previously.
- Average revenue per subscriber in Q4 2019 was £13.02, with post-pay subscribers generating more revenue than pre-pay subscribers (at £16.32 and £4.97 respectively).
- The number of active mobile subscriptions (excluding M2M) was 85.5million at the end of Q4 2019, up 1.5 million (1.8%) from a year previously. Over the same period, the number of dedicated mobile broadband subscriptions slightly decreased by 0.2%, to 4.5 million.
- The number of outgoing mobile voice calls minutes was 41.5 billion in Q4 2019, up 1.5 billion (3.7%) from a year previously.
- The number of mobile messages (including SMS and MMS) continued to decline over the same period, down 2.1 billion (11.6%) to 15.8bn.
- Data usage continued to increase rapidly, up 245PB (35.7%) to 929 PB year-on-year.

2. Fixed telecoms market data tables

Q4 2019 (October to December 2019)

Table

Note: The data in these tables are the most accurate currently available. Where historical restatements have occurred, this is due to either operator restatements or improvements in methodology.

Table 1: Summary of network access & call revenues (£millions)

	All Operators	BT[2]	Virgin Media	Other	BT share[2]
Access & calls[1]					
2018	7,576	3,301	769	3,505	43.6%
2019	7,091	2,999	773	3,319	42.3%
2018 Q4	1,865	792	194	879	42.5%
2019 Q1	1,800	758	192	849	42.1%
2019 Q2	1,772	731	193	848	41.3%
2019 Q3	1,735	718	192	825	41.4%
2019 Q4	1,719	726	197	796	42.2%
Access[1]					
2018	5,924	2,302	648	2,974	38.9%
2019	5,852	2,165	677	2,869	37.0%
2018 Q4	1,467	554	166	746	37.8%
2019 Q1	1,437	540	168	730	37.5%
2019 Q2	1,430	526	169	735	36.8%
2019 Q3	1,395	520	167	709	37.2%
2019 Q4	1,384	516	173	695	37.3%
Calls					
2018	1,652	999	122	532	60.5%
2019	1,380	834	96	451	60.4%
2018 Q4	398	238	27	133	59.7%
2019 Q1	362	219	24	120	60.3%
2019 Q2	342	206	24	113	60.1%
2019 Q3	340	199	24	116	58.5%
2019 Q4	336	211	24	101	62.7%

Excludes VAT; 1 Revenue figures are not intended to include subscription revenues for internet access although some element may remain. 2 Includes EE from 2017 Q4. 2 Data may be subject to revision in the Q1 2020 Telecoms Data Update.

Table 2: Summary of exchange line numbers at end of quarter (000's)

	All Operators	BT[2]	Virgin Media	Other	BT share[2]
2018	31,487	12,491	4,881	14,114	39.7%
2019	31,288	11,982	5,021	14,285	38.3%
2018 Q4	31,487	12,491	4,881	14,114	39.7%
2019 Q1	31,369	12,313	4,907	14,149	39.3%
2019 Q2	31,386	12,213	4,949	14,225	38.9%
2019 Q3	31,264	12,098	4,950	14,216	38.7%
2019 Q4	31,288	11,982	5,021	14,285	38.3%

Table 3: Summary of call volumes (millions of minutes)

	All Operators	BT[1,2]	Virgin Media	Other	BT share[2]
2018	47,019	19,605	6,285	21,129	41.7%
2019	38,969	16,329	5,192	17,448	41.9%
2018 Q4	10,943	4,565	1,414	4,964	41.7%
2019 Q1	10,301	4,397	1,307	4,597	42.7%
2019 Q2	9,634	4,050	1,220	4,364	42.0%
2019 Q3	9,536	3,997	1,253	4,286	41.9%
2019 Q4	9,499	3,885	1,412	4,202	40.9%

Table 4: Summary of call revenues by call type (£millions)

	All calls	UK geographic calls	International calls	Calls to mobiles	Other calls[1]
2018	1,652	469	128	378	677
2019	1,380	379	96	318	588
2018 Q4	398	114	30	88	165
2019 Q1	362	106	28	82	147
2019 Q2	342	94	23	81	144
2019 Q3	340	94	21	81	145
2019 Q4	336	86	24	74	152

Excludes VAT; 1 Includes freephone, special services, premium rate, directory enquiries and all other call types. Figures are not intended to include subscription revenues for internet access although some element may remain. Data may be subject to revision in the Q1 2020 Telecoms Data Update.

Table 5: Summary of call volumes by call type (millions of minutes)

	All Operators	BT[2]	Virgin Media	Other	BT share[2]
UK geographic calls					
2018	31,194	13,323	4,756	13,115	42.7%
2019	26,231	11,371	4,013	10,847	43.3%
2018 Q4	7,318	3,141	1,091	3,086	42.9%
2019 Q1	6,883	3,040	1,018	2,825	44.2%
2019 Q2	6,438	2,794	943	2,701	43.4%
2019 Q3	6,354	2,751	958	2,645	43.3%
2019 Q4	6,556	2,786	1,094	2,676	42.5%
International calls					
2018	1,994	496	145	1,353	24.9%
2019	1,585	369	121	1,095	23.3%
2018 Q4	448	105	32	311	23.4%
2019 Q1	417	103	31	283	24.7%
2019 Q2	392	94	28	270	24.0%
2019 Q3	364	88	28	248	24.2%
2019 Q4	413	84	34	295	20.3%
Calls to mobiles					
2018	5,732	2,078	707	2,947	36.3%
2019	5,123	1,822	671	2,630	35.6%
2018 Q4	1,345	477	159	709	35.5%
2019 Q1	1,319	478	152	689	36.2%
2019 Q2	1,296	455	161	680	35.1%
2019 Q3	1,301	451	168	682	34.7%
2019 Q4	1,206	438	190	579	36.3%
Other calls[1]					
2018	8,099	3,708	677	3,714	45.8%
2019	6,030	2,767	387	2,875	45.9%
2018 Q4	1,832	842	132	858	46.0%
2019 Q1	1,681	776	106	799	46.2%
2019 Q2	1,508	707	88	713	46.9%
2019 Q3	1,517	707	99	711	46.6%
2019 Q4	1,324	577	94	653	43.5%

[1] Includes freephone, special services, premium rate, directory enquiries and all other call types.

[2] Includes EE from 2017 Q4.

Table 6: Summary of residential network access & call revenues (£millions)

	All Operators	BT[2]	Virgin Media	Other	BT share[2]
Access & calls[1]					
2018	5,733	2,315	716	2,702	40.4%
2019	5,501	2,154	731	2,616	39.2%
2018 Q4	1,424	560	182	683	39.3%
2019 Q1	1,396	542	182	672	38.8%
2019 Q2	1,377	520	182	675	37.7%
2019 Q3	1,344	514	181	649	38.3%
2019 Q4	1,328	522	186	620	39.3%
Access[2]					
2018	4,666	1,585	618	2,462	34.0%
2019	4,599	1,539	652	2,408	33.5%
2018 Q4	1,169	384	159	625	32.9%
2019 Q1	1,159	380	162	617	32.8%
2019 Q2	1,153	368	163	623	31.9%
2019 Q3	1,124	366	161	597	32.5%
2019 Q4	1,107	370	167	570	33.4%
Calls					
2018	1,067	730	98	239	68.4%
2019	903	615	78	209	65.1%
2018 Q4	256	176	22	58	68.6%
2019 Q1	237	163	20	54	68.6%
2019 Q2	224	152	19	52	67.9%
2019 Q3	220	149	20	51	67.7%
2019 Q4	222	152	19	50	68.6%

Excludes VAT; 1 Revenue figures are not intended to include subscription revenues for internet access although some element may remain. 2 Includes EE from 2017 Q4. Data may be subject to revision in the Q1 2020 Telecoms Data Update.

Table 7: Summary of residential exchange line numbers at end of quarter (000's)

	All Operators	BT[2]	Virgin Media	Other	BT share[2]
2018	26,135	9,985	4,523	11,627	38.2%
2019	26,305	9,682	4,704	11,920	36.8%
2018 Q4	26,135	9,985	4,523	11,627	38.2%
2019 Q1	26,164	9,838	4,569	11,757	37.6%
2019 Q2	26,218	9,775	4,607	11,836	37.3%
2019 Q3	26,245	9,729	4,611	11,904	37.1%
2019 Q4	26,305	9,682	4,704	11,920	36.8%

Table 8: Summary of residential call volumes (millions of minutes)

	All Operators	BT[1,2]	Virgin Media	Other	BT share[2]
2018	32,065	13,857	5,384	12,824	43.2%
2019	26,042	11,188	4,550	10,304	43.0%
2018 Q4	7,506	3,210	1,246	3,050	42.8%
2019 Q1	6,933	3,033	1,158	2,742	43.8%
2019 Q2	6,415	2,760	1,045	2,610	43.0%
2019 Q3	6,347	2,723	1,082	2,542	42.9%
2019 Q4	6,347	2,672	1,265	2,410	42.1%

Table 9: Summary of residential call revenues by call type (£millions)

	All calls	UK geographic calls	International calls	Calls to mobiles	Other calls[1]
2018	1,067	321	77	203	466
2019	903	261	53	170	418
2018 Q4	256	80	19	46	112
2019 Q1	237	74	17	44	102
2019 Q2	224	64	13	43	103
2019 Q3	220	64	11	43	101
2019 Q4	222	58	12	40	112

Excludes VAT; 1 Includes freephone, special services, premium rate, directory enquiries and all other call types. Figures are not intended to include subscription revenues for internet access although some element may remain. Data may be subject to revision in the Q1 2020 Telecoms Data Update.

Table 10: Summary of residential call volumes by call type (millions of minutes)

	All Operators	BT[2]	Virgin Media	Other	BT share[2]
UK geographic calls					
2018	23,164	10,427	4,268	8,469	45.0%
2019	19,180	8,598	3,686	6,896	44.8%
2018 Q4	5,497	2,478	1,000	2,019	45.1%
2019 Q1	5,082	2,339	941	1,802	46.0%
2019 Q2	4,699	2,124	852	1,723	45.2%
2019 Q3	4,622	2,078	871	1,673	45.0%
2019 Q4	4,777	2,057	1,022	1,698	43.1%
International calls					
2018	1,315	328	131	856	25.0%
2019	993	247	113	633	24.9%
2018 Q4	298	72	30	196	24.2%
2019 Q1	275	70	29	176	25.5%
2019 Q2	252	63	26	163	25.0%
2019 Q3	234	58	26	150	24.8%
2019 Q4	233	56	32	144	24.2%
Calls to mobiles					
2018	2,462	860	414	1,188	34.9%
2019	2,107	674	413	1,020	32.0%
2018 Q4	580	186	101	293	32.1%
2019 Q1	528	175	96	257	33.2%
2019 Q2	520	168	93	259	32.3%
2019 Q3	525	168	99	258	32.0%
2019 Q4	535	163	125	247	30.5%
Other calls[1]					
2018	5,125	2,242	571	2,312	43.7%
2019	4,732	2,050	492	2,190	43.3%
2018 Q4	1,132	474	115	543	41.9%
2019 Q1	1,048	449	92	507	42.8%
2019 Q2	944	405	74	465	42.9%
2019 Q3	967	419	86	462	43.3%
2019 Q4	803	396	86	321	49.3%

[1] Includes freephone, special services, premium rate, directory enquiries and all other call types.

[2] Includes EE from 2017 Q4.

Table 11: Summary of business network access & call revenues (£millions)

	All Operators	BT[2]	Virgin Media	Other	BT share[2]
Access & Calls[1]					
2018	1,835	977	54	804	53.3%
2019	1,583	837	42	703	52.9%
2018 Q4	438	230	12	196	52.5%
2019 Q1	402	214	11	178	53.3%
2019 Q2	393	210	11	173	53.3%
2019 Q3	390	202	11	177	51.9%
2019 Q4	389	203	10	176	52.1%
Access[1]					
2018	1,258	717	29	512	57.0%
2019	1,112	626	25	461	56.3%
2018 Q4	299	170	7	122	57.0%
2019 Q1	279	160	7	112	57.4%
2019 Q2	276	158	6	112	57.1%
2019 Q3	272	154	6	111	56.7%
2019 Q4	277	146	6	125	52.7%
Calls					
2018	577	261	24	292	45.2%
2019	471	211	17	242	44.9%
2018 Q4	140	60	5	75	42.9%
2019 Q1	124	54	4	65	43.9%
2019 Q2	116	52	4	60	44.4%
2019 Q3	118	48	5	65	40.8%
2019 Q4	112	57	4	51	50.7%

Excludes VAT; 1 Revenue figures are not intended to include subscription revenues for internet access although some element may remain. 2 Includes EE from 2017 Q4. 2 Data may be subject to revision in the Q1 2020 Telecoms Data Update.

Table 12: Summary of business exchange line numbers at end of quarter (000's)

	All Operators	BT[2]	Virgin Media	Other	BT share[2]
2018	5,352	2,506	359	2,487	46.8%
2019	4,983	2,301	317	2,365	46.2%
2018 Q4	5,352	2,506	359	2,487	46.8%
2019 Q1	5,205	2,475	338	2,392	47.6%
2019 Q2	5,169	2,438	343	2,388	47.2%
2019 Q3	5,019	2,369	339	2,312	47.2%
2019 Q4	4,983	2,301	317	2,365	46.2%

Table 13: Summary of business call volumes (millions of minutes)

	All Operators	BT[2]	Virgin Media	Other	BT share[2]
2018	14,940	5,735	901	8,304	38.4%
2019	12,916	5,132	640	7,144	39.7%
2018 Q4	3,434	1,352	168	1,914	39.4%
2019 Q1	3,366	1,362	149	1,855	40.5%
2019 Q2	3,215	1,287	175	1,753	40.0%
2019 Q3	3,185	1,272	169	1,744	39.9%
2019 Q4	3,150	1,211	147	1,792	38.4%

Table 14: Summary of business call revenues by call type (£millions)

	All calls	UK geographic calls	International calls	Calls to mobiles	Other calls[1]
2018	577	148	51	175	203
2019	471	118	43	147	162
2018 Q4	140	34	12	42	51
2019 Q1	124	31	11	38	43
2019 Q2	116	30	10	38	39
2019 Q3	118	29	10	37	42
2019 Q4	112	28	12	34	39

Excludes VAT; 1 Includes freephone, special services, premium rate, directory enquiries and all other call types. Figures are not intended to include subscription revenues for internet access although some element may remain. Data may be subject to revision in the Q1 2020 Telecoms Data Update.

Table 15: Summary of business call volumes by call type (millions of minutes)

	All Operators	BT[2]	Virgin Media	Other	BT share[2]
UK geographic calls					
2018	8,029	2,896	488	4,645	36.1%
2019	7,056	2,773	326	3,958	39.3%
2018 Q4	1,821	663	91	1,067	36.4%
2019 Q1	1,801	701	77	1,023	38.9%
2019 Q2	1,739	670	91	978	38.5%
2019 Q3	1,732	673	87	972	38.9%
2019 Q4	1,784	729	71	984	40.8%
International calls					
2018	680	168	14	498	24.7%
2019	593	122	8	463	20.6%
2018 Q4	150	33	2	115	22.0%
2019 Q1	143	33	2	108	23.1%
2019 Q2	139	31	2	106	22.2%
2019 Q3	130	30	2	98	23.1%
2019 Q4	180	28	2	150	15.5%
Calls to mobiles					
2018	3,270	1,218	293	1,759	37.2%
2019	3,016	1,148	258	1,610	38.1%
2018 Q4	765	291	58	416	38.0%
2019 Q1	791	303	56	432	38.3%
2019 Q2	776	287	68	421	37.0%
2019 Q3	777	283	69	425	36.4%
2019 Q4	672	275	65	332	40.9%
Other calls[1]					
2018	2,960	1,453	106	1,401	49.1%
2019	2,252	1,090	48	1,114	48.4%
2018 Q4	697	365	17	315	52.4%
2019 Q1	631	325	14	292	51.5%
2019 Q2	561	299	14	248	53.3%
2019 Q3	546	286	11	249	52.4%
2019 Q4	514	180	9	326	35.0%

[1] Includes freephone, special services, premium rate, directory enquiries and all other call types.

[2] Includes EE from 2017 Q4.

Table 16: Summary of residential and small business broadband connections at end of quarter (000's)

	Total	ADSL	Cable	Other (inc. FTTx)	BT retail share[1]
2018	26,586	9,550	5,225	11,810	34.6%
2019	26,827	7,277	5,277	14,274	34.0%
2018 Q4	26,586	9,550	5,225	11,810	34.6%
2019 Q1	26,695	8,933	5,250	12,512	34.4%
2019 Q2	26,732	8,438	5,273	13,021	34.2%
2019 Q3	26,805	7,873	5,277	13,656	34.1%
2019 Q4	26,827	7,277	5,277	14,274	34.0%

[1] *Includes EE from 2017 Q4.*

3. Mobile telecoms market data tables

Q4 2019 (October to December 2019)

Note: The data in these tables are the most accurate currently available. Where historical restatements have occurred, this is due to either operator restatements or improvements in methodology.

Table 1: Estimated retail revenues generated by mobile telephony (£millions)

	Total	Access and bundled svcs	UK fixed calls	On-net mobile calls	Off-net mobile calls	Int'l calls	Other calls	SMS and MMS	Data services
2018	13,794	10,193	208	224	243	377	334	607	1,609
2019	13,431	10,456	167	205	213	273	216	567	1,334
2018 Q4	3,438	2,574	50	55	64	93	66	154	381
2019 Q1	3,349	2,565	44	51	57	81	56	143	351
2019 Q2	3,367	2,618	43	52	54	72	53	138	337
2019 Q3	3,387	2,641	42	52	53	61	54	139	345
2019 Q4	3,328	2,632	37	50	49	59	54	146	301

Note: From 2018, bundled revenues are reported according to the new IFRS15 accounting standard, and they do not include any device revenues.

Table 2: Call and message volumes by call type (billions of minutes/messages/PB)

	All calls	UK fixed calls	On-net mobile calls	Off-net mobile calls	Int'l calls	Calls when roaming	Other calls	SMS & MMS messages	Data
2018	160.73	34.58	47.74	66.13	3.97	2.81	5.51	74.11	2450.99
2019	161.11	33.90	47.98	67.55	3.47	2.87	5.32	65.07	3291.27
2018 Q4	39.95	8.49	11.89	16.71	0.90	0.67	1.30	17.93	684.51
2019 Q1	39.95	8.58	11.89	16.68	0.89	0.60	1.31	16.70	692.60
2019 Q2	40.06	8.25	11.97	16.89	0.90	0.77	1.28	16.50	787.37
2019 Q3	39.64	8.32	11.65	16.49	0.84	1.00	1.34	16.03	882.16
2019 Q4	41.45	8.76	12.47	17.49	0.84	0.50	1.39	15.85	929.15

Note: Includes estimates where Ofcom does not receive data from providers.

Table 3: Subscriber numbers by type (millions)

	Total subs at end of period	Post-pay subs at end of period	Pre-pay subs at end of period	Net change during period	Proportion post-pay	Mobile b'band subs at end of period
2018	83.98	57.94	26.04	-0.12	69.0%	4.51
2019	85.47	60.56	24.90	1.49	70.9%	4.50
2018 Q4	83.98	57.94	26.04	-0.01	69.0%	4.51
2019 Q1	83.92	58.63	25.30	-0.06	69.9%	4.48
2019 Q2	84.29	58.68	25.61	0.37	69.6%	4.46
2019 Q3	84.93	59.10	25.82	0.64	69.6%	4.51
2019 Q4	85.47	60.56	24.90	0.54	70.9%	4.50

Note: Includes estimates where Ofcom does not receive data from providers; excludes M2M connections.

Table 4: Average monthly retail revenue per subscriber (£ per month)

	All subscribers	Post-pay contract	Pre-pay
2017	13.69	17.82	4.92
2018	13.25	16.85	4.96
2018 Q4	13.65	17.62	4.97
2019 Q1	13.30	17.06	4.76
2019 Q2	13.34	16.99	4.93
2019 Q3	13.34	17.03	5.20
2019 Q4	13.02	16.32	4.97

Note: From 2018, bundled revenues are reported according to the new IFRS15 accounting standard, and they do not include any device revenues.

Table 5: Interconnection call volumes (billions of minutes)

	All operators
2018	58.67
2019	60.29
2018 Q4	14.92
2019 Q1	15.18
2019 Q2	15.25
2019 Q3	14.85
2019 Q4	15.01

Note: Shows the number of call minutes terminating on mobile networks which originate on other networks.