

ROMANIA



Roman Husar
COUNTRY MANAGER



Connect
on LinkedIn



Population

19M

43_y

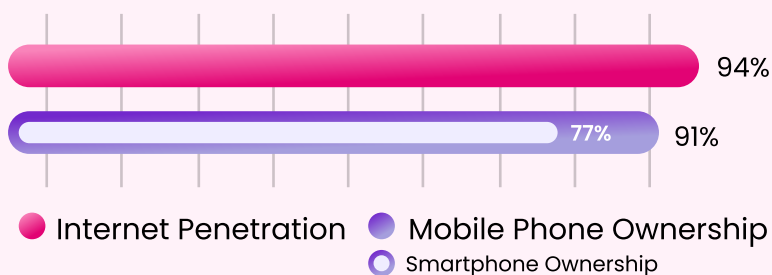


Median Age



Gross Domestic
Product (in \$)

20.000 billion



Local Payment Methods

BT Pay



Bank
Cards



Apple &
Google Pay



Sim Cards

25
millions

Prepaid Connections
> 24%

Postpaid Connections
> 76%



Main Telcos

Market share
(Mobile connections)

orange™

34%

DIGI

30%



vodafone

25%



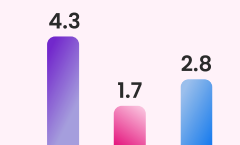
12%

DIGITALVIRGO

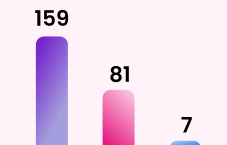


Digital Services Usage

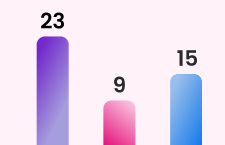
Number of Users
(by 2027 in million)



Revenue
(in millions of €)



User Penetration
(in %)



Mobile Gaming Video Streaming Music Streaming

Share of Mobile
Broadband
Connections

3G 1%

4G 67%

5G 19%

Regulator

ANCOM

ARPU

\$6.50



Trends

VOD (OTT)

eBooks/Audiobooks

Short Videos/Microdramas

mHealth & Wellness

Music Streaming

Mobile Gaming & eSports

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