EETT

HELLENIC TELECOMMUNICATIONS & POST COMMISSION

Market Review

of Electronic Communications & Postal Services

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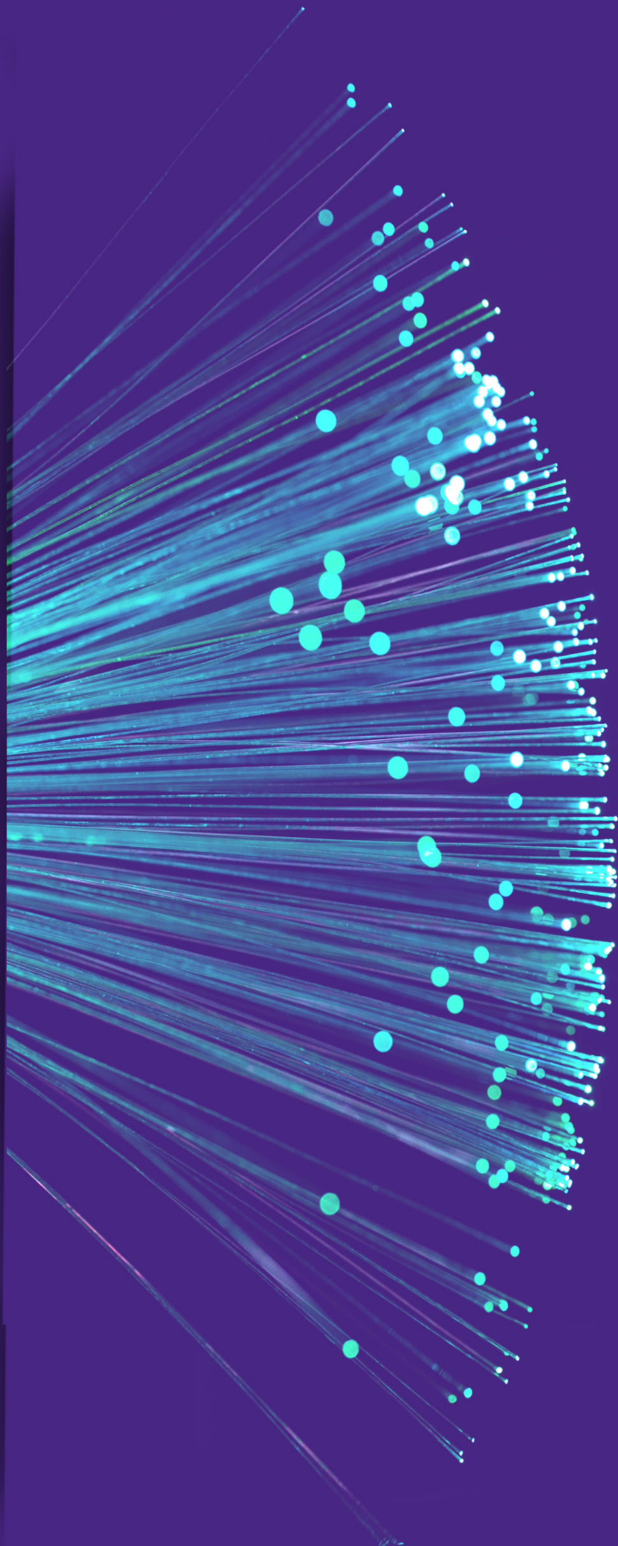
Summary



Summary

a) Electronic communications

In 2024, the electronic communications sector in Greece appears to be stabilizing despite some minor negative fluctuations in key economic figures. The General Consumer Price Index (CPI) increased on average by approximately 2.7% compared to 2023, in contrast to the Communications Sub-Index, which slightly declined on average by 0.3% compared to the previous year, demonstrating a relative stability in the prices of telecommunications services.

The major business developments that took place during the year had an impact on competition and market prospects. In particular, the absorption of COSMOTE by OTE was completed, while the entry of DEI (PPC) into the electronic communications market, as well as the operation of VOLTON as a Mobile Virtual Network Operator (MVNO), are awaited with particular interest. Investments focused on the development of new generation networks and 5G infrastructure, aiming for optimal quality of services, necessitated by the increased data usage. At the same time, competition among providers remained high, particularly in data services and bundled offers, driven mainly by high-speed broadband access (fixed and mobile) and Pay-TV services.

Financial data

The industry's turnover decreased by 1.1% in 2024, amounting to 4.9 billion euros, compared to 5 billion euros in 2023, with revenues from telecommunications services reaching 4.3 billion euros, compared to 4.2 billion euros in the previous year. The contribution of the industry's turnover to Greece's Gross Domestic Product (GDP) was 2.1% in 2024, having decreased compared to 2023, given that GDP increased annually by 5.5%, while the turnover in the electronic communications' market declined by 1.1%. On the contrary, investments made by electronic communications operators increased by 10% compared to 2023, amounting to approximately 1.1 billion euros and ranging at 22.9% of their total turnover.

Broadband

At the end of 2024, fixed broadband connections amounted to 4,489,909 lines, registering a marginal annual decrease of 0.5%, with a 43.2% fixed broadband penetration in the population. FTTH lines increased impressively by 72% at the end of 2024, accounting for 14.2% of total broadband lines compared to 8.2% in December 2023. Moreover, there was a significant increase in the share of ultra-high-speed lines (nominal download speeds of 100 Mbps and above), which now account for 37.4% of all broadband lines (32.6% at the end of 2023).

Regarding national broadband coverage and based on data as of June 2024, the Fiber to the Premises (FTTP) coverage increased considerably by 7.7 percentage points, from 38.4% to 46.1%, though still lagging behind the European average, which stands at 82.5% (compared to 78.8% in June 2023). As far as the total fixed broadband coverage is concerned, Greece with 97.2% is close to the EU average (97.9%).

The total 5G coverage increased by 1.7 percentage points, reaching 99.8% in June 2024, exceeding the European average (94.3%), while especially for the 3.4-3.8 GHz band, the increase was 14.1 percentage points, reaching 72.9% of households, also over the EU average (67.7%).

Finally, the total number of active mobile telecommunications connections that used data services reached 9,775,862 connections, registering an annual increase of 1.7% and a population penetration rate of 94%.

Fixed communications

The total fixed telephony traffic declined annually by 24.2%, mainly due to the decreasing traffic duration of national fixed calls (2 billion minutes less compared to 2023, i.e., a 25.2% drop) and is attributed to both OTE (a 13.8% drop in its total traffic compared to 2023) and the alternative operators (a 32.8% decrease of their total traffic compared to the previous year). OTE still remains the incumbent operator, with a 51.4% share in terms of total traffic compared to 45.2% in 2023.

Retail revenues from telephony and Internet services at a fixed location amounted to 1.36 billion euros, registering a further decrease by 1.5% compared to 2023. The revenues from Internet services continued to grow (2.3% increase compared to 2023), compensating for the ongoing decline of the retail fixed telephony revenues at a fixed location (a 4% drop).

Mobile communications

The total number of mobile telephony connections (mobile telephony, datacards, M2M, etc.) increased by 4.5% compared to 2023, reaching 16.1 million connections, with active connections amounting to approximately 13.5 million. As regards mobile operators' market shares in terms of total connections, OTE's share decreased to 44.4% (from 46.3%), while conversely, both VODAFONE's share increased to 34.1% (from 32.7%) and NOVA's to 21.5% (from 21%). As for active connections, OTE's share lies in the [45%-55%] range, with VODAFONE following in the [25%-35%] range.

The use of mobile communications networks in 2024 was characterized by the 7.2% growth in the domestic voice traffic with the post-paid residential users holding the largest share of its volume (52.4%), followed by pre-paid users (33%). 48% of the calls was on-net. The volume of data services recorded once again a remarkable increase by 38.7%, reaching 1,732 million GB compared to 1,249 million GB in 2023. More analytically, a post-paid residential user consumed on average 16.8 GB per month, followed by a business user with 10.6 GB (5.8 GB if M2M connections are included) and a pre-paid user with 9 GB.

Finally, the retail revenues from mobile communications services (post-paid and pre-paid) rose by 2.8% amounting to 1.81 billion euros. The average annual revenue per postpaid (connection) and pre-paid user, excluding M2M connections, stood at 209 euros (about 17,5 euros per month) and 90 euros respectively (about 7,5 euros per month), compared to 212 euros and 83 euros in 2023.

Pay-TV

Pay-TV subscriptions provided by the electronic communications operators increased by 5.3%, amounting to 1.4 million at the end of 2024. The subscriptions via IP accounted for the largest share (59%) compared to the satellite ones (41%). Furthermore, 55% of Pay-TV subscriptions was part of bundled offers (versus 52% in 2023). This demonstrates the growing consumer demand for bundling multimedia services with traditional telecommunications services.

Bundled offers

Bundled offers reached 4.4 million, registering a 1.6% drop compared to 2023 (4.5 million). The most popular type of bundled offer was the triple play of fixed telephony, fixed broadband access and mobile service(s) with a 42.7% share (approximately 1.9 million subscriptions), followed by the double play of fixed telephony and fixed broadband access with 39.7% (1.8 million subscriptions, the 4-play with 10.4% (~459 thousand subscriptions), and finally the triple play of fixed telephony, fixed broadband access and Pay-TV with 6.6% (~290 thousand subscriptions). Notably, bundled offers that include mobile services amounted to 2.4 million by the end of 2024, accounting for 54% of all bundled offers.

Price Observatory (Pricescope)

Based on the data submitted by the telecommunications operators to the Price Observatory (Pricescope) at the end of 2024, NOVA, OTE and VODAFONE commercially offered nearly 1,200 products/programs in the domestic market, recording a 4% increase compared to 2023. Having absorbed COSMOTE, OTE outperformed the other operators in terms of the total number of available programs, followed by VODAFONE and NOVA. The products of OTE and NOVA mainly targeted residential customers, whereas a large percentage of VODAFONE's programs was addressed to business customers.

94% of mobile post-paid products that provided at least voice services, offered unlimited call minutes to all, registering a 3% decrease compared to 2023. 26% of mobile post-paid voice and data products offered unlimited data, recording a 13% increase compared to 2023. Finally, 55% of the fixed telephony products that provided at least voice services, offered unlimited call minutes to mobiles, showing a 13% increase compared to 2023.

b) Postal services

In 2024, the Greek postal market trended upwards, recording an increase in both revenues and the volume of handled postal items compared to the previous year. Yet for another year, there was a notable increase in the number of handled parcels-small packages, which is directly related to the rapid growth of e-commerce. On the contrary, the number of handled letters dropped, while their respective revenues increased marginaly.

More specifically, the revenues of the Greek postal market increased by 5.4% compared to 2023, amounting to 768 million euros, and stemmed from handling 317 million items, slightly up by 0.4% compared to the previous year. It is noted that 68 new companies under General Authorization entered the market, increasing the total number of active postal companies to 750. Moreover, the absorption of ELTA Courier by ELTA was completed on 1 October 2024, hence its activities were fully integrated into the network of the Universal Service Provider (USP).

Postal market companies invested a total of 25.5 million euros, thus marking a notable increase of 40.9%. The growth rate of automated parcel lockers was also significant, with their number increasing by 36.1% in 2024, reaching 5,300 lockers compared to 3,895 in the previous year. The USP's revenues share in the overall market dropped further to 14% from 15% in 2023, while the courier companies' share increased to 84% from 83% in the previous year. The share of companies with an Individual License remained at the same level (2%).

The share of parcels-small packages increased both in the total revenues from handled postal items, reaching 69% in 2024 compared to 68% in 2023, and in the total volume of items, rising to 33% from 29% in 2023. Specifically, the revenues from handling 105 million parcels amounted to 532 million euros, recording an increase of 7.8% compared to 2023. In contrast, the number of handled letters dropped by 5.4% in 2024, despite the fact that they accounted for 67% of total handled postal items. More specifically, 212 million letters were handled, generating revenues of 236 million euros and having slightly increased by 0.2% compared to 2023.

89% of the total items was handled within the country, generating the largest share of the Greek postal market revenues (63%). It is noted that the majority of postal items was delivered from Attica (73%) and Macedonia (13%) to both domestic and international destinations. Regarding international activity, the largest volume of postal items delivered to Greece originated mainly from the EU (90%), Asia (3%), the USA-Canada (3%) and the rest of Europe (3%). Meanwhile, postal items shipments from Greece to international destinations were mainly directed to the EU (64%), followed by the USA-Canada (15%) and the rest of Europe (12%).

In addition to the USP, eleven companies with an Individual License were active in the Universal Service market (US-regular mail), in 2024, handling 17% of the postal items of the US market and generating 10% of its revenues. Letters were undoubtedly the dominant postal item in the US market, accounting for 91% of the handled postal items and generating 84% of this market's revenues.

In 2024, 738 companies under General Authorization were active in the courier services market. 31% of postal items handled by courier companies was letters and 69% was parcels-small packages. In terms of revenues, letters generated significantly less revenues for companies under General Authorization (19%) than parcels-small packages (81%).

Significant data about the Greek electronic communications market for 2024

Key figures

4.9 billion euros
turnover
1.1% drop
compared to 2023

2.1 %
contribution to GDP

1.1 billion euros
investments of electronic communications
10% increase
compared to 2023

4,489,909
fixed broadband connections
0.5% drop
compared to 2023

43.2%
fixed broadband penetration in the population

46.1% FTTP coverage (June 2024)
20% increase
compared to 2023

Broadband

1,679,610
ultra high-speed broadband lines (>100 Mbps)
16.4% increase
compared to 2023

9,775,862
mobile connections with Internet usage
1.7% increase
compared to 2023

94% mobile broadband penetration in the population

NGA
1,440,658
lines
10.7%
increase

VDSL
2,316,618
lines
7.5%
drop

FTTH
590,338
lines
72%
increase

99.8%
total 5G population coverage

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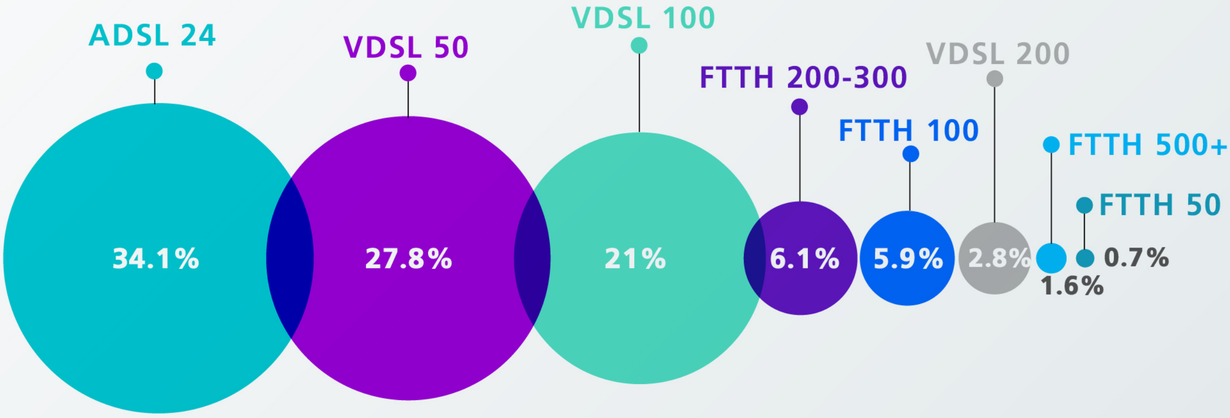
Significant data about the Greek electronic communications market for 2024

Breakdown of broadband lines per technology and speed, December 2024



Fixed telephony

4,673,246 telephony lines

44.9% penetration in the population

1.36 billion euros retail revenues
drop **1.5**% compared to 2023

7.7 billion minutes outgoing traffic of national fixed calls
drop **24.2**% compared to 2023

318,265 ported numbers
drop **8.1**% compared to 2023

Mobile Telephony

13.5 million active connections

114% penetration in the population

1.81 billion euros retail revenues
increase **2.8**% compared to 2023

39.3 billion minutes of voice calls
increase **7.2**% compared to 2023

633,665 ported numbers
drop **5.9**% compared to 2023

Average monthly revenue from fixed & mobile telephony

23.8 euros — Per connection from the provision of telephony services at a fixed location & Internet

13.9 euros — Per connection from the provision of telephony services at a fixed location:

17.5 euros — Per post-paid user

7.5 euros — Per pre-paid user

Significant data about the Greek electronic communications market for 2024

Average monthly use of data services & call duration in mobile telephony

Post-paid residential user:
16.8 GB
335 minutes to mobiles &
38 minutes to fixed lines

Pre-paid user:
9 GB
169 minutes to mobiles &
15 minutes to fixed lines

Business user:
10.6 GB (excl. M2M)
253 minutes to mobiles &
28 minutes to fixed lines

DATA
38.7% increase
1,732 million GB
versus
1,249 million GB in 2023

SMS
2.7% increase
2.4 billion messages

MMS
24.8% increase
13.5 million messages
versus
10.8 million in 2023

Bundled offers

4.4 million bundled offers
drop **1.6**%
compared to 2023

42.7%
was 3-Play offers (fixed telephony & fixed broadband access & mobile services)

Pay-TV

1.4 million Pay-TV subscriptions
increase **5.3**%
compared to 2023

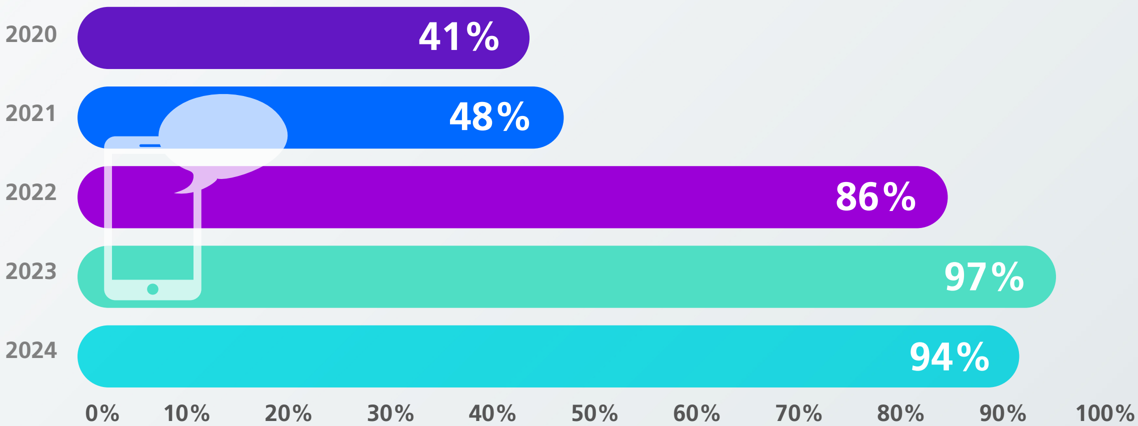
59%
was IP network subscriptions

41%
was satellite TV subscriptions

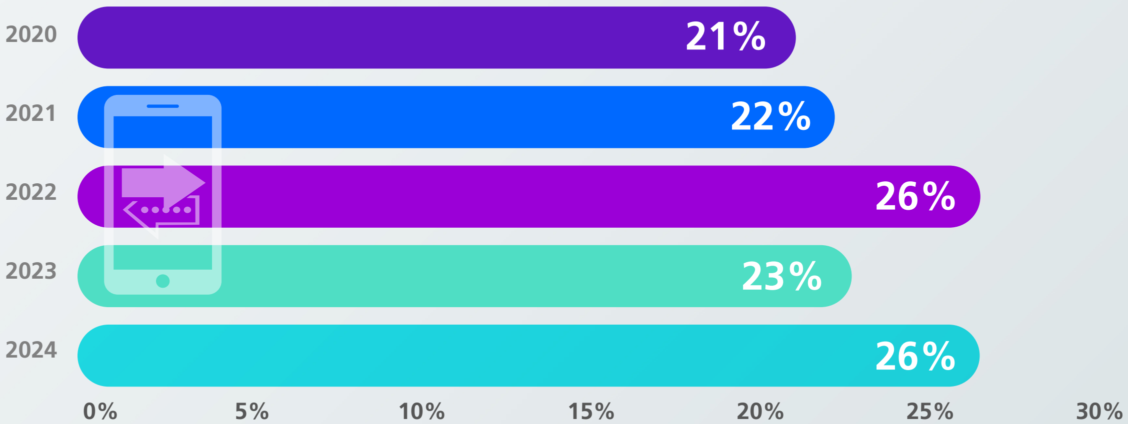
Significant data about the Greek electronic communications market for 2024

Price Observatory-Pricescope

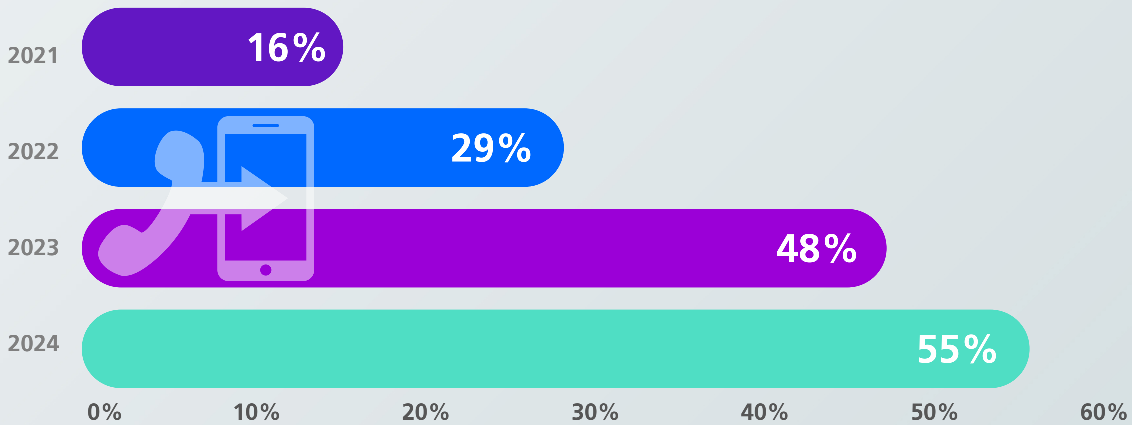
Mobile post-paid products with unlimited call minutes to all



Mobile post-paid products with unlimited data



Fixed telephony products with unlimited call minutes to mobiles



Significant data about the Greek postal market for 2024

Key figures

768 million euros revenues
5.4% increase compared to 2023

317 million handled postal items
0.4% increase compared to 2023

25.5 million euros investments
40.9% increase compared to 2023

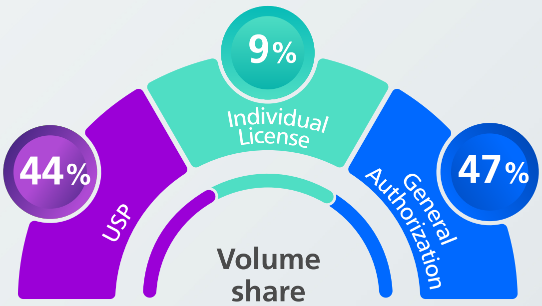
750 postal companies

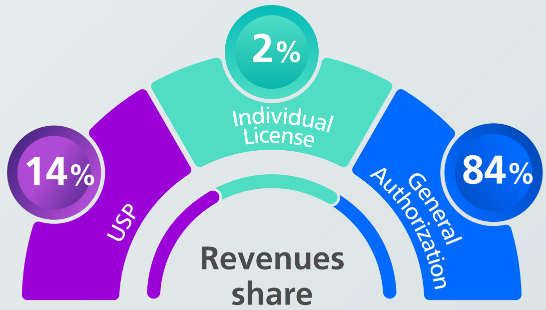
17,543 employees

68 new companies in the courier services market

5,300 parcel lockers

Postal items volume and revenues shares per postal sector, 2024





Universal Service Provider

110 million euros revenues
1.7% increase compared to 2023

139 million handled postal items
2.9% drop compared to 2023

Companies with Individual License

12 million euros revenues
16.4% drop compared to 2023

28 million handled postal items
27.6% drop compared to 2023

Companies under General Authorization

646 million euros revenues
6.5% increase compared to 2023

150 million handled postal items
12.2% increase compared to 2023

Significant data about the Greek postal market for 2024

Volume and revenues share of letters and parcels per postal sector, 2024

Letters

Volume share

- Universal Service 78%
- General Authorization 22%

Revenues share

- Universal Service 47%
- General Authorization 53%

Parcels

Volume share

- Universal Service 1%
- General Authorization 99%

Revenues share

- Universal Service 2%
- General Authorization 98%

Letters

212 million
handled letters

5.4% drop
compared to 2023

Parcels

105 million
handled parcels-small packages

14.8% increase
compared to 2023

Letters

236 million
euros revenues from the handling of letters

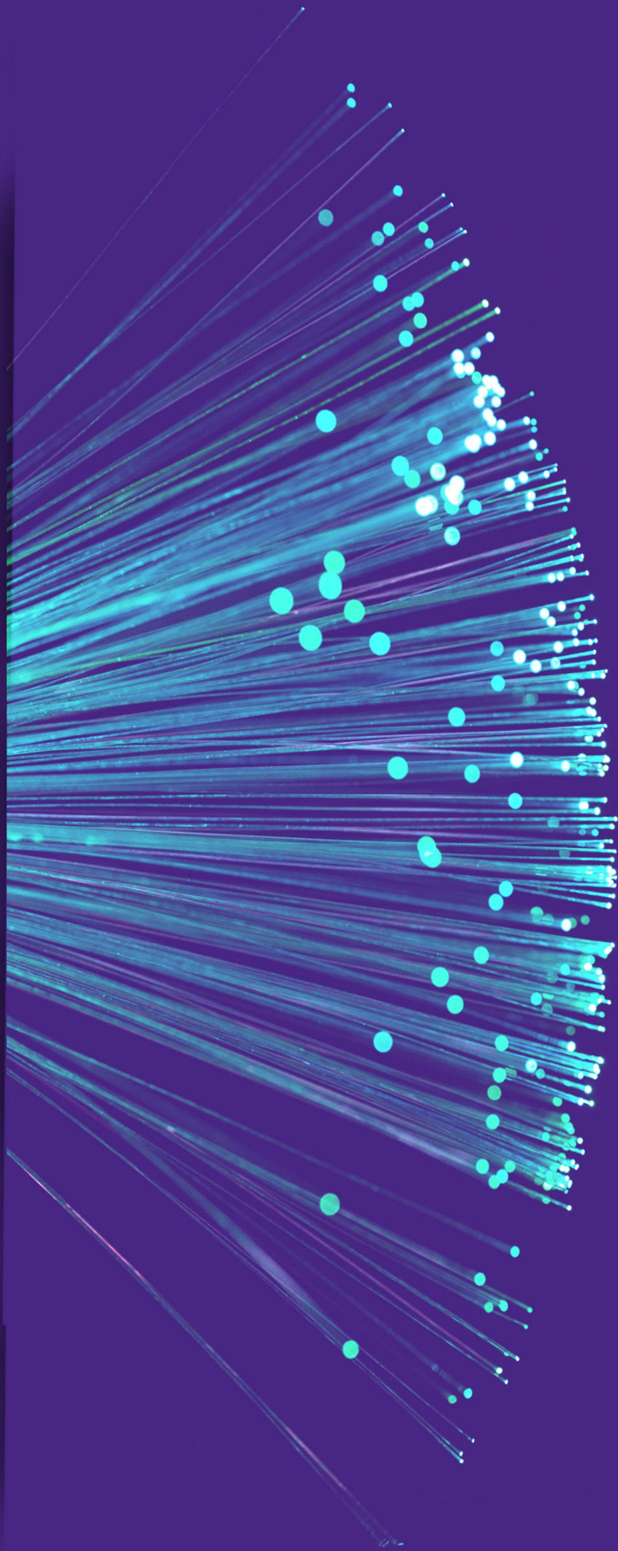
0.2% increase
compared to 2023

Parcels

532 million
euros revenues from the handling of parcels-small packages

7.8% increase
compared to 2023

Electronic communications



1. Electronic communications

1.1. The Greek electronic communications market

In 2024, the number of licensed operators (active or non-active) in the electronic communications market decreased to 540, compared to 671 in 2023, while the number of operators providing mobile communications services and the main operators of fixed telephony and broadband services was three (Table 1.1). It is noted that the absorption of COSMOTE by OTE was completed in January 2024, with the latter assuming all of the legal and contractual obligations of the former. It should be clarified that the brand name "COSMOTE" is still in commercial use for the company's products and services.

49% of the licensed services was related to the provision of broadband access/internet access and telephone services. Chart 1.1 shows the number of operators that were licensed for each service in 2024[1]. The sector's turnover decreased to 4.9 billion euros[2] (a 1.1% drop), while its contribution to Greece's Gross Domestic Product (GDP) in 2024 was 2.1%, having decreased compared to 2023, since the GDP registered a 5.5% annual growth (Chart 1.2). It is noted that for the period 2015-2024, the weighted average GDP increase was 3.4%, while the reduction for the telecommunications turnover was 0.2%. The number of employees in the electronic communications sector increased by 1.8% compared to 2023, reaching approximately 9.5 thousand versus 9.2 thousand (Chart 1.3).

The Consumer Price Index (CPI) increased by an average of almost 2.7% compared to 2023, while the Communications Sub-Index kept on spiraling down, though marginally, by an average of 0.3% compared to 2023. The general cost trend for electronic communications services is reflected in the evolution of the CPI over time, as presented in Charts 1.4 and 1.5. According to the Hellenic Statistical Authority (ELSTAT)[3], the communications' weighting coefficient in the total household expenditure used for calculating the CPI increased very slightly to 42.81 from 42.29 in 2023.

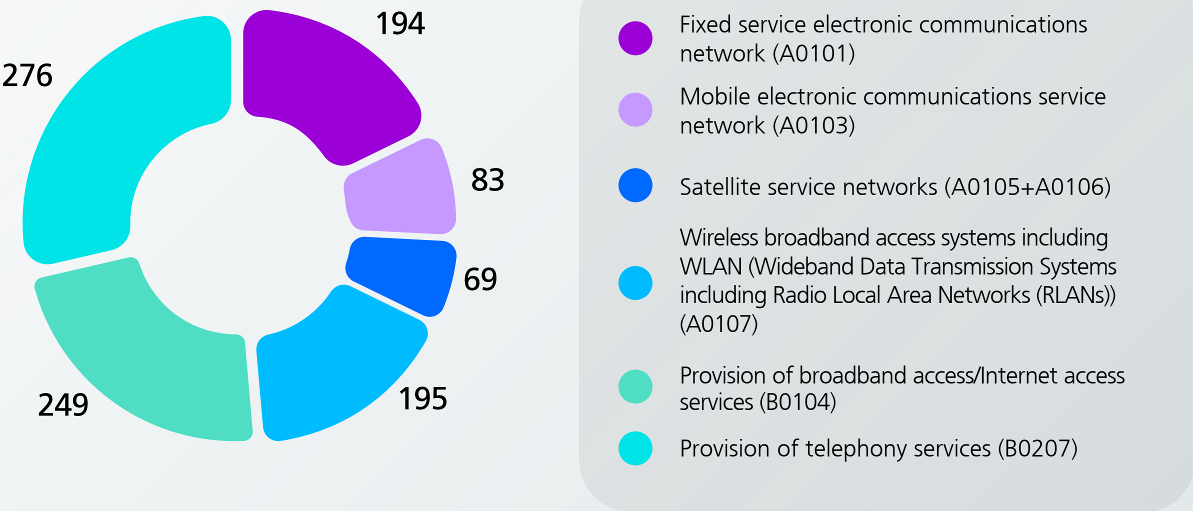
Table 1.1: Mobile Network Operators (MNOs) and main fixed telephony and broadband operators

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Mobile telephony	4	4	4	4	3	3	3	3	3	3
Fixed telephony	6	5	5	5	4	4	4	4	3	3

Source: EETT

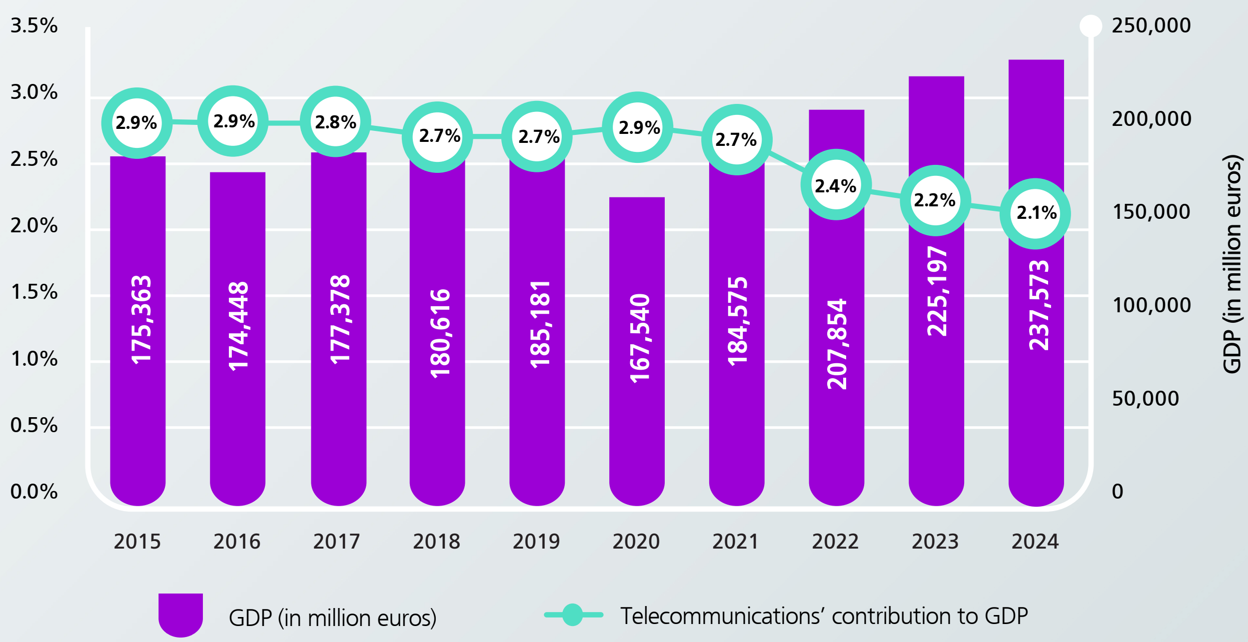
1. It is noted that an operator can be licensed for more than one services.
2. The presented revenues stem from (a) the provision of telecommunications services and the operation of telecommunications infrastructure, (b) the import, trading, construction, installation and maintenance of terminal telecommunications equipment, and (c) audiovisual content services, while other revenues unrelated to telecommunications or audiovisual content are excluded.
3. Single Integrated Metadata Structure (SIMS v2.0) (January 2024-).

Chart 1.1: Licensed operators per service, 2024



Source: EETT (based on operators' statements in EETT's registry)

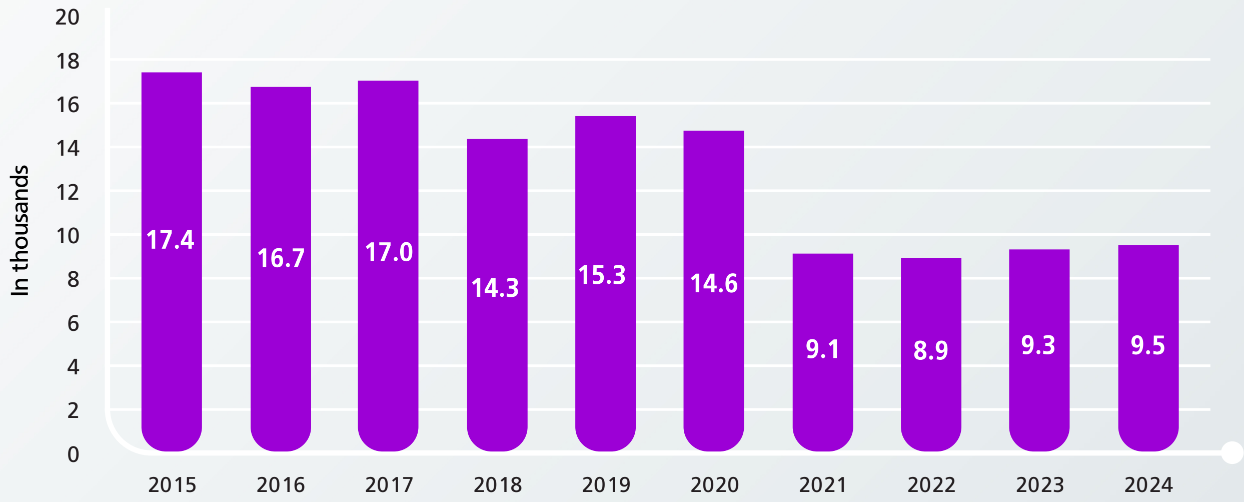
Chart 1.2: Telecommunications' contribution to GDP



Source: EETT (based on questionnaires) and ELSTAT

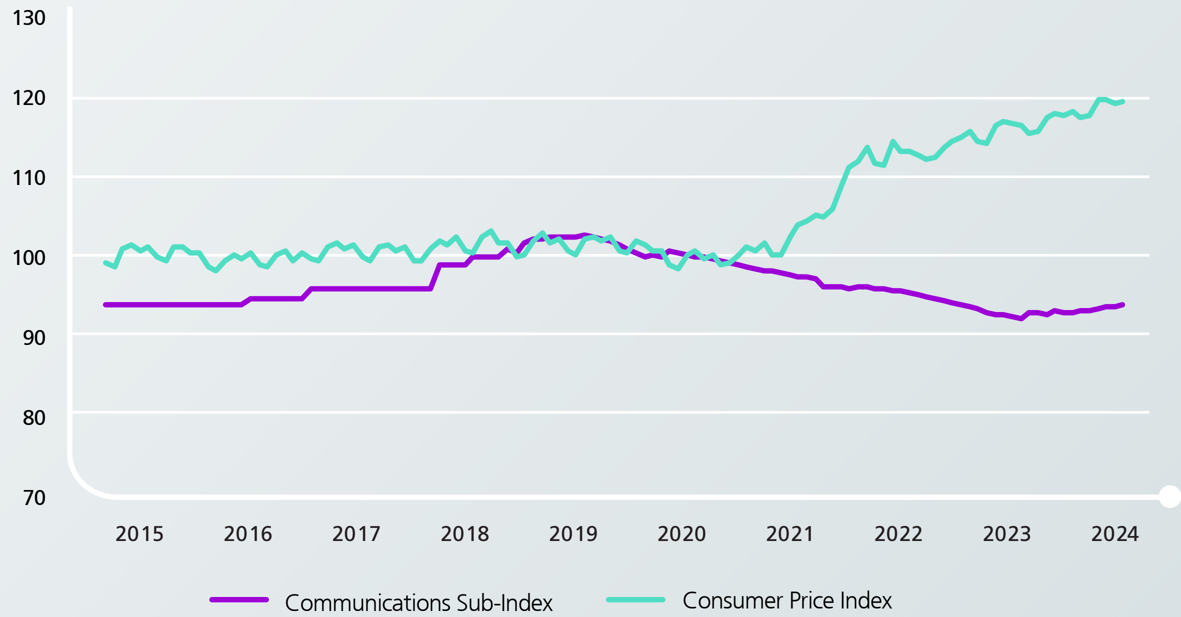
Note: GDP (and components) data have been compiled with 2020=100,0 as base year and 2021 as reference year.

Chart 1.3: Number of employees of electronic communications operators



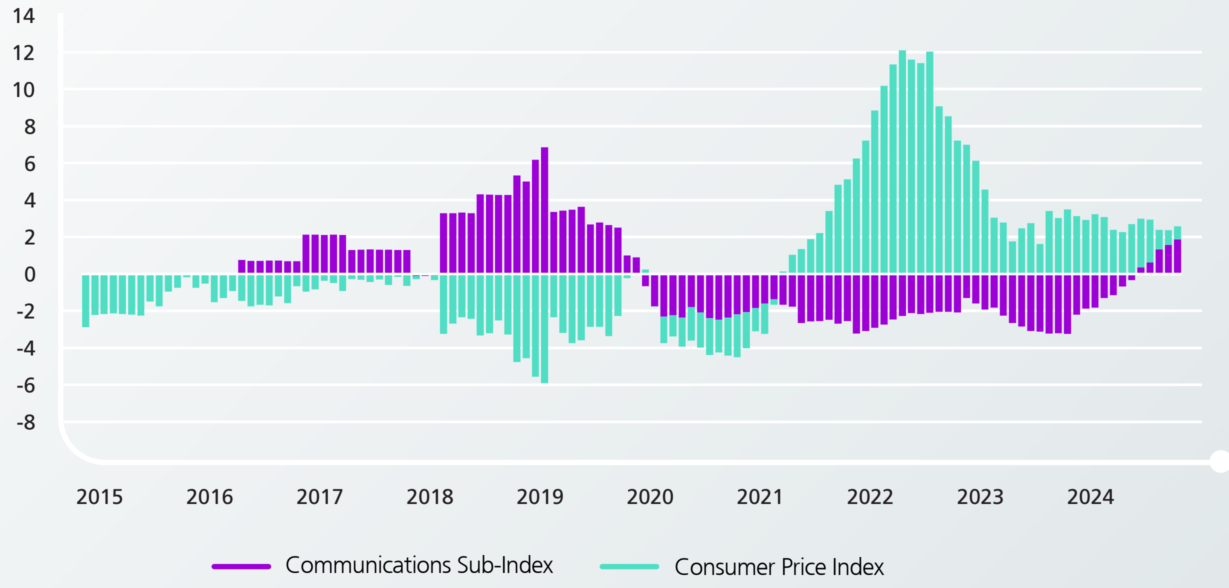
Source: EETT (based on data provided by the active licensed operators)

Chart 1.4: Evolution of the monthly Consumer Price Index (General Index-Communications Sub-Index)



Source: EETT (based on ELSTAT data)

Chart 1.5: Variation of the monthly Consumer Price Index over time



Source: EETT (based on ELSTAT data)

1.2. Electronic communications market key figures

1.2.1. Financial data

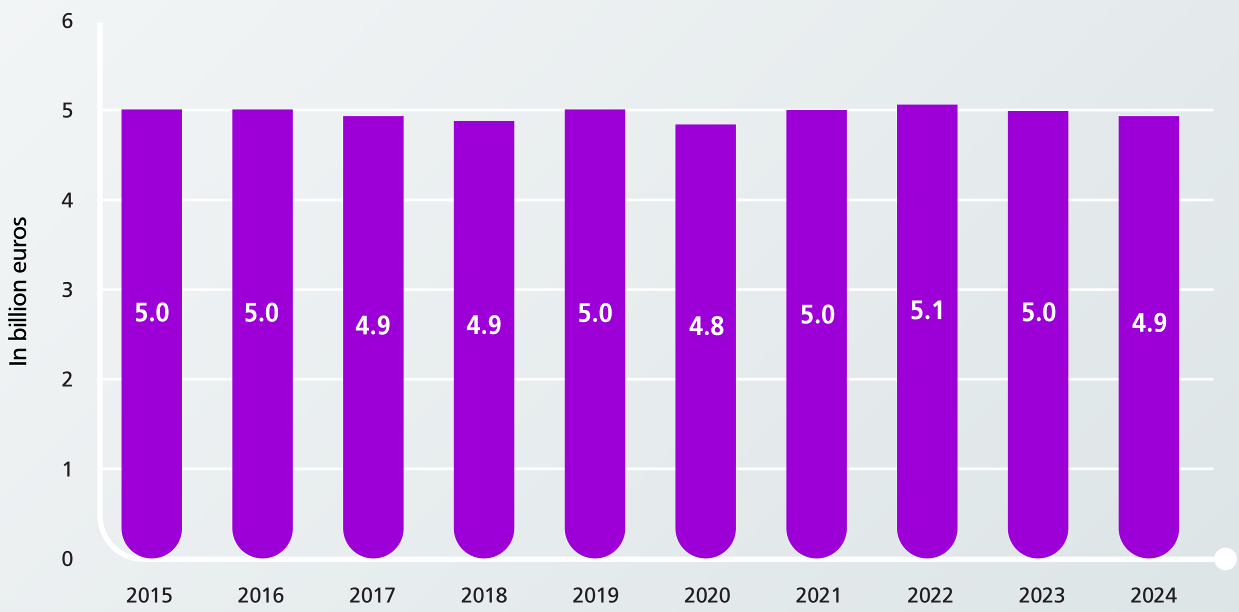
This section presents the key financials of the electronic communications market, taking into account the data (turnover, investments, etc.) collected by EETT, from the licensed operators, on a semi-annual basis. In this context, the revenues listed concern those from fixed and mobile communications, telecommunications equipment and Pay-TV of active licensed operators with an annual turnover above 150 thousand euros.

- The telecommunications' sector turnover in 2024 decreased by 1.1%, amounting to 4.9 billion euros (Chart 1.6).
- Three operators generated approximately 96% of the telecommunications sector's turnover, with OTE holding a 59.1% market share, followed by VODAFONE (20.8%) and NOVA (15.8%) (Chart 1.7).
- The telecommunications services revenues accounted for 88% of the sector's turnover (Chart 1.8).
- In 2024, the fixed communications services revenues constituted 53% of the telecommunications services revenues. Those include both retail revenues from telecommunications services (telephony and Internet including access to the phone network, leased lines etc.) and wholesale revenues [e.g. interconnection, wholesale access-Local Loop Unbundling (LLU)]. Similarly, the revenues from mobile communications services, which accounted for 45.5% of revenues, include retail revenues from voice and mobile phone data services, as well as wholesale interconnection revenues, roaming etc. The trend of the turnover from the provision of telecommunications services over time, by network type and service, is shown in Chart 1.9.
- The retail revenues from telephony and Internet services decreased compared to the previous year, making up 57% of the total fixed network

revenues, while revenues from wholesale access services (e.g. LLU, co-location, etc.) increased to 11.9% (Chart 1.10). As far as the mobile networks and services are concerned, the retail revenues from voice and data services made up 52.8% and 35.5%, respectively, of total mobile networks revenues (Chart 1.11).

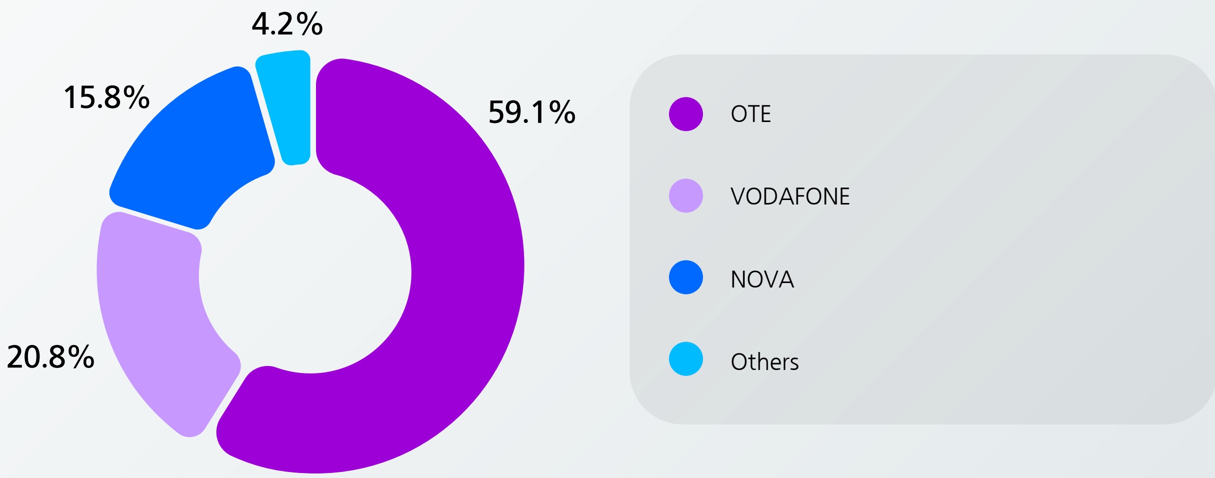
- The total investments of electronic communications operators ranged at 22.9% of their total turnover, registering a 2.5% increase compared to 2023 (20.4%) (Chart 1.12).
- In 2024, 65% of the investments made by electronic communications operators concerned fixed networks, while a significant portion (21%) was also allocated to mobile networks (Chart 1.13).
- In 2024, the electronic communications operators invested primarily in telecommunications infrastructure (54.1%), as well as in research and development (e.g. software, new services) (17.9%) (Chart 1.14).
- The tangible investments (infrastructure, buildings, equipment, etc.) were almost twice as high than the intangible ones (research and development, licenses, etc.), amounting to 65% and 35% respectively (Chart 1.15).

Chart 1.6: Electronic communications sector's turnover



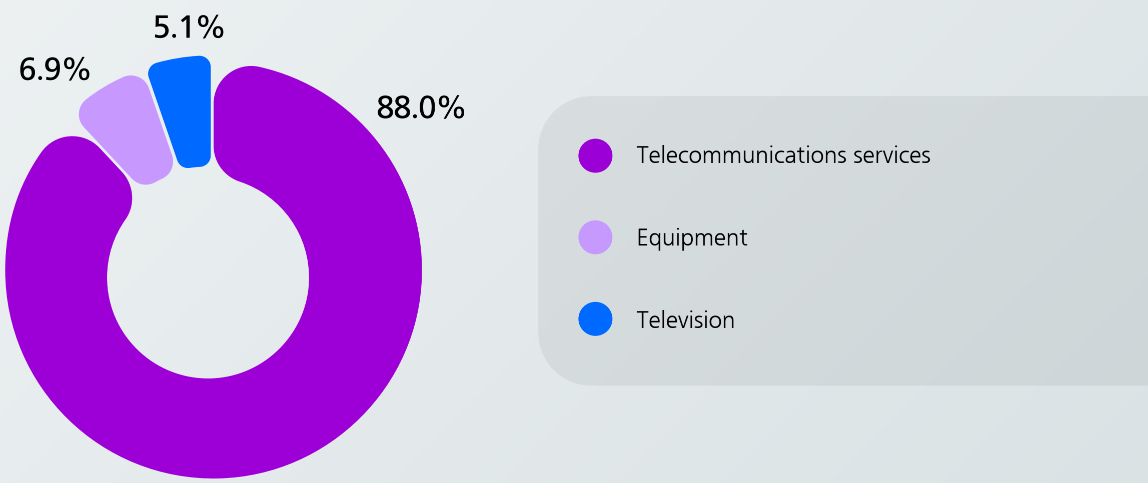
Source: EETT (based on data provided by the active licensed operators)

Chart 1.7: Electronic communications operators' turnover, 2024



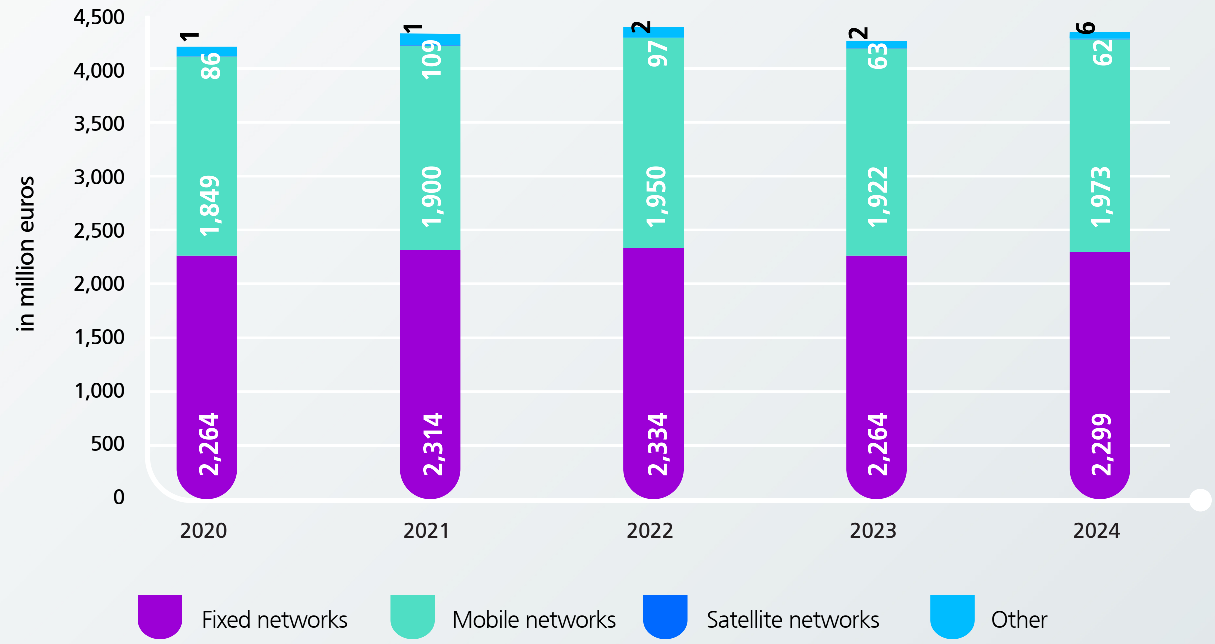
Source: EETT (based on data provided by the active licensed operators)

Chart 1.8: Breakdown of electronic communications operators' turnover, 2024



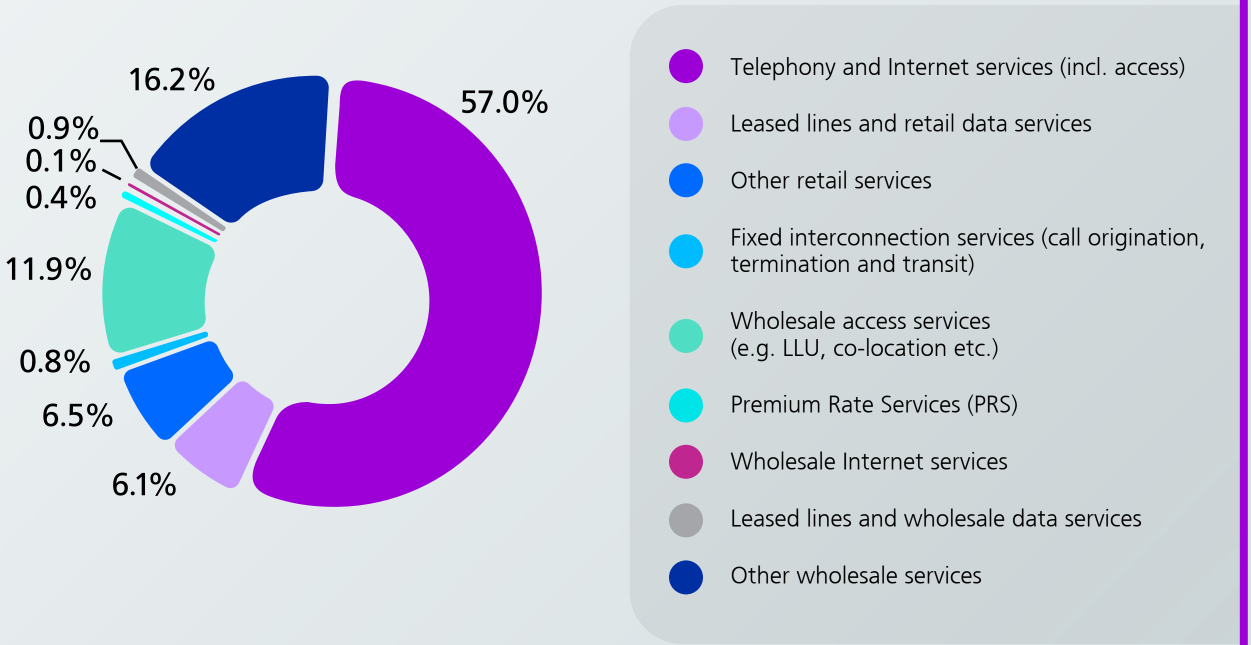
Source: EETT (based on data provided by the active licensed operators)

Chart 1.9: Breakdown of revenues from telecommunications services



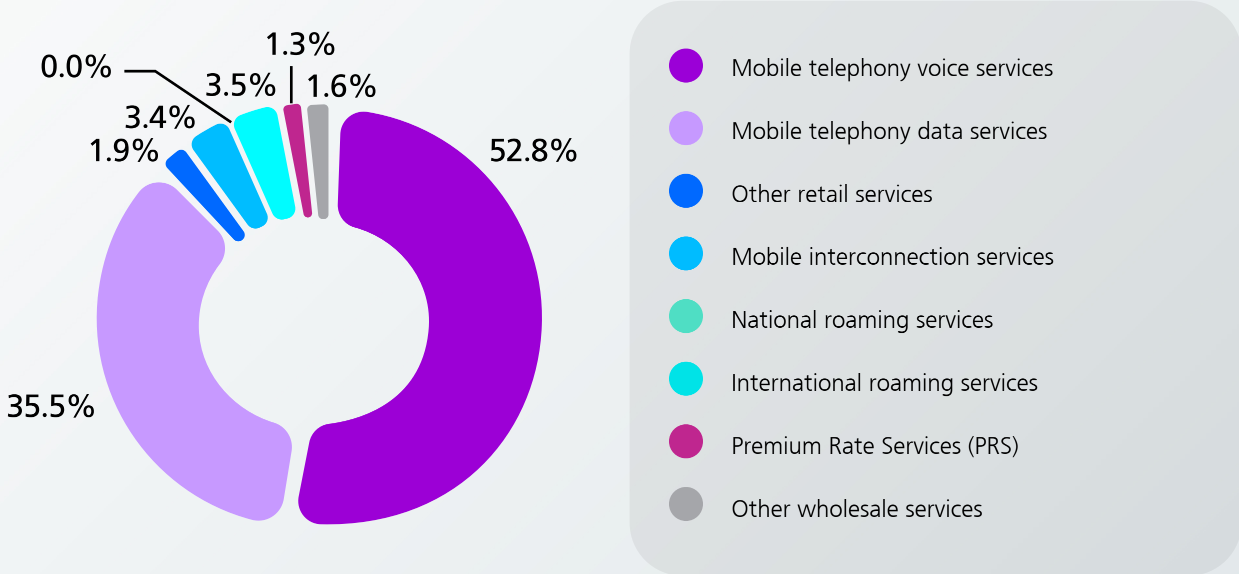
Source: EETT (based on data provided by the active licensed operators)

Chart 1.10: Breakdown of revenues from fixed networks, 2024



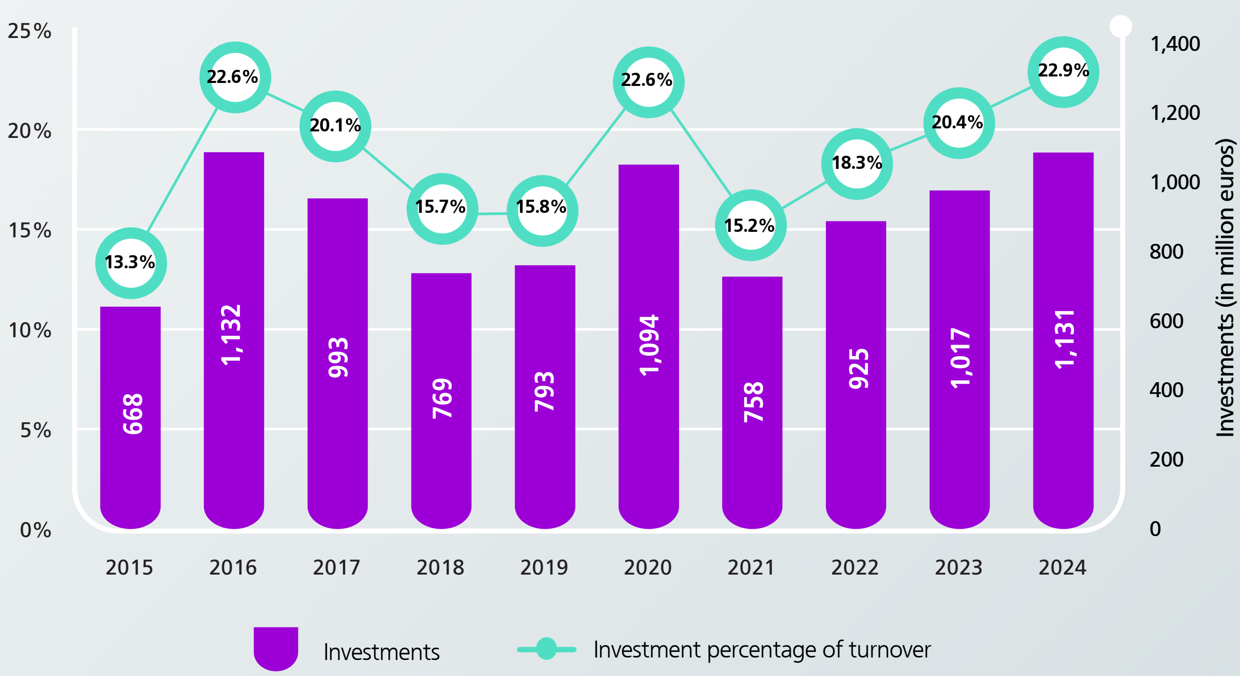
Source: EETT (based on data provided by the active licensed operators)

Chart 1.11: Breakdown of revenues from mobile networks, 2024



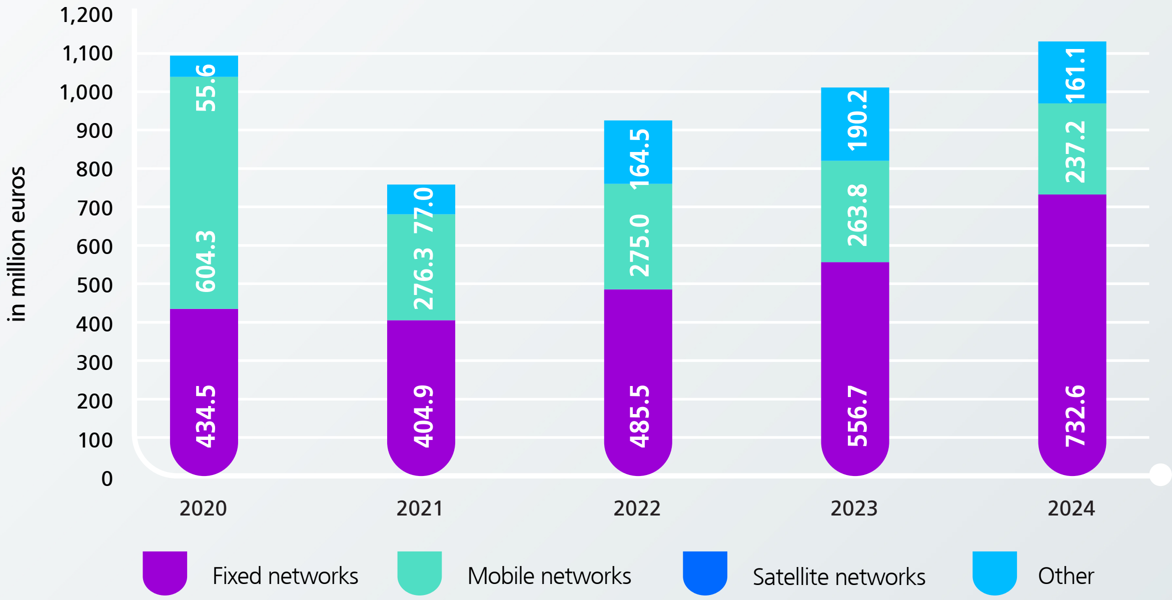
Source: EETT (based on data provided by the active licensed operators)

Chart 1.12: Electronic communications operators' investments



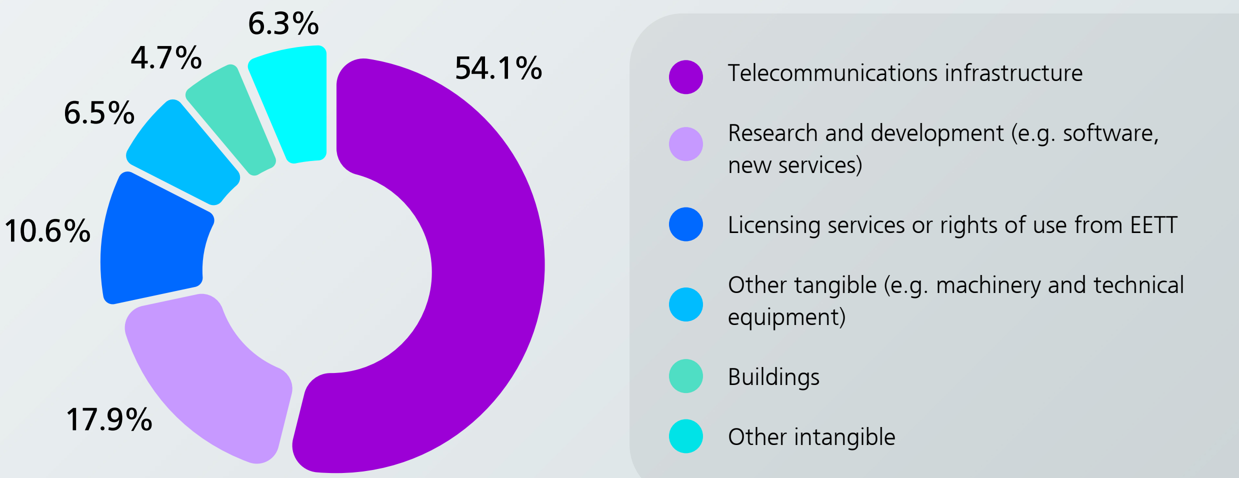
Source: EETT (based on data provided by the active licensed operators)

Chart 1.13: Electronic communications operators' investments per network



Source: EETT (based on data provided by the active licensed operators)

Chart 1.14: Breakdown of electronic communications operators' investments, 2024



Source: EETT (based on data provided by the active licensed operators)

Chart 1.15: Electronic communications operators' investments per type

Source: EETT (based on data provided by the active licensed operators)

1.2.2. Broadband

Fixed broadband

At the end of 2024, broadband connections reached 4,489,909, compared to 4,513,239 at the end of 2023, recording a 43.2% penetration rate in the population. This represented a marginal decrease of 0.5% on an annual basis, compared to the annual increase of 0.6% recorded in 2023 (Chart 1.16). The average Internet traffic for users of fixed broadband access during 2024 reached 2.86 TB per subscriber, roughly at the same level of the previous year (2.84 TB per subscriber in 2023). As for the market shares of operators based on the number of fixed broadband lines, OTE leads (45%-55%), followed by NOVA (25%-35%) and VODAFONE (15%-25%) (Table 1.2).

Table 1.2: Market shares of fixed broadband access operators (based on the number of lines)

	Dec. 2024
OTE	45%-55%
NOVA	25%-35%
VODAFONE	15%-25%

Source: EETT
(based on data provided by the licensed operators)

Chart 1.16: Evolution of broadband lines

Source: EETT (based on data provided by the licensed operators)

Broadband lines by access type

The breakdown of broadband lines by access type, as well as their evolution over time, are presented in Charts 1.17 and 1.18 respectively and are analysed as follows:

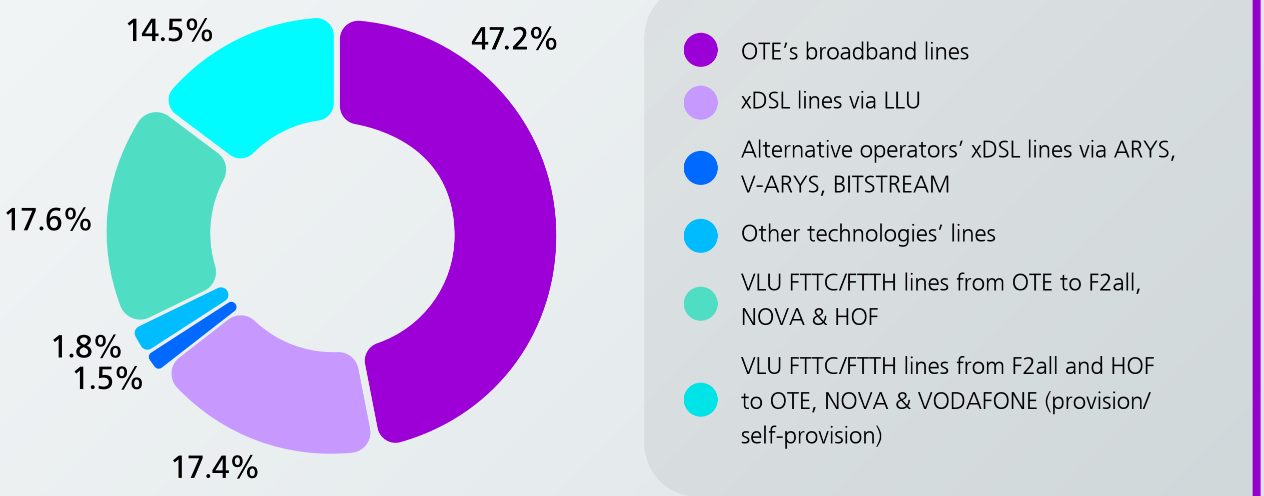
- xDSL lines via LLU decreased, at the end of 2024, to 780,373 compared to 926,961 at the end of 2023, with their share of total broadband lines falling to 17.4% from 20.5% at the end of 2023. Of these, 64,177 lines are provided as Virtual Partial Unbundled Loops (VPU)[4].
- The total access lines to Next Generation Access (NGA) networks deployed by providers, as part of the introduction of VDSL Vectoring/FTTH (Fiber to the Home) technology, reached 1,440,658[5], compared to 1,301,099 at the end of 2023. Their share of total broadband lines increased to 32.1% from 28.8% at the end of 2023. It is noted that the share of products implemented via the FTTC architecture declined to 77.4% in 2024 from 86% in 2023, while those implemented via the FTTH architecture increased to 22.6% in 2024 from 14% in 2023. In particular:
  - The access lines from the provision of OTE's VLU FTTC/FTTH lines to F2all (Fiber2All), HOF (Hellenic Open Fiber) and NOVA, reached 790,130 (736,335 at the end of 2023). Their share of total broadband lines was 17.6%, compared to 16.3% at the end of the previous year.
  - The access lines from the provision and self-provision of VLU FTTC/FTTH lines by F2all and HOF to OTE, VODAFONE and NOVA reached 650,528 (564,764 at the end of

4. It is noted that in providing the VPU product, two technologies coexist, namely voice services via the local loop and VDSL services via the V-ARYS service. Thus, and for the calculation of the individual market shares, these lines are excluded from the local loop lines and are included in the V-ARYS lines.
5. It is noted that the alternative providers INALAN and HCN (Hellenic Cable Networks) are active in providing retail broadband access services at fixed locations exclusively via their own fiber optic access infrastructure (FTTH). These lines are included in the category "Other FTTH/B technologies."

2023). Their share of total broadband lines was 14.5%, compared to 12.5% at the end of 2023.

- Broadband lines from OTE's own infrastructure reached 2,117,776, having decreased by 1.8% compared to December 2023 (2,157,143 lines). Their share of total broadband lines reached 47.2% (47.8% at the end of 2023). Of these, 1,191,921 (1,164,325 at the end of 2023) were VLU FTTC/FTTH lines provided via OTE's own infrastructure, and 54,615 (54,242 at the end of 2023) were sub-loops procured by OTE for developing broadband products in rural areas.
- Wholesale ARYS and V-ARYS[6] lines decreased to 68,420, compared to 87,268 in December 2023 (1.5% of total broadband lines, compared to 1.9% at the end of 2023), due to the reduction in the number of VPU products (64,177 compared to 82,911 at the end of 2023).
- Lines based on other technologies accounted for 1.8% of broadband lines (compared to 0.9% at the end of 2023), due to the increase in satellite broadband lines as well as fiber optic lines developed by alternative operators INALAN and HCN (Hellenic Cable Networks) via their own infrastructure.

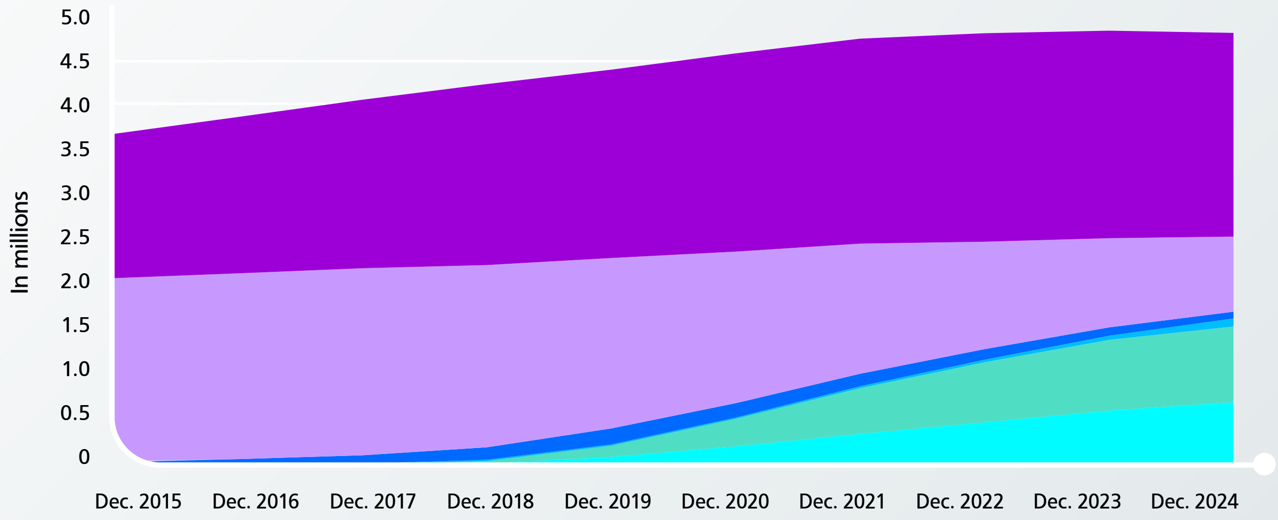
Chart 1.17: Breakdown of broadband lines per access type, December 2024



Source: EETT (based on data provided by the licensed operators)

6. OTE supplies those lines to the alternative operators so they can offer VPU products.

Chart 1.18: Evolution of broadband lines per access type



Source: EETT (based on data provided by the licensed operators)

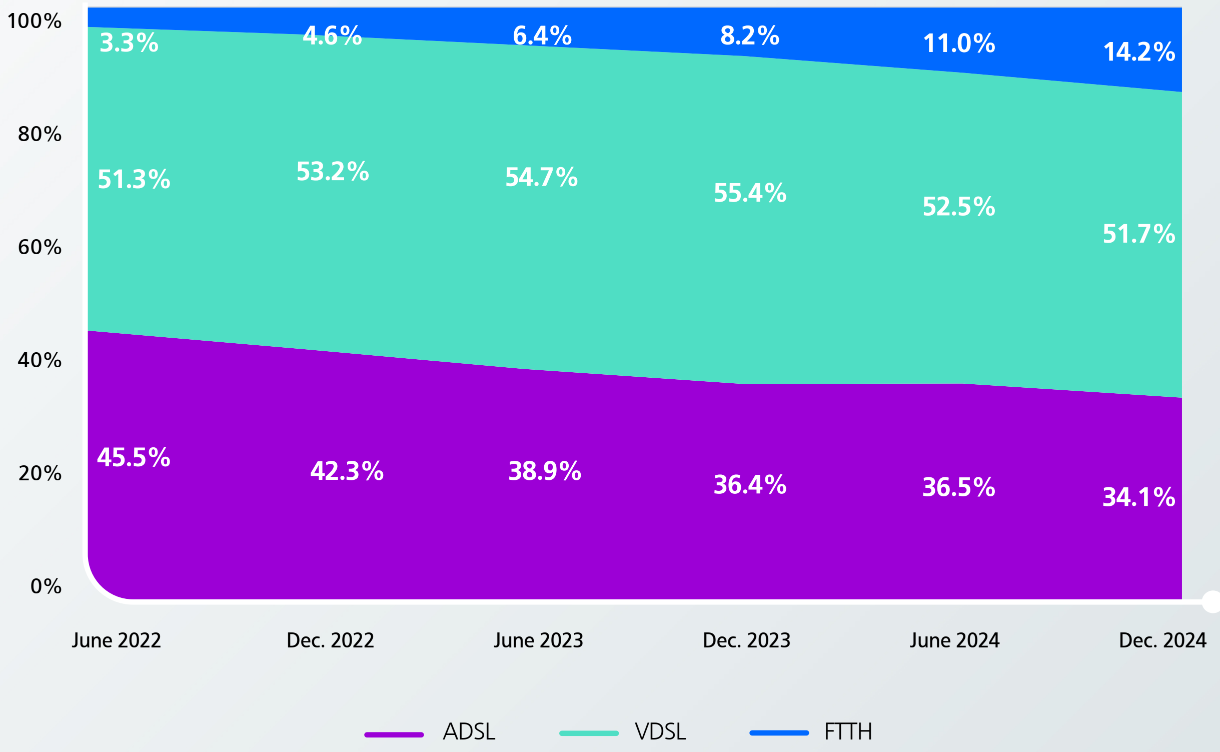
Broadband lines per technology

- The VDSL technology, though declining, held the largest share (51.7%), followed by ADSL (34.1%) and FTTH (14.2%). Compared to previous periods, the shares of ADSL and VDSL technologies declined, while the share of FTTH lines increased (Chart 1.19). The corresponding percentages of broadband lines by technology and speed, as of the end 2024, are presented in Table 1.3.
- The share of FTTH lines in total broadband lines increased to 14.2%[7], compared to 8.2% at the end of 2023 (Chart 1.20).
- At the end of 2024, the share of access lines to NGA networks (VDSL Vectoring/FTTH) of providers and OTE in total broadband lines increased to 53.1%, compared to 50.1% at the end of 2023 (Chart 1.21). In addition, the share of operators' lines[8] (excluding OTE's self-provision) increased to 32.1%, compared to 28.8% at the end of 2023. It is noted that, both the lines provided via Vectoring technology and those implemented through providers' own access infrastructures were considered in calculating the share of FTTH lines in total broadband lines.

7. It is noted that this share includes both FTTH lines via the Vectoring technology and those implemented by providers via their own access infrastructure.
8. Namely from the provision of VLU/FTTC/FTTH lines from: a) OTE to VODAFONE, HOF and NOVA, b) F2ALL and UNITED FIBER to OTE, VODAFONE and NOVA and c) VODAFONE and NOVA's self-provision of VLU FTTC/FTTH lines.

• As regards retail VLU FTTH/FTTC lines, their shares at the end of 2024 were 77.4% and 22.6% respectively (Chart 1.22), with FTTH lines showing a steady upward trend (Chart 1.23)[9]. Finally, Chart 1.24 depicts the corresponding relative market shares of operators at the end of 2024.

Chart 1.19: Evolution of broadband lines per technology



Source: EETT (based on data provided by the licensed operators)

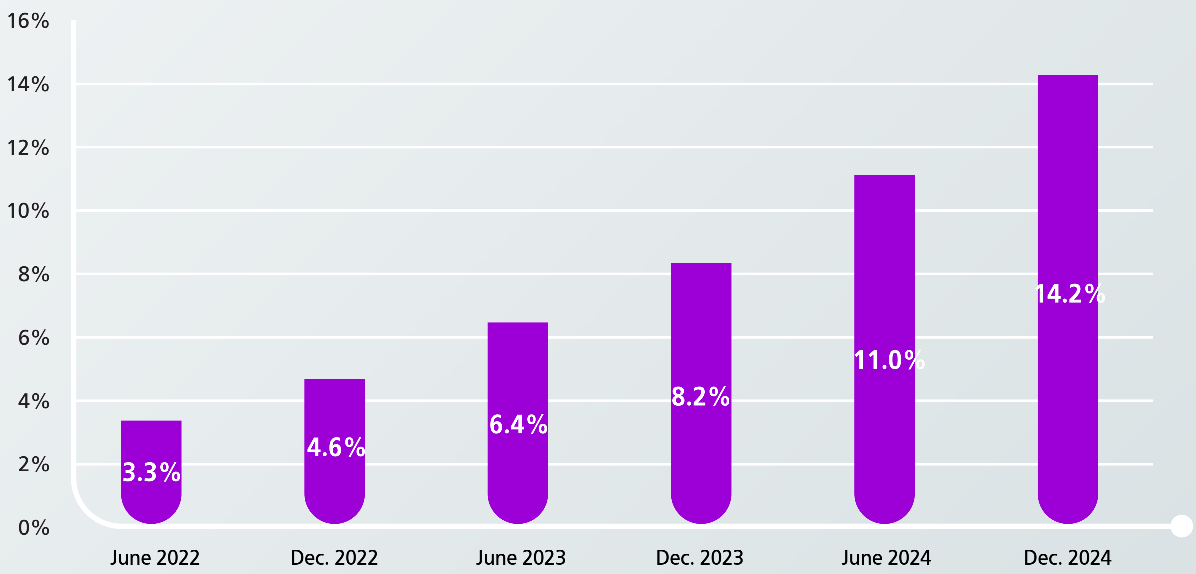
9. The shares presented in Chart 1.23 take into account only the retail connections implemented by providers via the VDSL Vectoring/ FTTH technology.

Table 1.3: Breakdown of broadband lines per technology and speed, December 2024

Broadband lines per technology and speed	Breakdown
ADSL 24Mbps	34.1%
VDSL 50Mbps	27.8%
VDSL 100Mbps	21.0%
VDSL 200Mbps	2.8%
FTTH 50Mbps	0.7%
FTTH 100Mbps	5.9%
FTTH 200-300Mbps	6.1%
FTTH 500Mbps +	1.6%

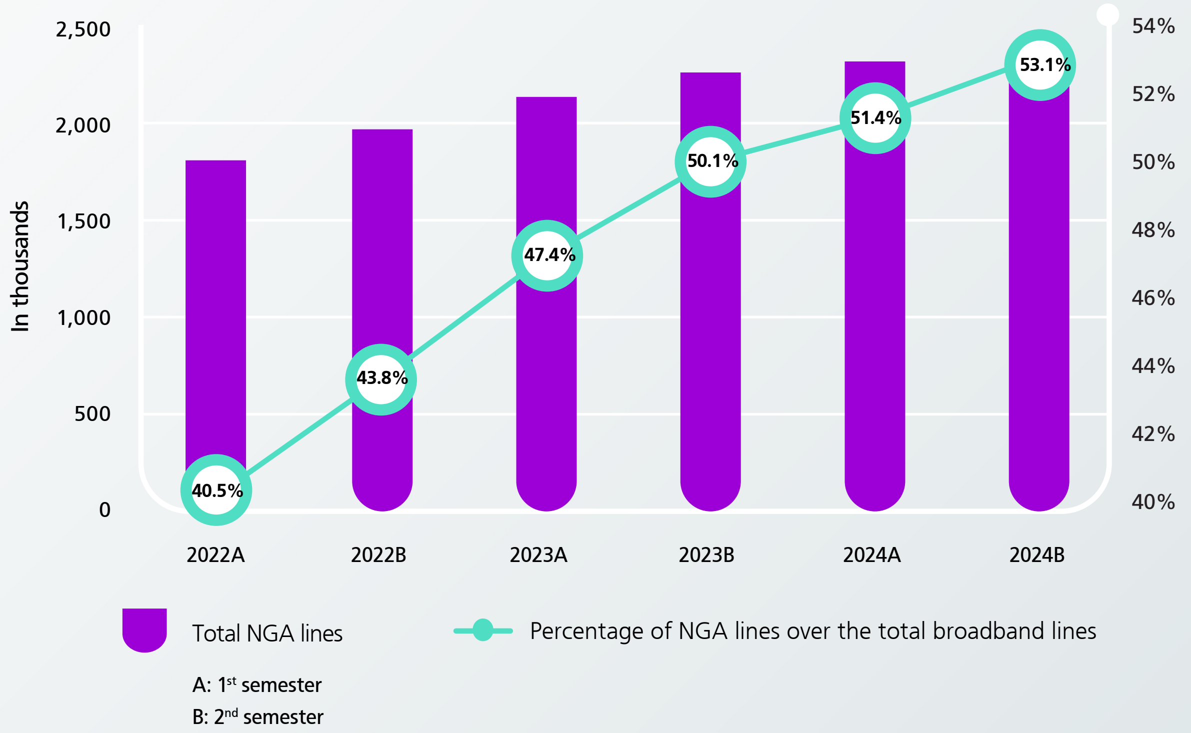
Source: EETT (based on data provided by the licensed operators)

Chart 1.20: Evolution of FTTH lines' share over the total broadband lines



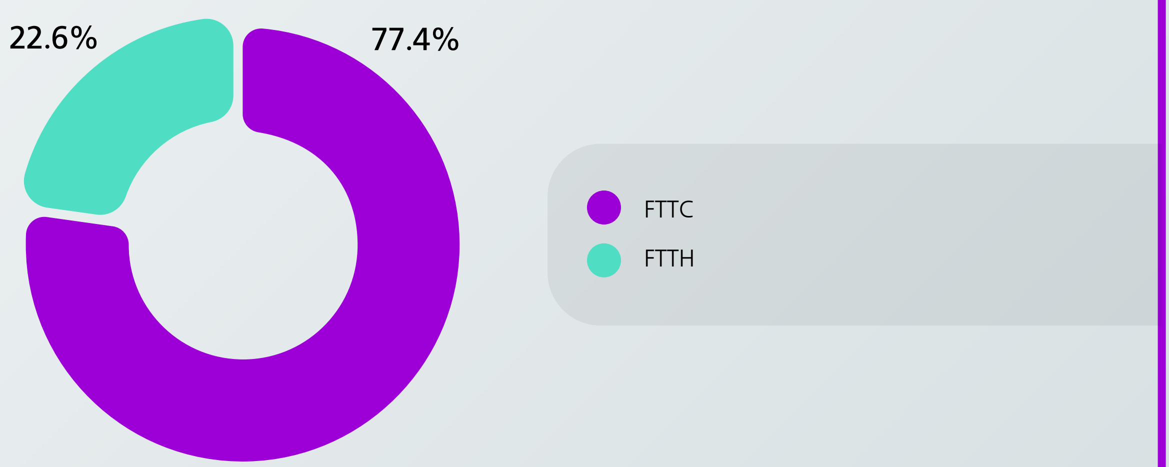
Source: EETT (based on data provided by the licensed operators)

Chart 1.21: Evolution of NGA lines as a share of total broadband lines from alternative operators and OTE



Source: EETT (based on data provided by the licensed operators)

Chart 1.22: Share of retail VLU FTTH/FTTC lines across all operators, December 2024

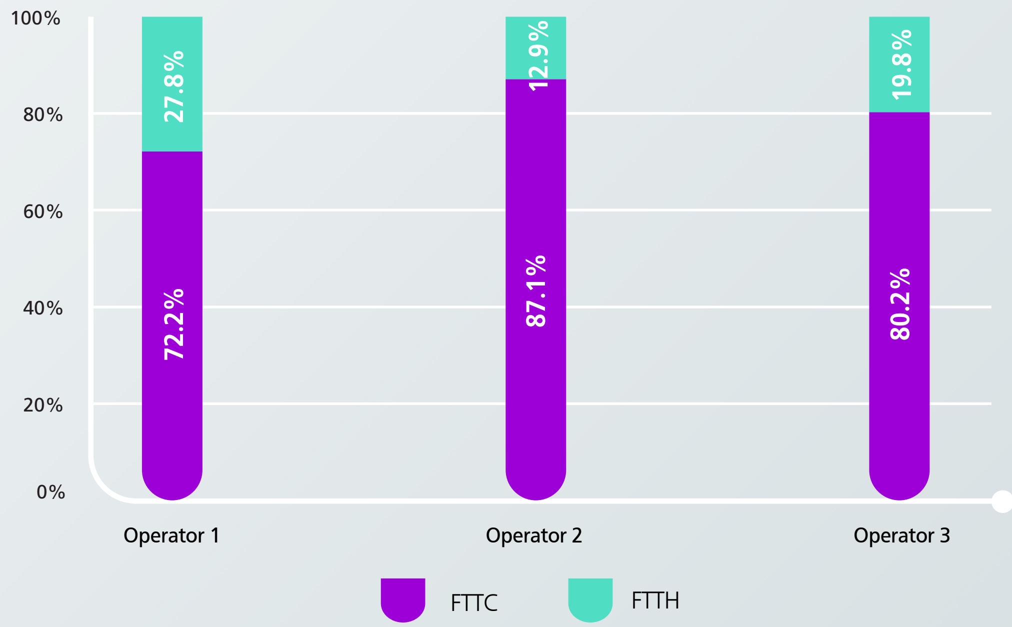


Source: EETT (based on data provided by the licensed operators)

Chart 1.23: Evolution of retail VLU FTTH/FTTC lines' share across all operators

Source: EETT (based on data provided by the licensed operators)

Chart 1.24: Market shares of fixed broadband operators in terms of provided retail VLU FTTH/FTTC lines, December 2024

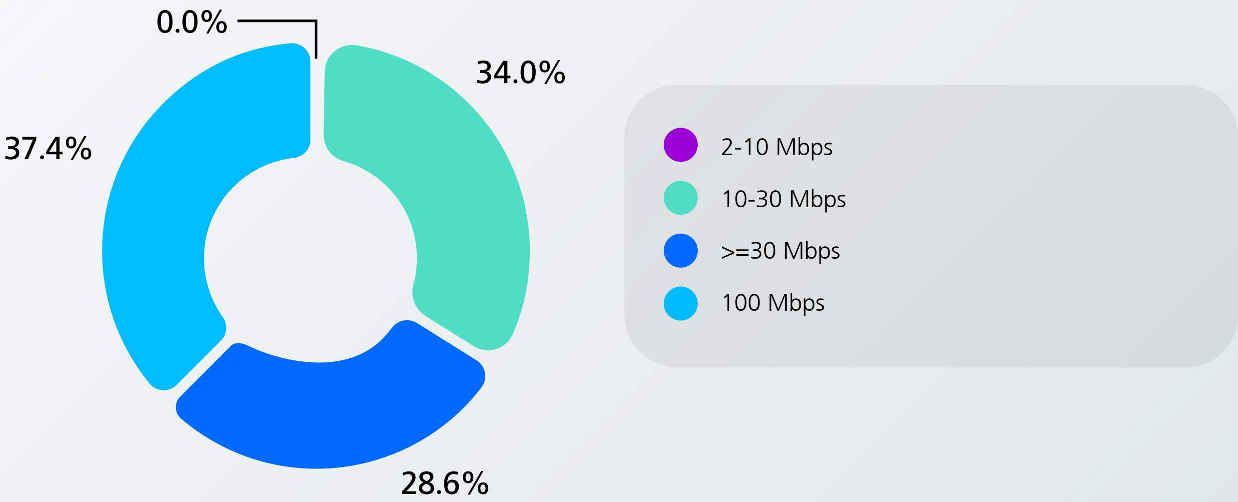


Source: EETT (based on data provided by the licensed operators)

Broadband lines per access speed

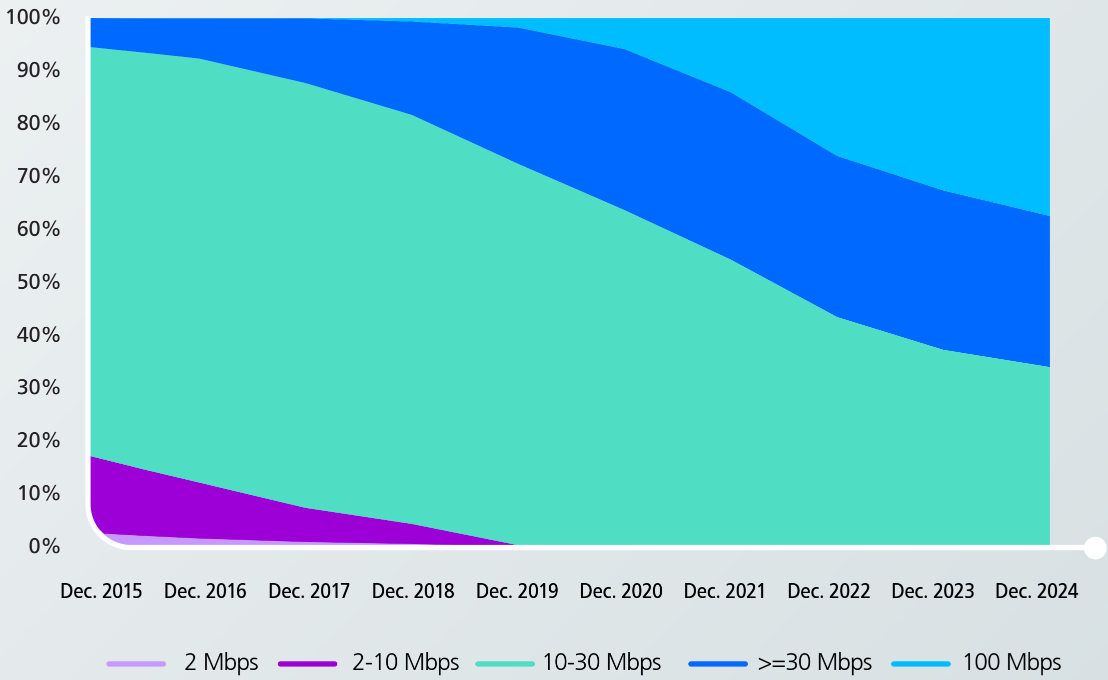
More than 99% of broadband lines correspond to nominal download access speed of 10 Mbps and above (Charts 1.25 and 1.26). A significant increase was seen in the percentage of ultra-high-speed lines (nominal download access speed of 100 Mbps and above), which accounted for 37.4% of broadband lines in the country, compared to 32.6% at the end of 2023. High-speed lines (nominal download access speed from 30 Mbps to 100 Mbps) accounted for 28.6% of broadband lines in the country, compared to 30.1% at the end of 2023.

Chart 1.25: Breakdown of broadband lines per nominal download access speed, December 2024



Source: EETT (based on data provided by the licensed operators)

Chart 1.26: Evolution of nominal download access speeds for broadband lines



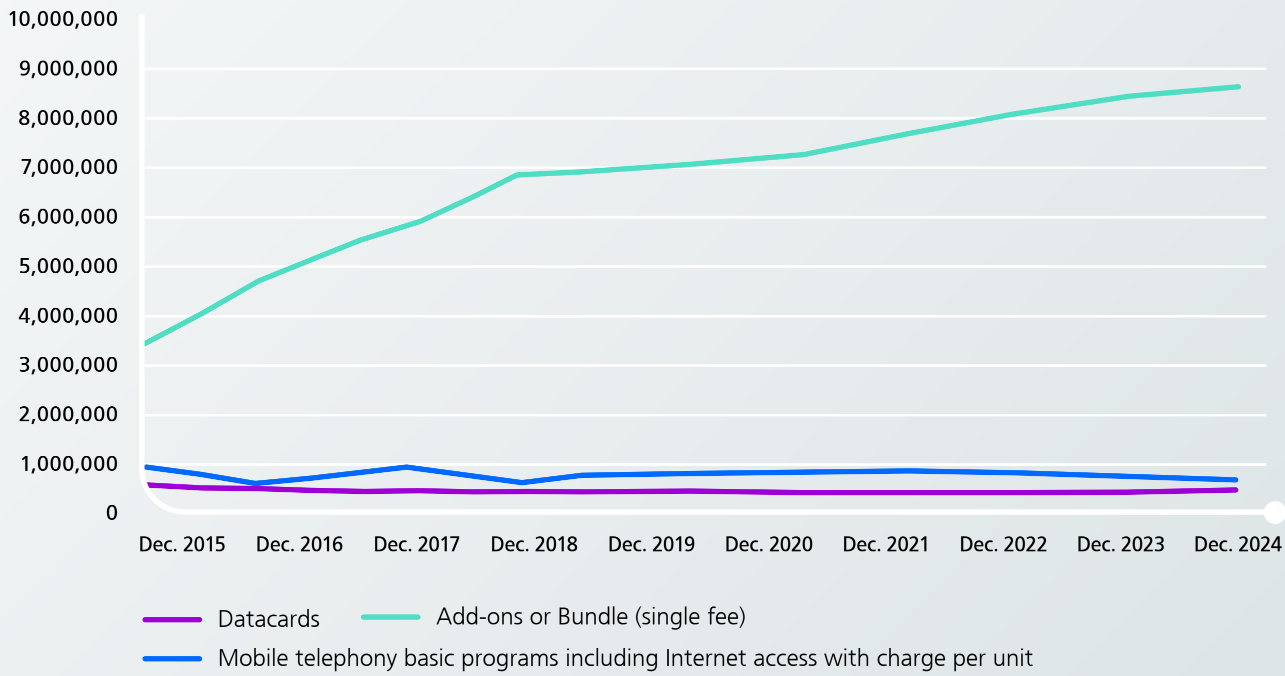
Source: EETT (based on data provided by the licensed operators)

Mobile broadband

At the end of 2024, the total number of active mobile telecommunications connections that used data services increased to 9,775,862, compared to 9,612,244 connections at the end of 2023, reflecting a population penetration rate of 94% (Chart 1.27).

For 8,619,270 connections, an additional data package was either selected as part of the mobile phone package (add-on) or data services were used through mobile programs that, among others, include Internet access with a single charge (bundle). For 682,383 connections, data services were used via mobile plans that, among others, include Internet access with a charge per unit. Finally, 474,209 connections were dedicated exclusively to Internet access (datacards).

Chart 1.27: Evolution of mobile connections with Internet usage



Source: EETT (based on data provided by the licensed operators)

1.2.3. Communication services provided at a fixed location

Fixed telephony access lines[10]

In December 2024, the telephone access lines to a fixed public network of electronic communications amounted to 4,673,246, namely a 44.9% penetration in the population, versus 4,857,815 at the end of 2023, registering a 3.8% decrease compared to the previous year (Chart 1.28 and Table 1.4). OTE's fixed telephone lines decreased by 4.2% (111,821 lines), with its market share declining marginally to 55.2% compared to 2023 (55.4%) (Chart 1.29). The fixed telephone lines of the remaining operators accounted for a 44.8% share (compared to 44.6% in 2023), decreasing by 3.4% (72,738 lines) compared to the previous year.

10. It is noted that the figures for the operators' telephone lines have been updated for the years 2022-2023, following revisions to the data submitted by two operators for that period. As a result, the market shares of OTE and the other operators with respect to fixed telephony access lines for those specific years have been adjusted. Thus, the values for the average duration of basic call types and the average monthly revenue from the provision of fixed telephony and Internet services have been revised.

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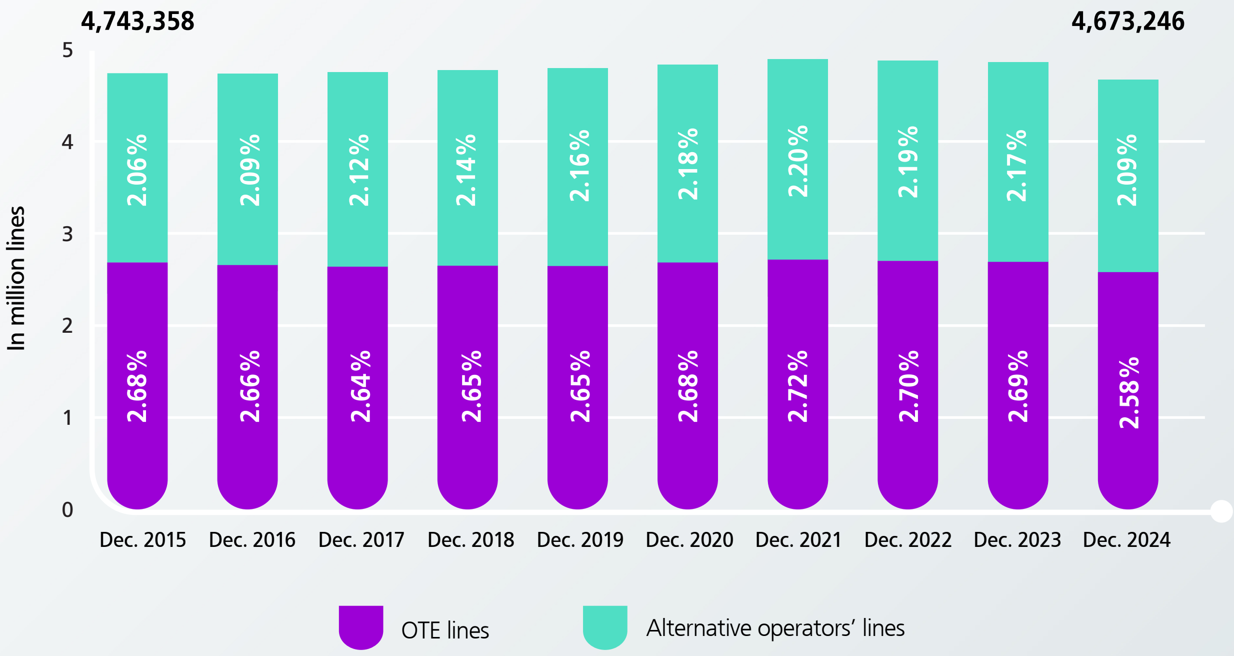
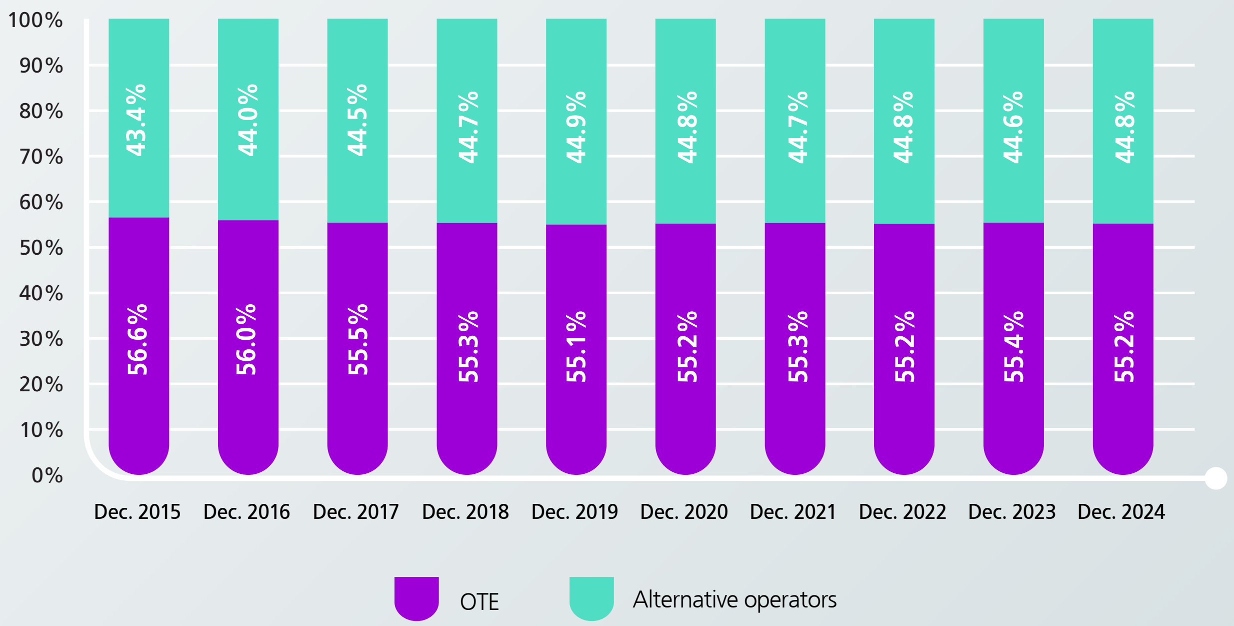
Chart 1.28: Evolution of fixed telephony access lines



Source: EETT (based on data provided by the active licensed operators)

Chart 1.29: Market shares based on fixed telephony access lines



Source: EETT (based on data provided by the active licensed operators)

Table 1.4: Evolution of fixed telephony access lines per category/type of line

	OTE lines					Alternative operators' lines							Total lines
	PSTN	ISDN BRA	Managed VoIP	ISDN PRA	Total	PSTN & ISDN BRA- excl. WLR	VLU (FTTC, FTTH)	PSTN & ISDN BRA- via WLR	Managed VoIP	ISDN PRA	Other technology	Total	
Dec. 2015	2,298,569	303,791	78,789	3,242	2,684,391	1,651,635	-	14,344	390,189	2,799	-	2,058,967	4,743,358
Dec. 2016	1,782,963	262,449	609,443	3,069	2,657,924	1,706,449	-	9,386	374,609	2,120	-	2,092,564	4,750,488
Dec. 2017	1,244,008	230,309	1,161,912	2,903	2,639,132	1,754,020	-	7,746	353,490	2,306	-	2,117,562	4,756,694
Dec. 2018	1,048,244	146,459	1,453,662	2,630	2,650,995	1,702,803	36,652	12,298	382,051	2,353	2,979	2,139,136	4,790,131
Dec. 2019	491	109	2,643,064	2,475	2,646,139	1,528,983	161,323	10,043	455,104	2,476	2,565	2,160,494	4,806,633
Dec. 2020	101	45	2,681,400	2,204	2,683,750	1,071,718	405,791	8,464	686,561	2,589	309	2,175,432	4,859,182
Dec. 2021	33	34	2,713,996	1,876	2,715,939	581,120	682,217	6,186	923,752	2,423	437	2,196,135	4,912,074
Dec. 2022	0	36	2,699,554	1,863	2,701,453	1,073,024[1]		4,957	1,110,503	2,229	776	2,191,489	4,892,942
Dec. 2023	0	36	2,690,853	1,741	2,692,630	786,151[1]		8,271	1,365,291	4,404	1,068	2,165,185	4,857,815
Dec. 2024	0	0	2,579,670	1,129	2,580,799	638,859[1]		6,678	1,441,544	4,094	1,272	2,092,447	4,673,246

Source: EETT

Note: Following the comments/clarifications submitted by some operators, it has come to light that part of their procured LLU lines is registered as PSTN lines, while others as VoIP. As a result, it was deemed appropriate to merge the data of the columns PSTN & ISDN BRA – excluding WLR & VLU (FTTC, FTTH), due to the inability to distinguish between the above.

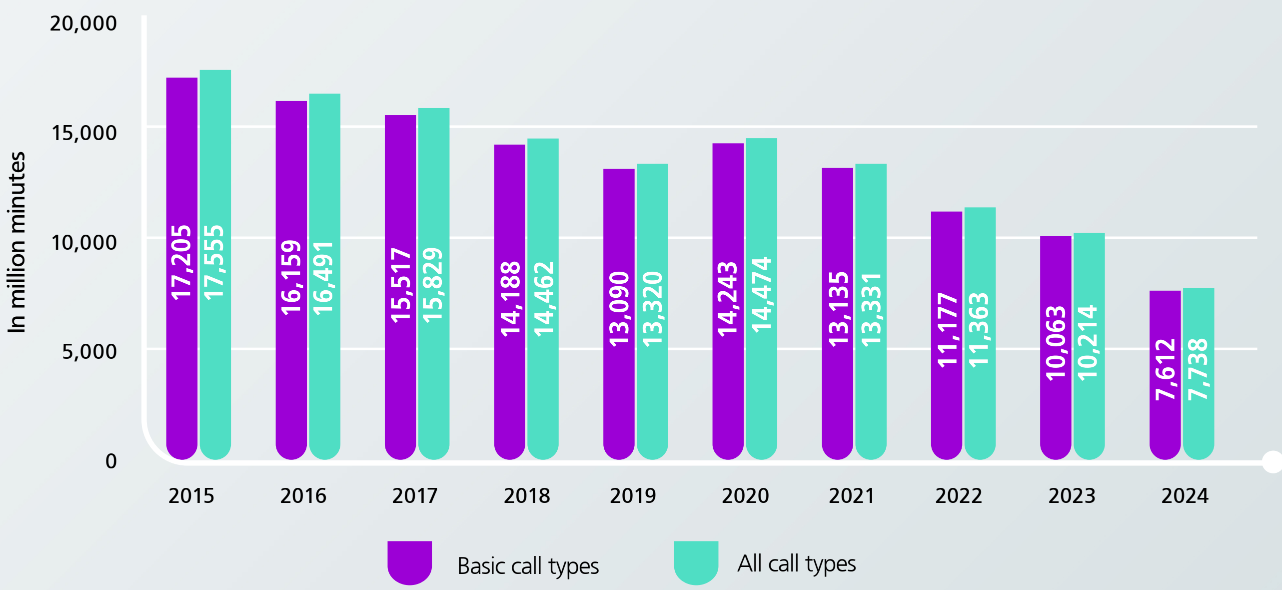
Retail outgoing traffic

At the end of 2024, total traffic amounted to 7.7 billion minutes, versus 10.2 billion minutes at the end of 2023, marking a 24.2% annual decrease. The traffic for the basic call types fell by 24.4% compared to 2023, mainly due to the drop of the traffic of national fixed calls (2 billion minutes less than in 2023), as well as mobile calls (445 million minutes less than in 2023) (Charts 1.30, 1.31 and 1.32). The breakdown of the basic call types' traffic in 2024 was characterized by the increase in the shares of national fixed calls (76.8% compared to 76.5% in 2023) and mobile calls (22.2% compared to 21.2% in 2023). The evolution of traffic per call type is presented in Table 1.5.

OTE's shares, both in terms of total traffic and basic call types, increased to 51.4% and 51.1% respectively (from 45.2% and 45% in 2023), mainly due to the significantly smaller reduction in its total traffic compared to that of the other operators. More specifically for OTE, the national fixed and mobile calls, as well as the international calls decreased by 16.6%, 1.4% and 18.8% respectively compared to 2023. Over the same period and for the same call types, the corresponding reductions for the other operators were 33.1%, 31.9% and 36.9% respectively (Charts 1.33 and 1.34). Currently, an accumulative 99.6% market share of the main call types (based on outgoing traffic) is attributed to OTE and the two alternative operators NOVA and VODAFONE.

Chart 1.35 presents the breakdown of total traffic over time between OTE and the alternative operators. It is noted that the 24.2% decline in total fixed telephony traffic in 2024 compared to 2023 is attributed both to OTE (its total traffic decreased by 13.8% compared to 2023) and to the alternative operators (a 32.8% drop of their total traffic compared to 2023). The average outgoing traffic (of the basic call types) per connection, in 2024, registered a drop of 21.4% compared to 2023 and was estimated at 135.7 minutes per month (versus 172.6[11] minutes per month in 2023).

Chart 1.30: Evolution of fixed outgoing traffic

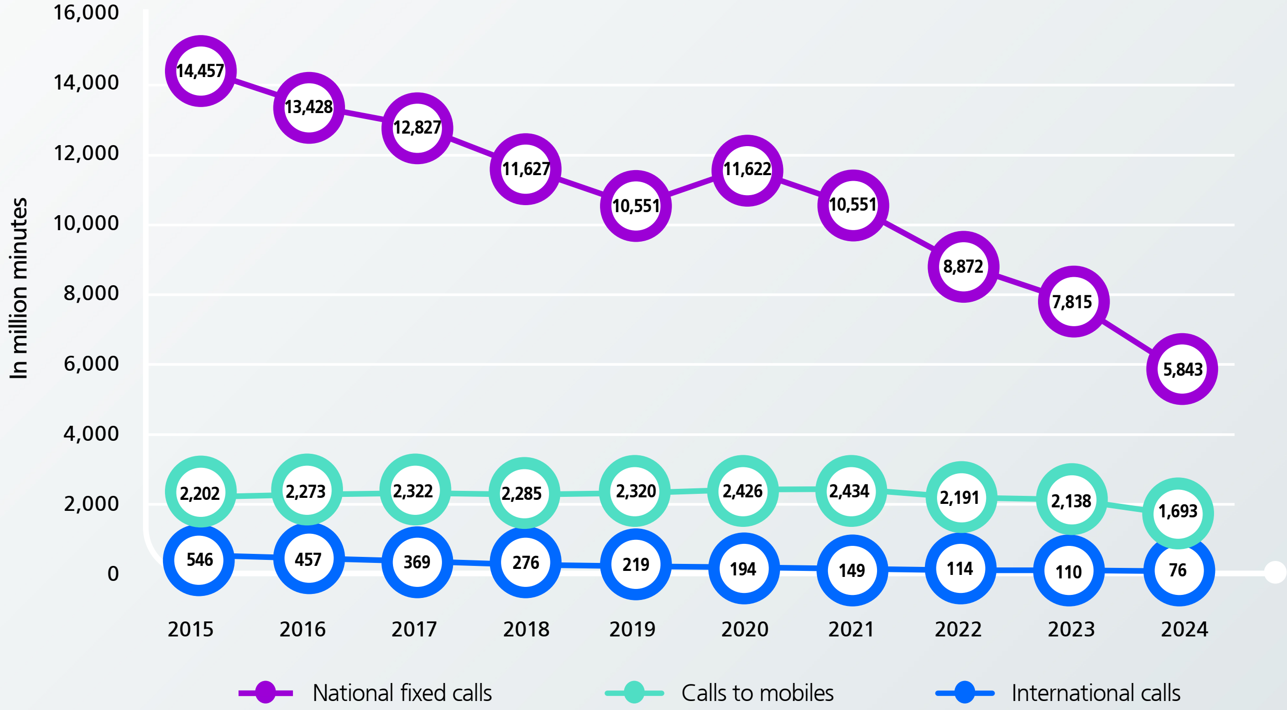


Source: EETT (based on data provided by the licensed operators)

Note: The basic call types include national fixed calls (i.e. local and long-distance), calls to mobiles and international calls.

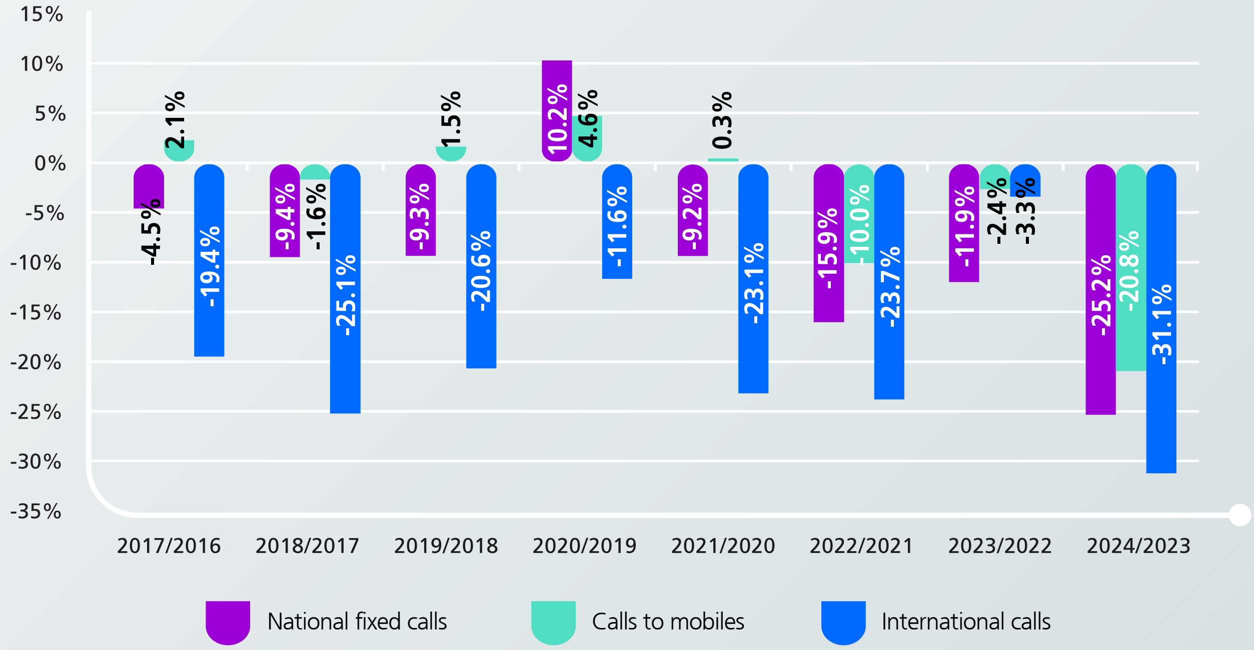
11. The value was revised compared to the one published for 2023, due to the update of the operators' telephone line figures (see fn.10).

Chart 1.31: Fixed outgoing traffic per basic call type



Source: EETT (based on data provided by the licensed operators)

Chart 1.32: Annual change of fixed outgoing traffic



Source: EETT (based on data provided by the licensed operators)

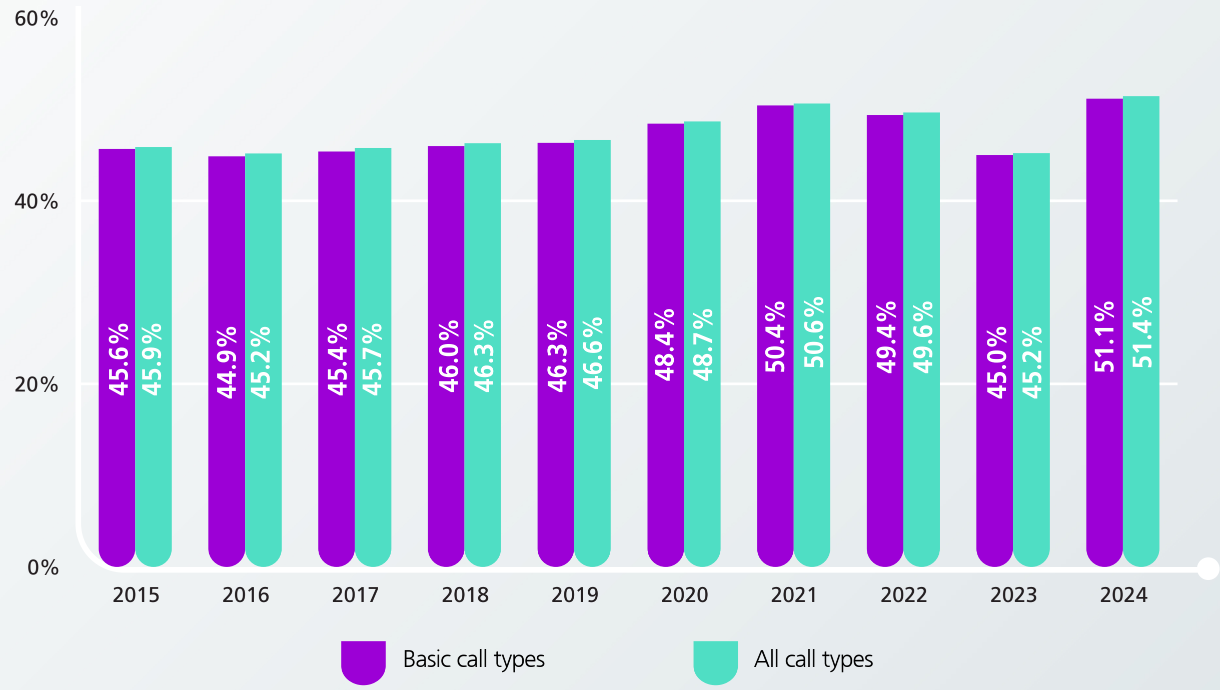
Table 1.5: Fixed outgoing traffic per call type (in million minutes)

	Call types	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Basic call types	National fixed calls	14,457	13,428	12,827	11,627	10,551	11,622	10,551	8,872	7,815	5,843
	Calls to mobiles	2,202	2,273	2,322	2,285	2,320	2,426	2,434	2,191	2,138	1,693
	International calls	546	457	369	276	219	194	149	114	110	76
Other call types	Dial- up calls	19	15	12	5	-	-	-	-	-	-
	Calls to personal numbers (series 70)	not available	not available	not available	not available	not available	not available	not available	not available	not available	not available
	Calls to FreePhone numbers (series 800) Calls to shared cost services (Shared cost-801)	58	54	51	40	31	37	42	43	28	33
	Calls to short code services (3-digits, 4-digits, 5-digits) Note 1	238	230	221	206	178	174	132	120	99	76
	Calls to value added services Note 2	35	34	28	23	21	20	23	24	24	18
Basic call types		17,205	16,159	15,517	14,188	13,090	14,243	13,135	11,177	10,063	7,612
All call types, excl dial -up		17,536	16,476	15,817	14,457	13,320	14,474	13,331	11,363	10,214	7,738
All call types		17,555	16,491	15,829	14,462	13,320	14,474	13,331	11,363	10,214	7,738

Source: EETT

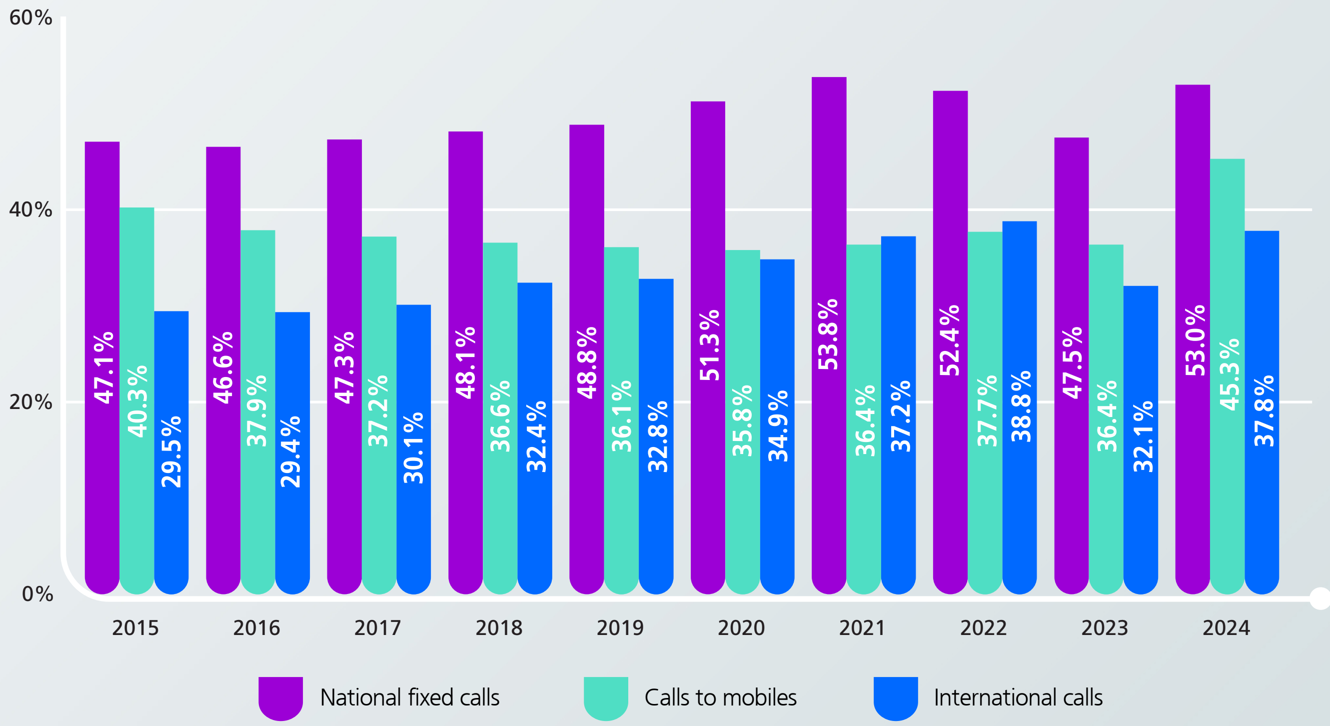
Note 1: Up to 2009, calls to short code services include short codes for value added services. Since 2010, they do not include them.
Note 2: Up to 2009, calls to value added services refer only to the code 90 calls. Since 2010, they refer to all the value-added services, including short codes for value added services.

Chart 1.33: OTE's annual market shares (based on outgoing traffic)



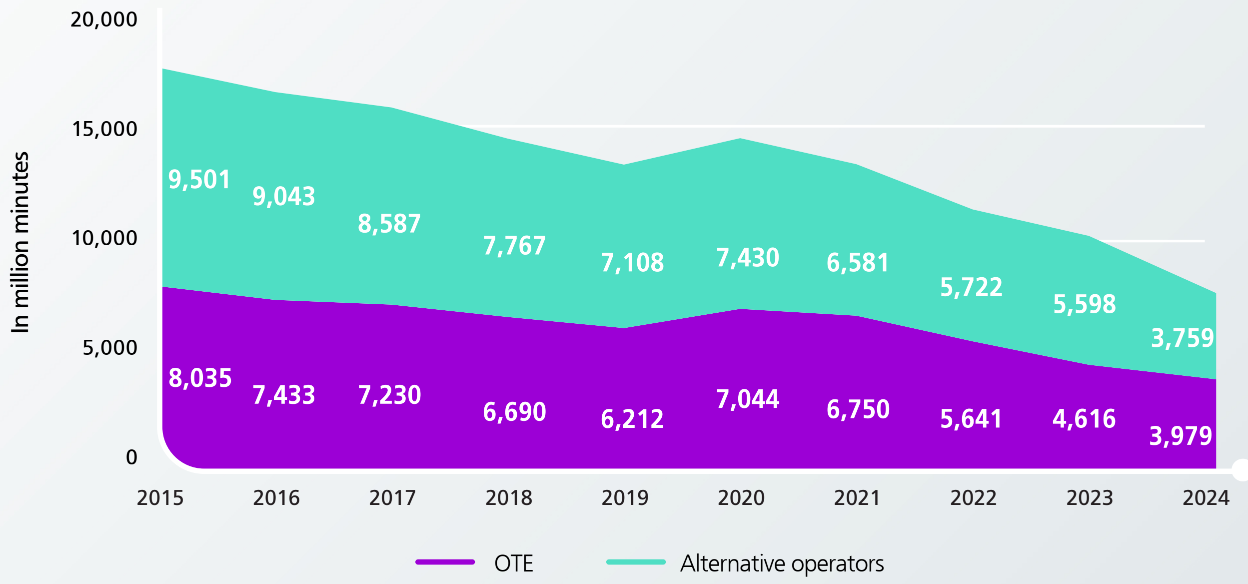
Source: EETT (based on data provided by the licensed operators)

Chart 1.34: OTE's market shares per basic call type (based on outgoing traffic)



Source: EETT (based on data provided by the licensed operators)

Chart 1.35: OTE's and alternative operators' outgoing traffic



Source: EETT (based on data provided by the licensed operators)

Retail revenues from fixed-line telephony and Internet services[12]

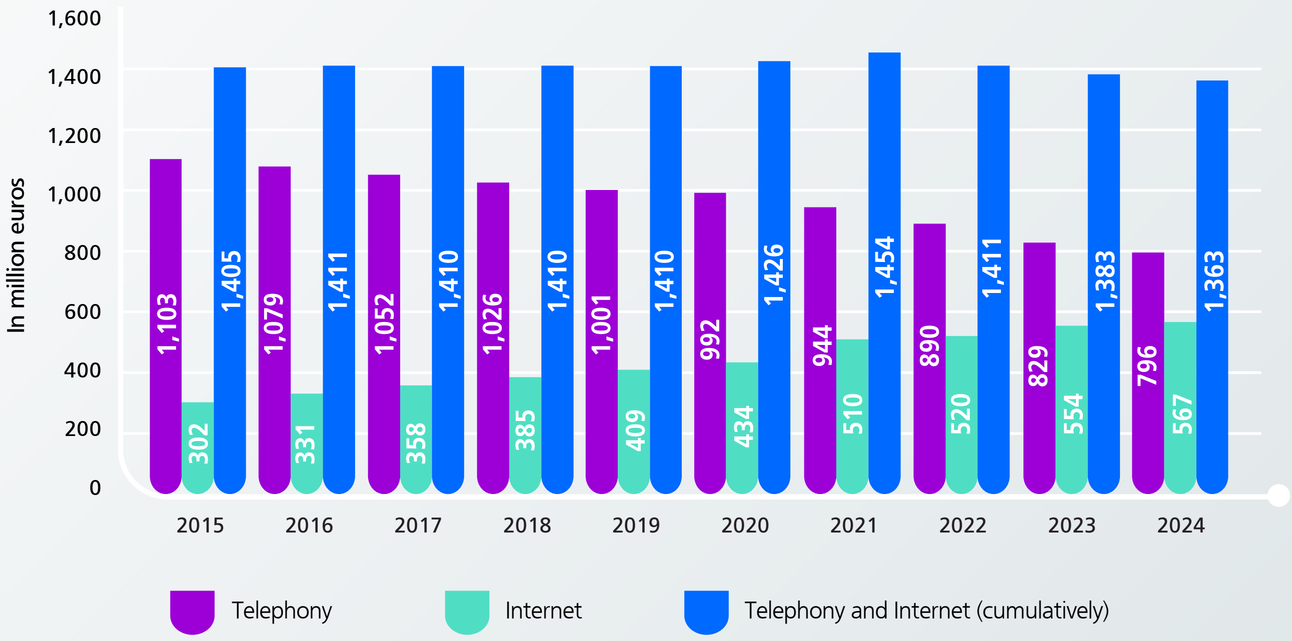
In 2024, total retail revenues from the provision of telephony and Internet services at a fixed location amounted to 1.36 billion euros, having decreased by 1.5% compared to 2023 (Chart 1.36). Specifically, the retail telephony revenues declined further by 32.7 million euros, i.e. a 4% drop compared to 2023, whereas the revenues from Internet services grew by 2.3% (12.6 million euros) compared to 2023 and amounted to 566.8 million euros. It is clarified that the presented revenues are prior to any returns to third parties and that the telephony revenues include revenues both from access[13] as well as from all call types[14].

The average monthly revenue[15] from the provision of telephony and Internet services at a fixed location was about 23.8 euros in 2024, compared to 23.6[16] euros in 2023, whereas the respective figure solely from the provision of telephony services at a fixed location was 13.9 euros (versus 14.2 euros in 2023). The average revenue per minute of outgoing traffic, considering all call types, increased by 26.8%, at 0.103 euros in 2024 versus 0.081 euros in 2023.

OTE's share based on the retail telephony and Internet revenues stood at 62.2% of the total market, roughly at the same level as in 2023 (Chart 1.37). In particular, OTE's retail Internet revenues increased by 2.8% compared to 2023, while its retail telephony revenues fell by 4.1% compared to the previous year. Table 1.6 presents the market shares of the operators that provide telephony and Internet services at a fixed location, at the end of 2024, based on their retail revenues.

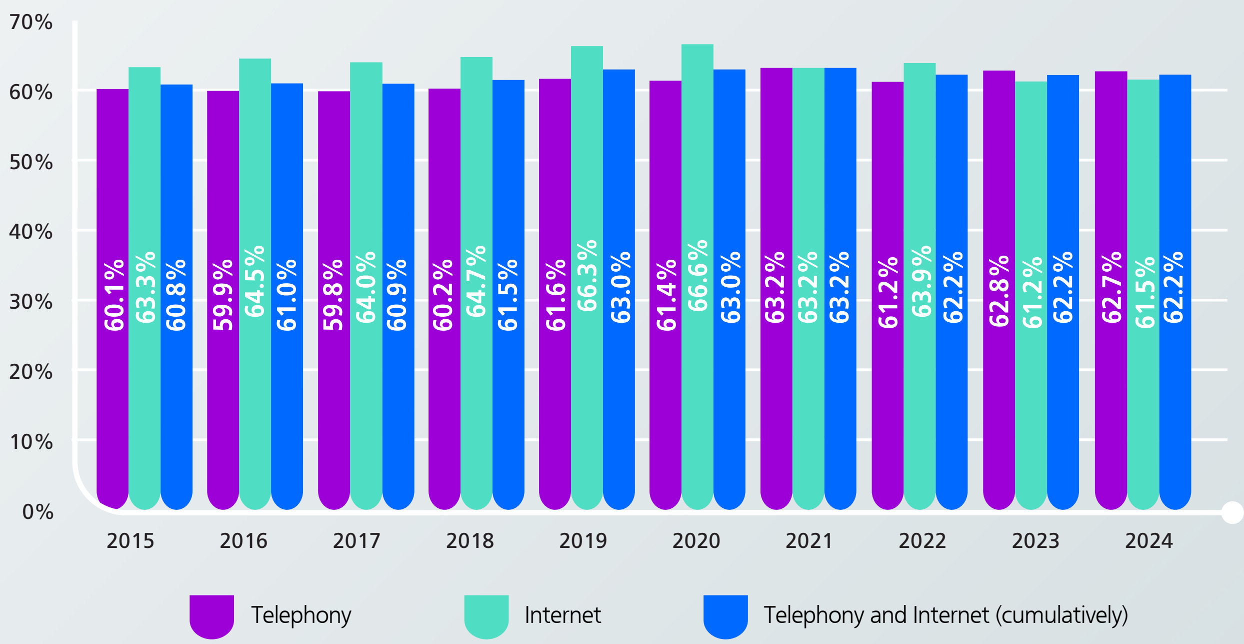
12. It shall be clarified that all the data presented refers to services provided to subscribers; therefore, the pre-paid telephony services are exempted.
13. Such as the initial connection/installation fee etc., the monthly rental for accessing telephony services and revenues from additional facilities.
14. It is noted that the presented data and more specifically the breakdown of the revenues among telephony and Internet is based on assumptions made by most of the operators.
15. In calculating the average revenue from the provision of telephony and Internet services at a fixed location, the average total number of connections (beginning and end of the year divided by two) was used as denominator.
16. The value was revised compared to the one published for 2023, due to the update of the providers' telephone line figures (see fn.10).

Chart 1.36: Retail revenues from the provision of telephony and Internet services at a fixed location



Source: EETT (based on data provided by the licensed operators)

Chart 1.37: OTE's market shares (based on retail revenues from telephony and Internet services at a fixed location)



Source: EETT (based on data provided by the licensed operators)

Table 1.6: Market shares of operators that provide telephony and Internet services at a fixed location

	Dec. 2018	Dec. 2019	Dec. 2020	Dec. 2021	Dec. 2022	Dec. 2023	Dec. 2024
OTE	~62%	~63%	~63%	~63%	~62%	~62%	~62%
VODAFONE	10%-15%	10%-15%	15%-20%	15%-20%	15%-20%	15%-20%	15%-25%
NOVA[1]	5%-10%	5%-10%	5%-10%	5%-10%	5%-10%	20%-25%	20%-25%
WIND	10%-15%	10%-15%	10%-15%	10%-15%	10%-15%	-	-
STARLINK	-	-	-	-	-	-	0%-5%
CYTA[2]	0%-5%	-	-	-	-	-	-
Others	0%-5%	0%-5%	0%-5%	0%-5%	0%-5%	0%-5%	0%-5%

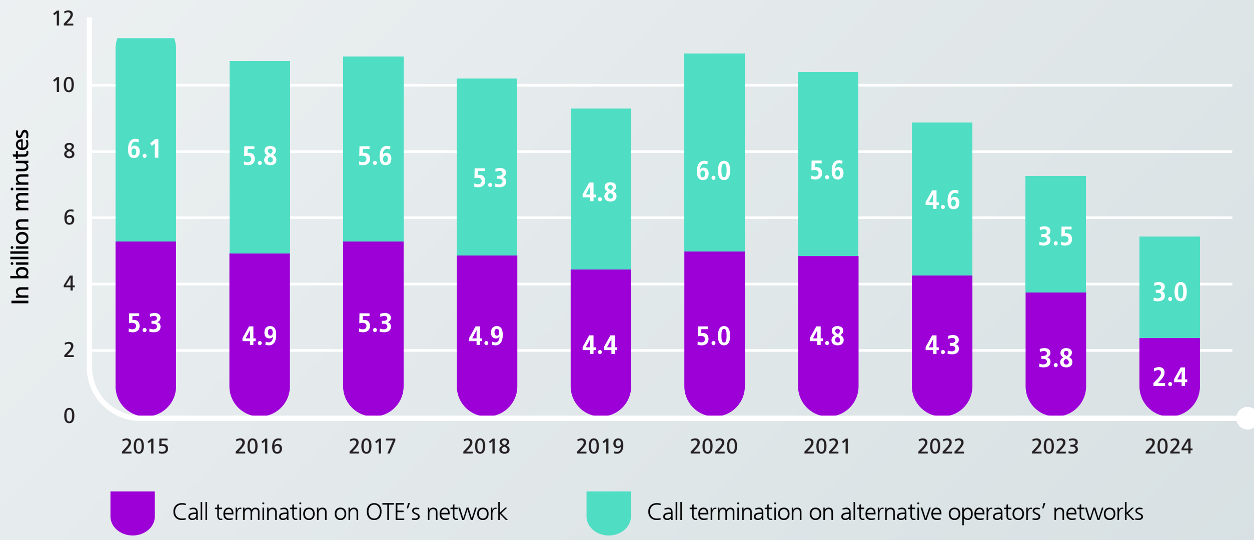
Source: EETT (based on data provided by the licensed operators)

Note 1: FORTHNET up till the fourth quarter of 2022.
Note 2: Up till the first quarter of 2019.

Interconnection of fixed telephony[17]

In 2024, call termination to fixed networks (Chart 1.38) amounted to 5.4 billion minutes, dropping by 25.1% compared to 2023 (7.2 billion minutes). More specifically, termination traffic on OTE's network fell by 36.6% in 2024 (2.4 billion minutes compared to 3.8 billion minutes in 2023), accounting for 44% of the total termination traffic. Similarly, the termination traffic on the alternative operators' networks decreased by 13% (3 billion minutes compared to 3.5 billion minutes in 2023), accounting for the remaining 56% of the total terminating traffic. Over the past decade, the call termination rates for all fixed network operators have been symmetrical (Chart 1.39).

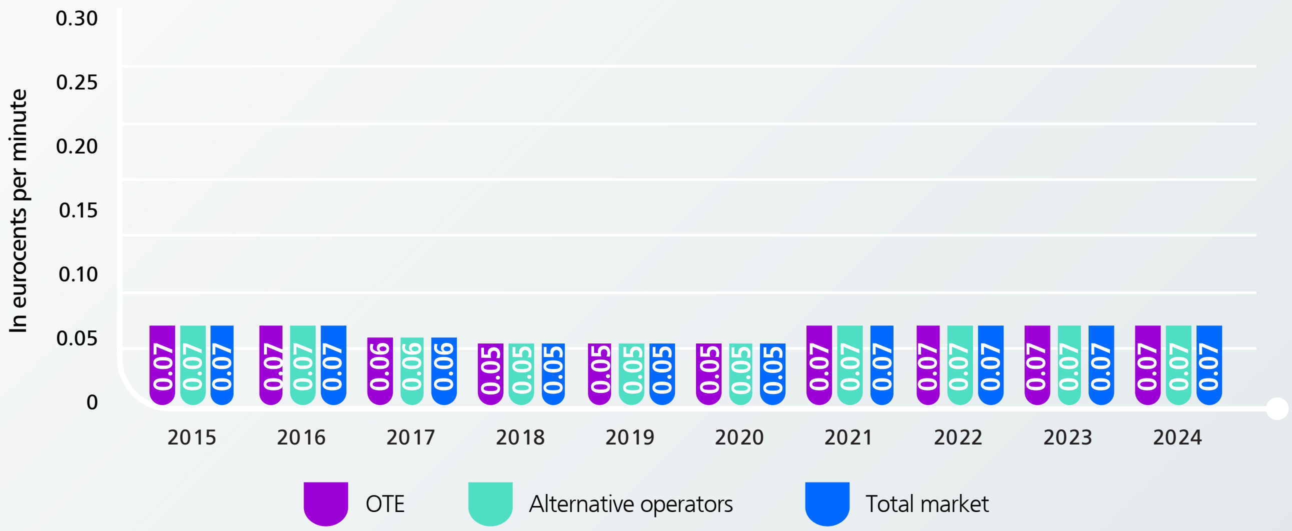
Chart 1.38: Call termination traffic to fixed networks (OTE-alternative operators)



Source: EETT (based on data provided by the licensed operators)

17. It is noted that, pursuant to the absorption of COSMOTE by OTE in January 2024, a separate interconnection agreement between the two companies does not longer exist, a fact that is reflected in the relevant reported interconnection data (traffic, revenues, fees etc.).

Chart 1.39: Evolution of call termination rates to fixed networks

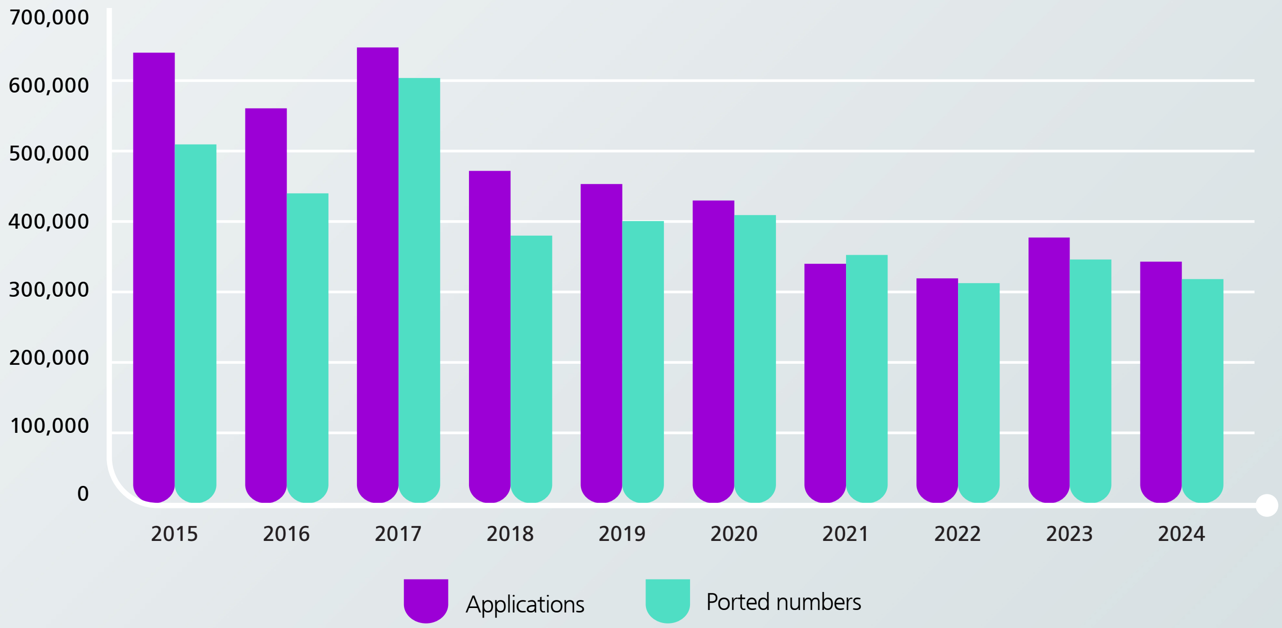


Source: EETT

Number portability in fixed telephony

In 2024, the number portability applications registered a 9.1% drop, since 342,998 applications[18] were submitted compared to 377,176 in 2023. Respectively, 318,265 numbers were ported, namely a decrease by 8.1% compared to 2023 (Chart 1.40). That indicates that approximately 93% of the initial portability applications was seen through.

Chart 1.40: Portability of fixed telephony numbers



Source: EETT

18. A single application may concern a group of numbers (e.g. 1,000 or 10,000 numbers), so in the case of one application for 1,000 numbers, if implemented, it will be counted as 1 for the applications and as 1,000 for the ported numbers.

1.2.4. Mobile communications

Connections

This section presents data on total mobile telephony connections[19] (registered and active[20]), which represent the entire market (mobile telephony, datacards, M2M, etc.). It is noted that M2M connections have been excluded in calculating the penetration rates of both active and total mobile telephony connections in the Greek population.

At the end of 2024, the total mobile telephony connections increased both in terms of registered (by 4.5%) and active connections (by 4.2%) compared to 2023, reaching 16.1 million and 13.5 million connections respectively (Table 1.7 and Chart 1.41). Charts 1.42 and 1.43 present the evolution of connections by type (registered and active) over time.

Compared to 2023, the post-paid connections increased by 13.7%, amounting to 8 million, while the registered pre-paid connections decreased by 3.3%, reaching 8.1 million (Table 1.8 and Chart 1.44).

The residential users' connections grew by 1.2% compared to 2023, as did those of the business users, which increased by 19.7% (including a 37.4% increase in M2M connections), amounting to 12.8 million and 3.3 million respectively (Table 1.9 and Chart 1.45).

Mobile Network Operator's (MNOs') market shares, in terms of the total number of connections, varied significantly compared to the end of 2023. Specifically, OTE's share declined to 44.4% (from 46.3%), while the shares of both VODAFONE and NOVA increased to 34.1% (from 32.7%) and 21.5% (from 21%) respectively (Chart 1.46 and Table 1.10). In terms of active connections[21], OTE's share lies within the range [45%–55%], followed by VODAFONE within the range [25%–35%] (Table 1.11).

The penetration rate of active (114%) and total (139%) mobile telephony connections (excl. M2M connections) on Greece's population trended upwards compared to 2023 (Table 1.12).

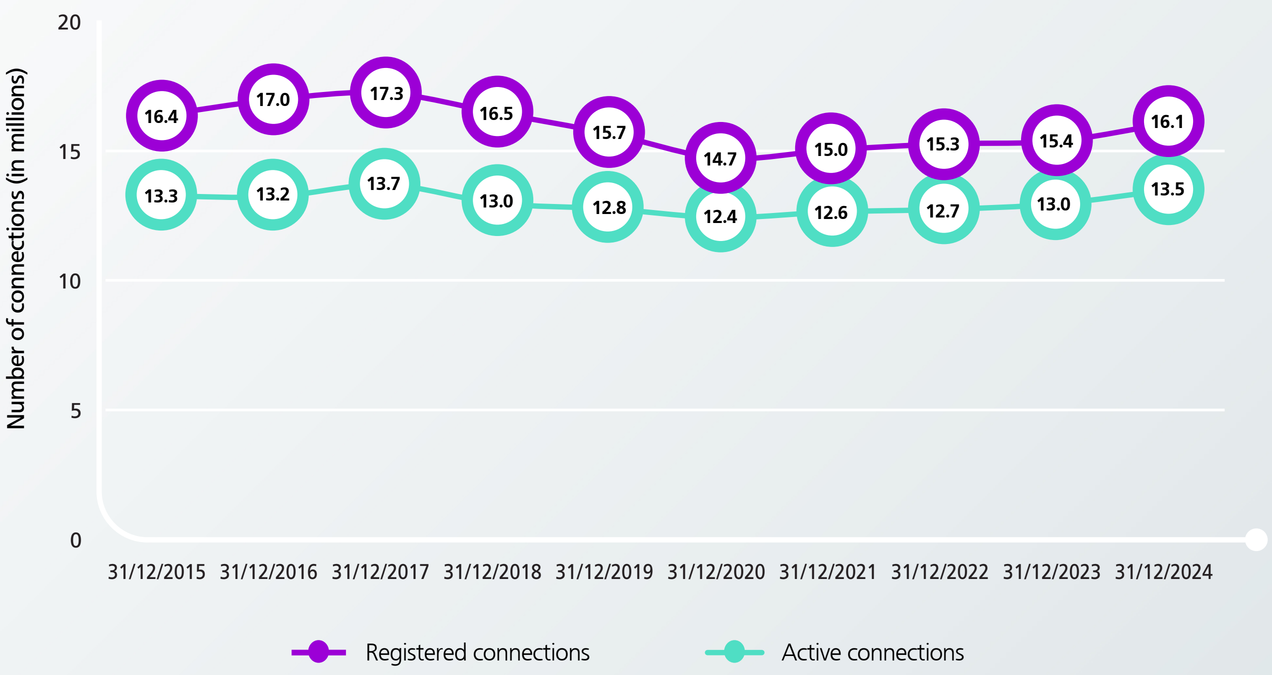
Table 1.7: Total and active mobile telephony connections

	Registered connections	Active connections
Dec. 2015	16,391,702	13,271,244
Dec. 2016	16,990,207	13,237,808
Dec. 2017	17,251,888	13,698,397
Dec. 2018	16,478,006	12,983,317
Dec. 2019	15,677,296	12,768,425
Dec. 2020	14,719,810	12,431,194
Dec. 2021	15,046,566	12,648,782
Dec. 2022	15,279,281	12,745,669
Dec. 2023	15,385,632	12,962,252
Dec. 2024	16,078,560	13,507,963

Source: EETT (based on data provided by the licensed operators)

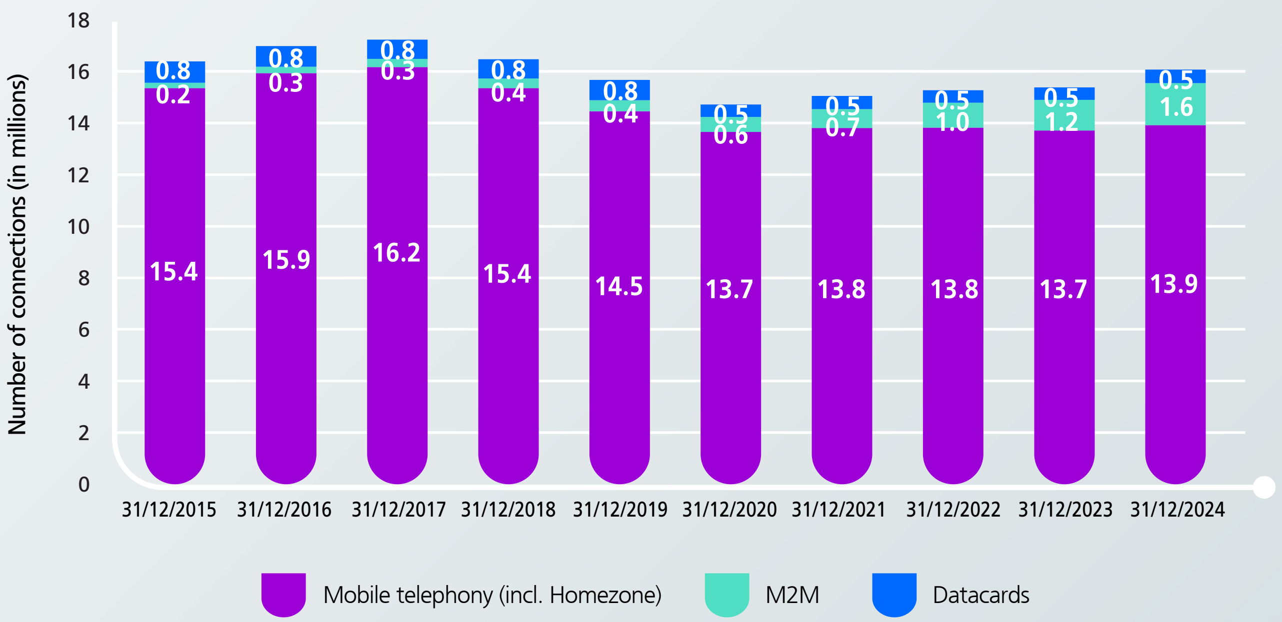
19. The term used is "connection" or "subscription" instead of "subscriber". It is not the number of subscribers as individuals or legal entities that is recorded, but the total connections/subscriptions, since one subscriber may have more than one connections/subscriptions.
20. "Active connections" or "active subscriptions" are defined as connections/subscriptions that have generated retail or wholesale revenues within the last quarter.
21. The number of active connections and the resulting market shares are confidential data and for this reason the market shares are presented in the form of ranges.

Chart 1.41: Connections/subscriptions of mobile telephony



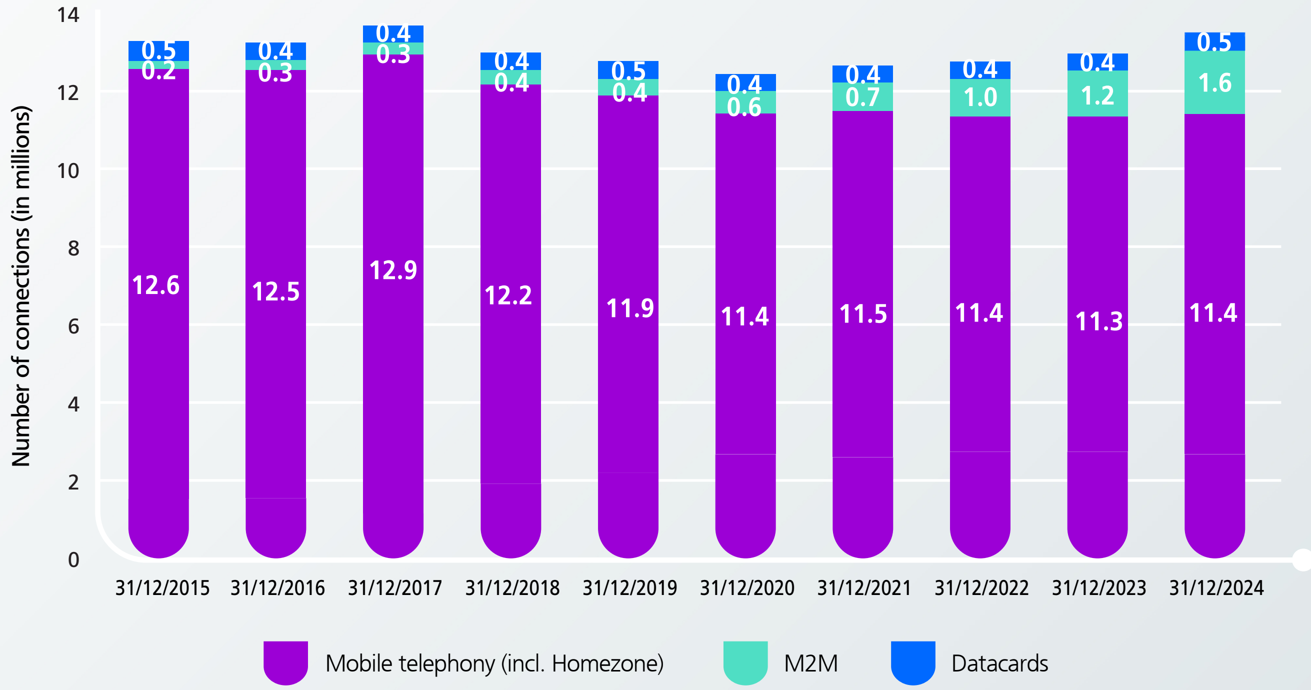
Source: EETT (based on data provided by the licensed operators)

Chart 1.42: Evolution of registered connections



Source: EETT (based on data provided by the licensed operators)

Chart 1.43: Evolution of active connections



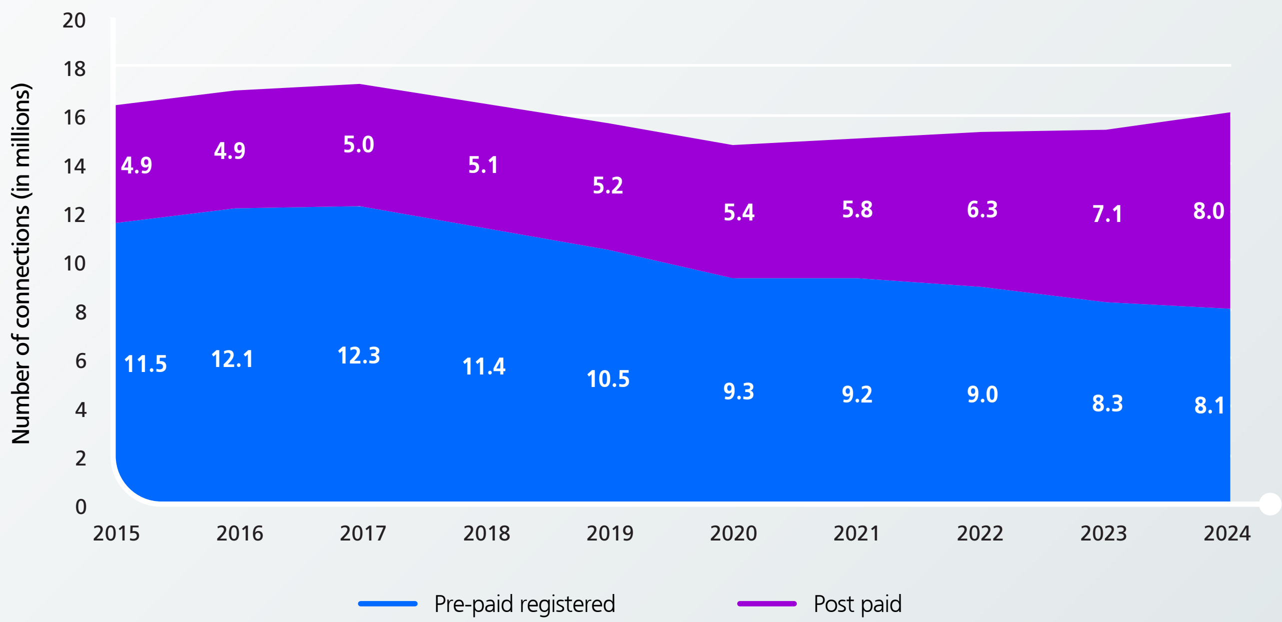
Source: EETT (based on data provided by the licensed operators)

Table 1.8: Total post-paid and pre-paid connections

	Post-paid connections	Pre-paid (registered) connections
Dec. 2015	4,873,656	11,518,046
Dec. 2016	4,871,767	12,118,440
Dec. 2017	4,979,434	12,272,454
Dec. 2018	5,105,930	11,372,076
Dec. 2019	5,223,231	10,453,503
Dec. 2020	5,409,296	9,310,514
Dec. 2021	5,804,564	9,242,002
Dec. 2022	6,319,662	8,959,619
Dec. 2023	7,053,790	8,331,842
Dec. 2024	8,019,720	8,058,840

Source: EETT (based on data provided by the licensed operators)

Chart 1.44: Evolution of total mobile telephony connections (pre-paid and post-paid)



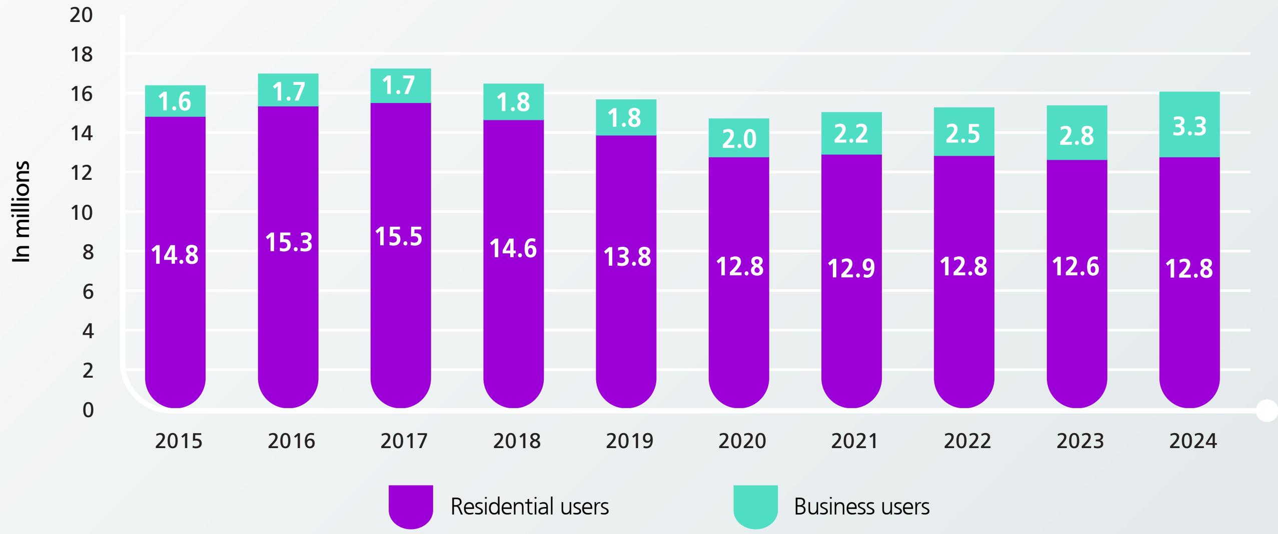
Source: EETT (based on data provided by the licensed operators)

Table 1.9: Total connections of residential and business post-paid and pre-paid users

	Residential	Business
Dec. 2015	14,798,482	1,593,220
Dec. 2016	15,333,172	1,657,035
Dec. 2017	15,505,914	1,745,974
Dec. 2018	14,639,878	1,838,128
Dec. 2019	13,849,397	1,827,899
Dec. 2020	12,751,818	1,967,992
Dec. 2021	12,879,948	2,166,618
Dec. 2022	12,826,282	2,452,999
Dec. 2023	12,609,524	2,776,108
Dec. 2024	12,754,721	3,323,839

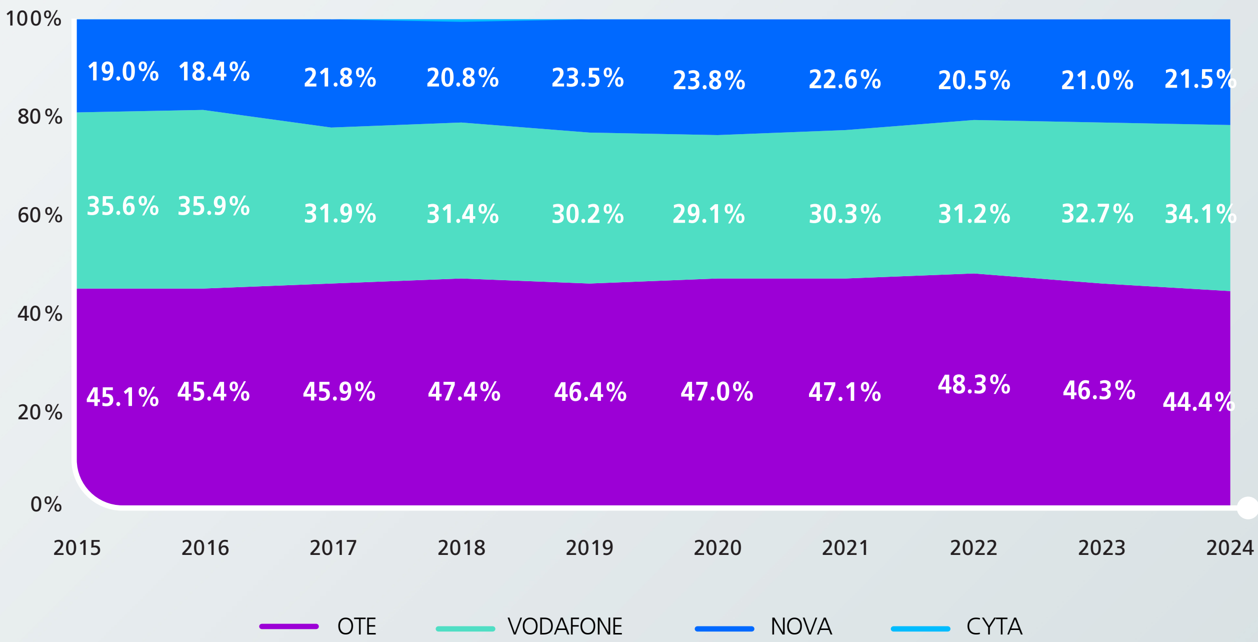
Source: EETT (based on data provided by the licensed operators)

Chart 1.45: Evolution of total mobile telephony connections (residential-business)



Source: EETT (based on data provided by the licensed operators)

Chart 1.46: MNOs' market shares based on total registered connections



Source: EETT (based on data provided by the licensed operators)

Table 1.10: MNOs' market shares based on total registered connections

	Dec. 2015	Dec. 2016	Dec. 2017	Dec. 2018	Dec. 2019	Dec. 2020	Dec. 2021	Dec. 2022	Dec. 2023	Dec. 2024
OTE	45.1%	45.4%	45.9%	47.4%	46.4%	47.0%	47.1%	48.3%	46.3%	44.4%
CYTA	0.2%	0.4%	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
VODAFONE	35.6%	35.9%	31.9%	31.4%	30.2%	29.1%	30.3%	31.2%	32.7%	34.1%
NOVA	19.0%	18.4%	21.8%	20.8%	23.5%	23.8%	22.6%	20.5%	21.0%	21.5%

Source: EETT (based on data provided by the licensed operators)

Table 1.11: MNOs' market shares based on total active connections

	Dec. 2015	Dec. 2016	Dec. 2017	Dec. 2018	Dec. 2019	Dec. 2020	Dec. 2021	Dec. 2022	Dec. 2023	Dec. 2024
OTE	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%
CYTA	0%-5%	0%-5%	0%-5%	0%-5%	0%-5%	-	-	-	-	-
VODAFONE	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%
NOVA	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%

Source: EETT (based on data provided by the licensed operators)

Table 1.12: Penetration rate of connections on the population (excl. M2M)

	Dec. 2015	Dec. 2016	Dec. 2017	Dec. 2018	Dec. 2019	Dec. 2020	Dec. 2021	Dec. 2022	Dec. 2023	Dec. 2024
Registered connections	149%	155%	157%	150%	142%	132%	134%	137%	136%	139%
Active connections	120%	120%	124%	117%	115%	110%	112%	113%	113%	114%

Source: EETT (based on data provided by the licensed operators)

Use of mobile communications networks

In 2024, the use of mobile communications networks trended further upwards across all services, such as domestic voice traffic, Short Message Service (SMS), and Multimedia Messaging Service (MMS). Furthermore, the ongoing strong growth of data services was particularly impressive. It is noted that, M2M connections have not been considered when calculating the average call duration and the average number of SMS; however, they are included in calculating the average data usage.

i) Voice calls

- The total volume of voice calls in 2024 amounted to 39.3 billion minutes, registering a 7.2% increase compared to 2023 (36.6 billion minutes) (Chart 1.47)
- The largest part of this volume was on-net calls, amounting to 18.6 billion minutes having increased by 6.1% compared to 2023 (Chart 1.48) and accounting also for 48% of the basic call types' volume (i.e. on-net, off-net, mobile to fixed and international calls) from 49% in 2023 (Chart 1.49).
- The volume of off-net calls increased again by 11.3% compared to 2023 (from 14.3 to 16 billion minutes), whereas the volume of mobile to fixed calls fell by 2.5% (from 3.8 to 3.7 billion minutes).
- International calls from mobile phones dropped by 7.1%

The largest volume of voice calls was made by post-paid residential users, accounting for 52.4% of all voice calls' volumes (20.6 billion minutes), followed by prepaid mobile subscribers with 33% (13 billion minutes) and by post-paid business users with 14.6% (5.8 billion minutes) (Chart 1.50).

Based on the actual traffic to national mobile and fixed networks, the average monthly call duration[22] for a post-paid residential user was approximately 335 minutes to mobile numbers (compared to 316 minutes in 2023) and 38 minutes to fixed numbers. For a business user, the duration was 253 minutes to mobile numbers (compared to 243 minutes in 2023) and 28 minutes to fixed number, while for a pre-paid subscriber, the average monthly call duration was 169 minutes to mobile numbers (compared to 161 minutes in 2023) and 15 minutes to fixed numbers.

ii) Short Message Service (SMS)

- The total number of SMS amounted to 2.4 billion, recording an increase of 2.7% (Chart 1.51).
- Most of the SMS were on-net, accounting for 38.6% (compared to 40.4% in 2023), while the share of the off-net SMS decreased marginally (37.5% compared to 37.7% in 2023).
- SMS from pre-paid users declined again by 8.4%, reaching 0.68 billion messages in 2024, compared to 0.75 billion messages in 2023. On the contrary, SMS from post-paid residential users increased by 8%, reaching 1.12 billion messages in 2024, compared to 1.04 billion messages in 2023. SMS from business users also increased by 7.4%, reaching 0.64 billion messages compared to 0.59 billion messages in 2023 (Chart 1.52).
- A post-paid business user sent on average 32 SMS per month (up from 34 SMS in 2022), followed by a post-paid residential user with 21 SMS and a prepaid user with 10 SMS[23].

iii) Multimedia Messaging Service (MMS)

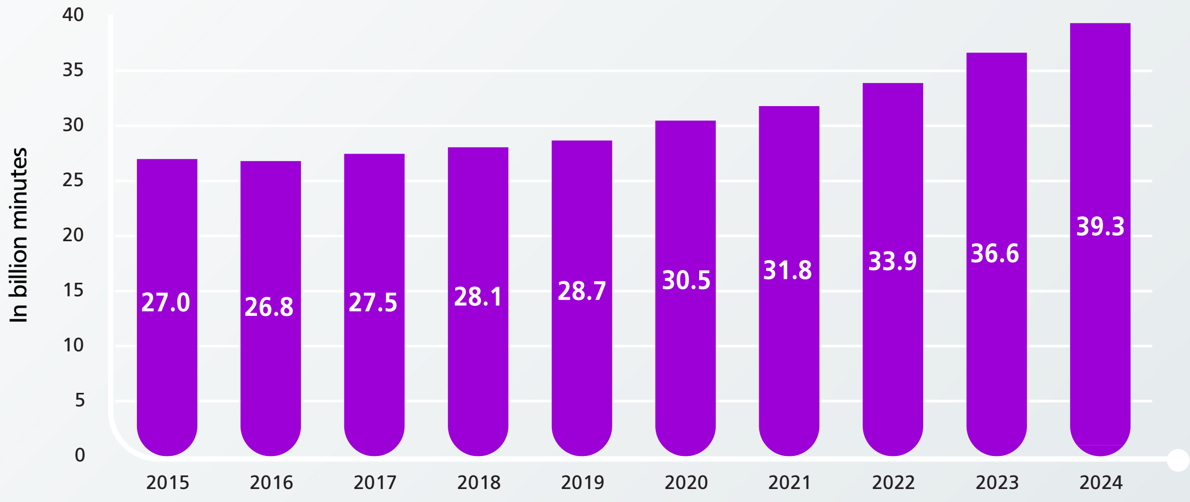
The number of MMS was further increased by 24.8%, amounting to 13.5 million in 2024 versus 10.8 million in 2023 (Chart 1.53)

iv) Data services

- In 2024, the volume of data services over mobile communications networks trended further upwards, increasing by 38.7% and reaching 1,732 million GB, compared to 1,249 million GB in 2023 (Chart 1.54).
- The majority of data traffic was transferred via mobile phone devices, accounting for 89%, while the remaining 11% via other portable devices using datacards and M2M.
- The largest volume of data was trafficked by post-paid residential users, amounting to 905 million GB, followed by pre-paid users with 614 million GB and, finally, business users with 213 million GB (Chart 1.55).
- Data use[24] in 2024 increased significantly across all user categories. More specifically, a post-paid residential user used on average, 16.8 GB per month (versus 11.3 GB in 2023), followed by a business user with 10.6 GB (versus 7.1 GB in 2023)[25] and, lastly, a pre-paid user with 9.0 GB (compared to 7.6 GB in 2023) (Chart 1.56).

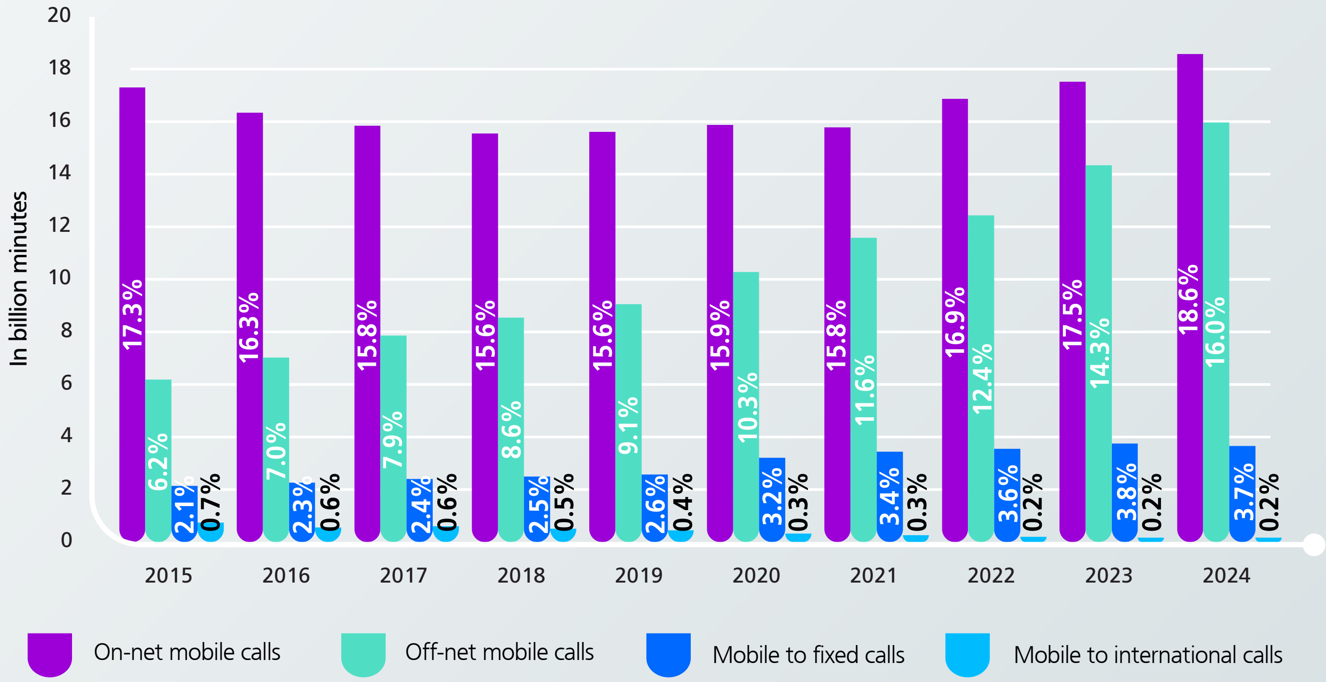
22. In calculating the average call duration, the average total number (beginning and end of the year divided by two) of active connections, i.e. the sum of mobile connections (incl. homezone) and datacards, excluding M2M, was used as denominator.
23. In calculating the average SMS number, the average total number (beginning and end of the year divided by two) of active connections, i.e. the sum of mobile connections (incl. homezone) and datacards, excluding M2M, was used as denominator. However, in some cases, the M2M connections can support sending and/or receiving SMS depending on the provider and SIM settings.
24. In calculating the average data use, the average number (beginning and end of the year divided by two) of total active connections, both with and without M2M, was used as denominator.
25. If M2M connections, which fall exclusively into the business user category, are included, their average use decreases to 5.8 GB (compared to 4.2 GB in 2023).

Chart 1.47: Volume of voice calls originating from mobile



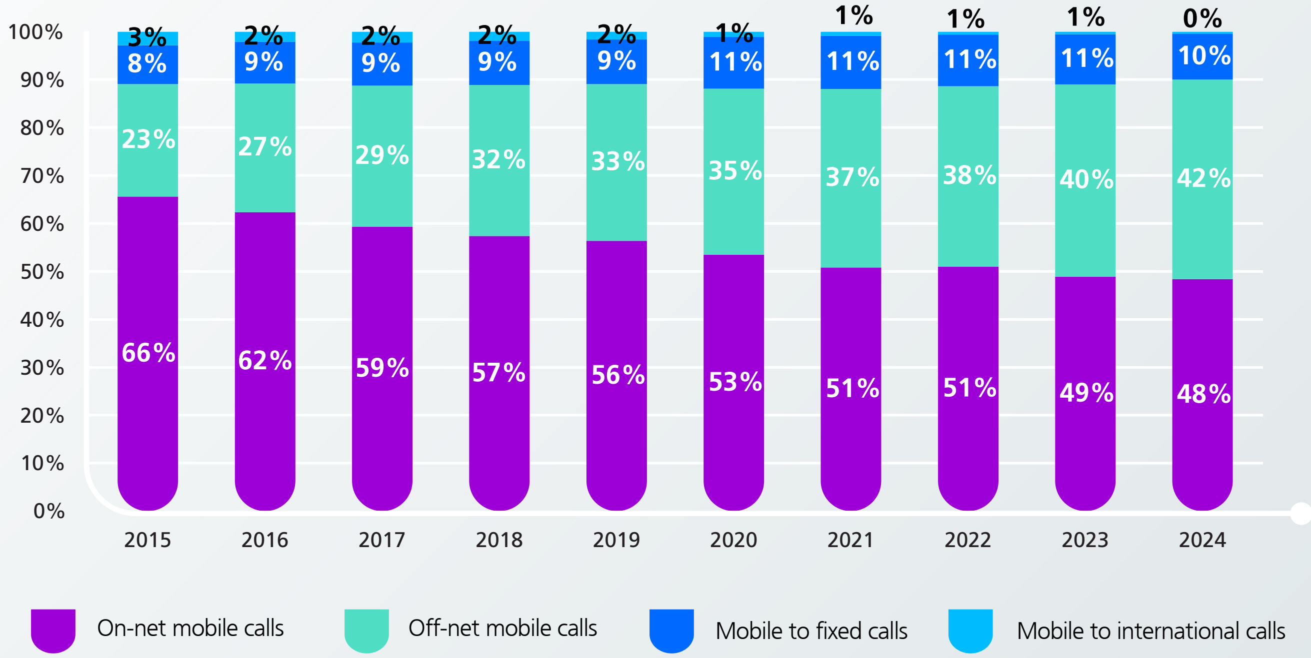
Source: EETT (based on data provided by the licensed operators)

Chart 1.48: Volume of voice calls per basic call type



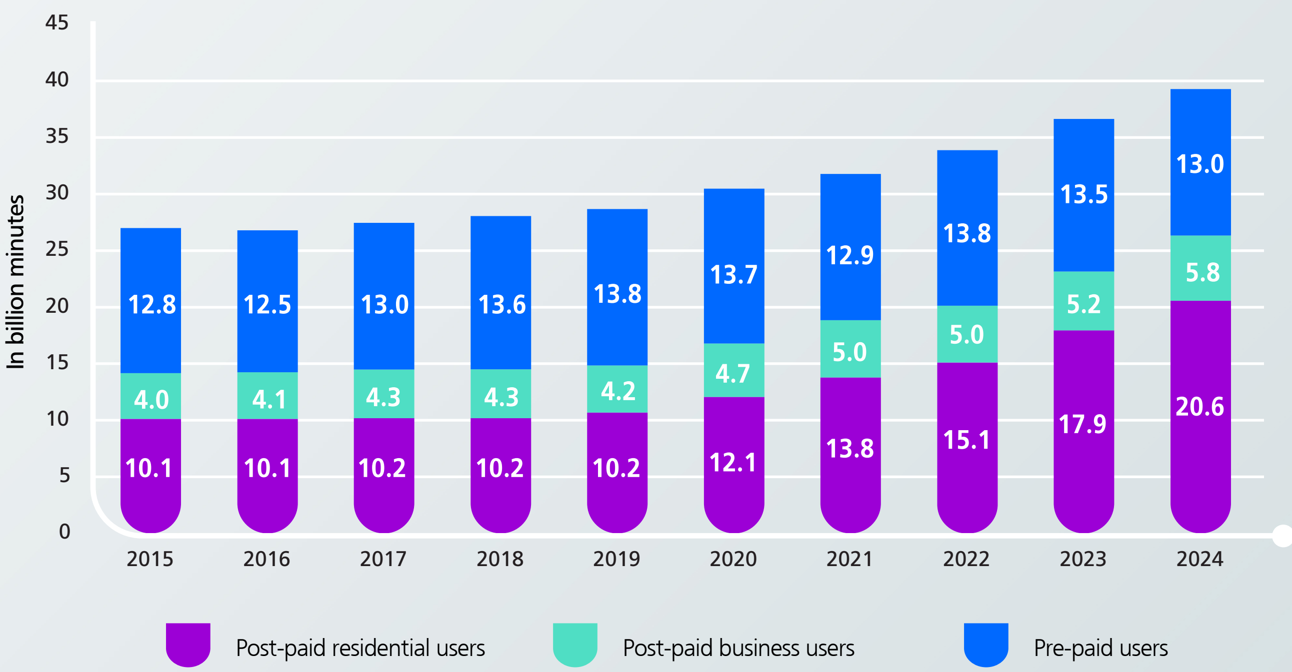
Source: EETT (based on data provided by the licensed operators)

Chart 1.49: Breakdown of the basic call types' volume



Source: EETT (based on data provided by the licensed operators)

Chart 1.50: Volume of voice calls per user category

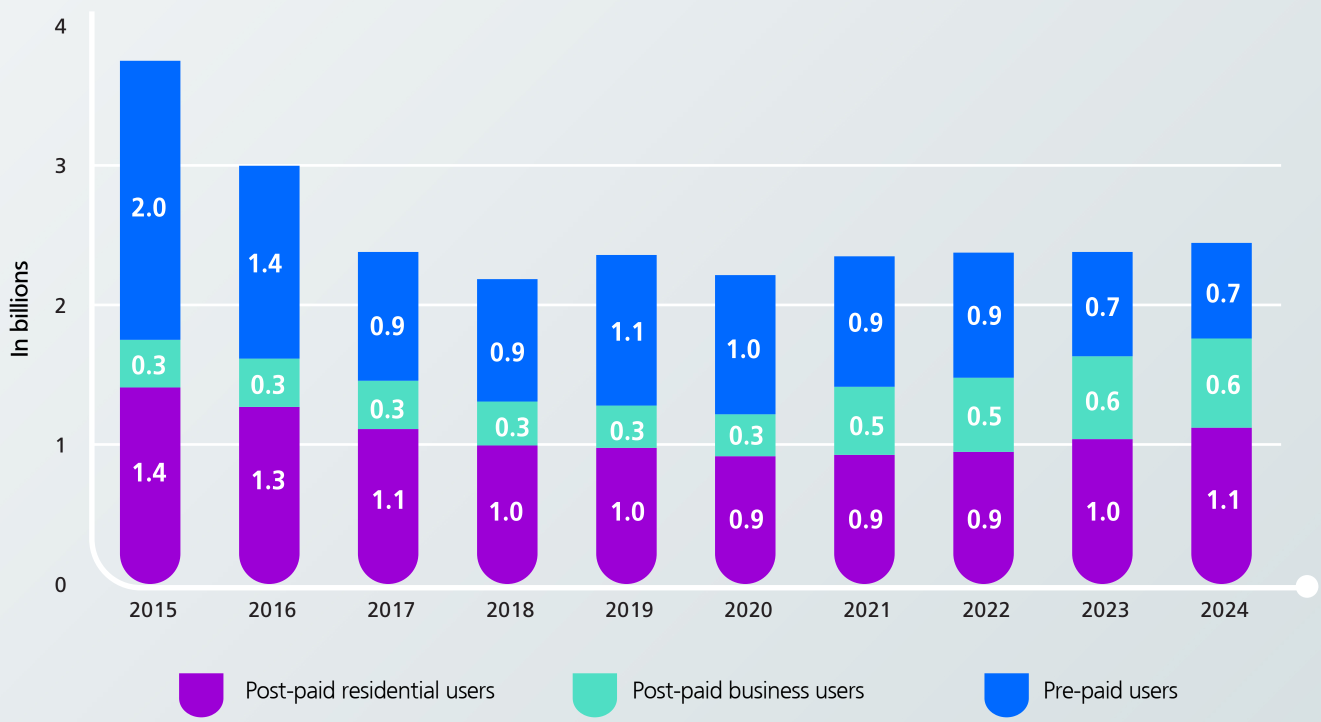


Source: EETT (based on data provided by the licensed operators)

Chart 1.51: Total number of SMS

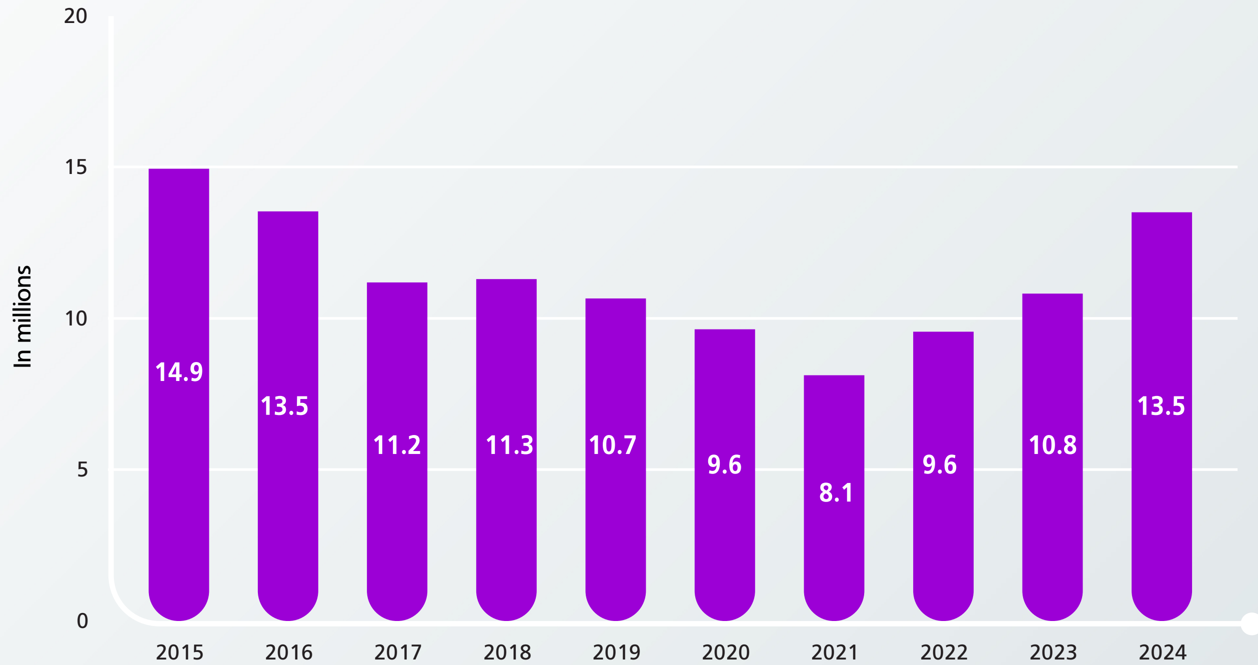
Source: EETT (based on data provided by the licensed operators)

Chart 1.52: Number of SMS per user category



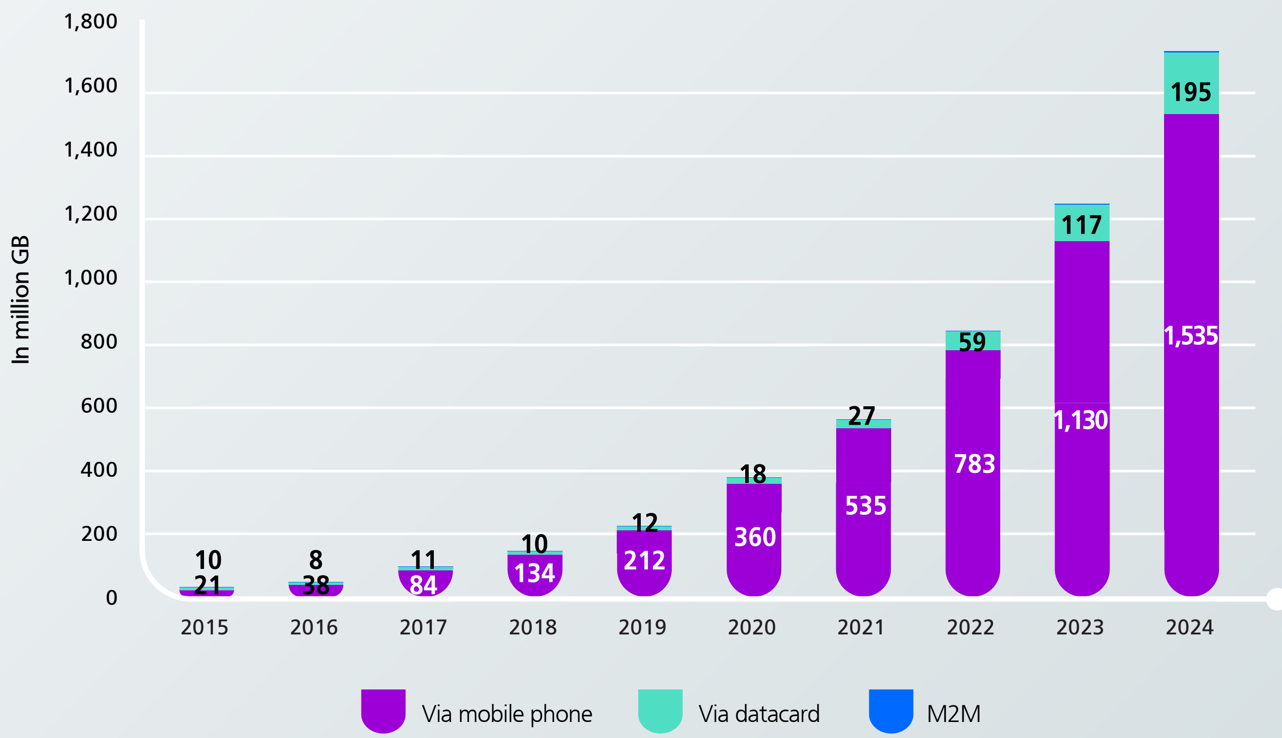
Source: EETT (based on data provided by the licensed operators)

Chart 1.53: Total number of MMS



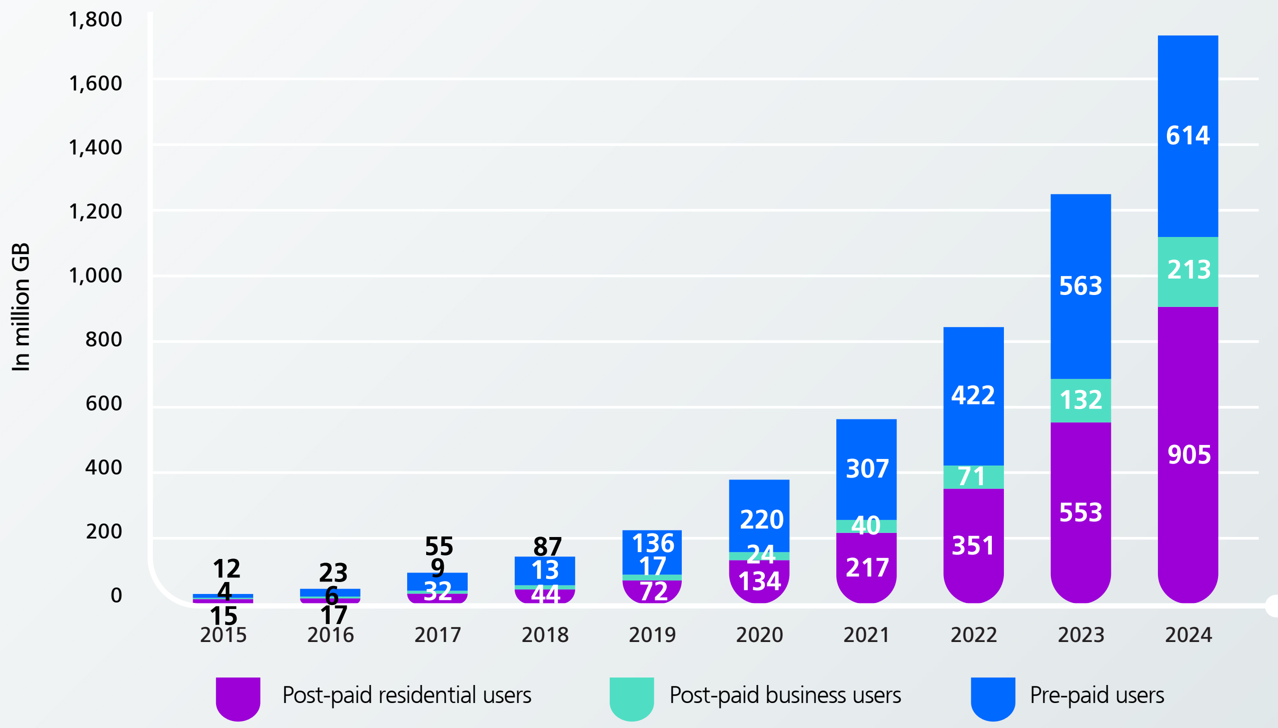
Source: EETT (based on data provided by the licensed operators)

Chart 1.54: Total volume of data services via mobile phones, datacard and M2M



Source: EETT (based on data provided by the licensed operators)

Chart 1.55: Total volume of data (GB) per user category



Source: EETT (based on data provided by the licensed operators)

Chart 1.56: Average monthly data consumption (GB) (excl. M2M)

Source: EETT (based on data provided by the licensed operators)

Retail revenues from mobile services[26]

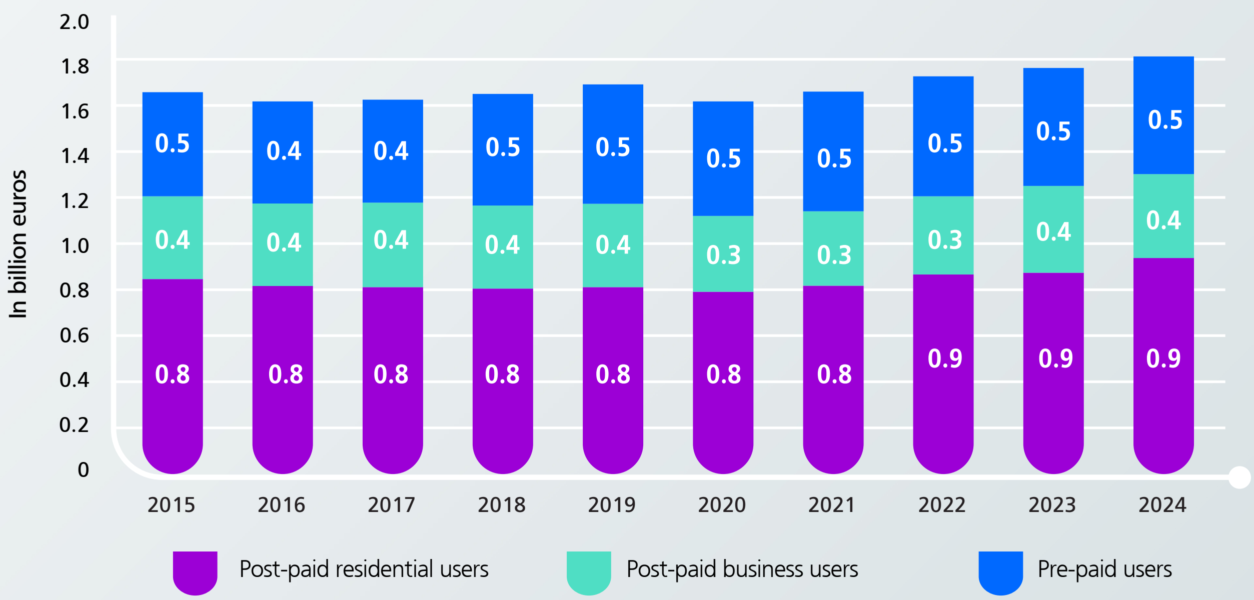
In 2024, the total retail revenues from voice and data services[27] (post-paid and pre-paid) increased by 2.8% amounting to 1.81 billion euros (compared to 1.76 billion euros in 2023) (Chart 1.57). Tables 1.13–1.15 present the market shares based on the MNOs' retail revenues, both aggregately and per subscriber category (post-paid and pre-paid)[28].

Only the revenues from post-paid residential users grew compared to 2023, registering an increase by 7.2%, while revenues from business users declined by 3.3% and those from pre-paid users by 0.3%. In 2024, 53.2% of the voice and data retail revenues (1 billion euros) stemmed from voice calls, versus 68% in 2023, whereas the revenues from the use of data increased, thus accounting for 42.4% of the retail revenues (approximately 768 million euros), compared to 28.5% in 2023 (Charts 1.58 and 1.59).

The average annual revenue per postpaid (connection) and pre-paid user[29] was 209 and 90 euros respectively (Chart 1.60). With regard to revenues from the use of data, residential users have consistently been the largest source of revenues, amounting to 51.2% in 2024, followed by prepaid users with 25.5% (Chart 1.61).

Chart 1.62 presents the trend of the average revenue per GB for the three user categories over time, which appears to be slightly upward. For 2024, the average revenue per GB for business users was 0.9 euros, for residential users amounted to 0.4 euros, while for prepaid users was 0.3 euros. It is noted that, all types of connections (mobile, datacards, M2M) were considered in calculating the average revenue per GB, in order to assess the overall efficiency of the mobile network.

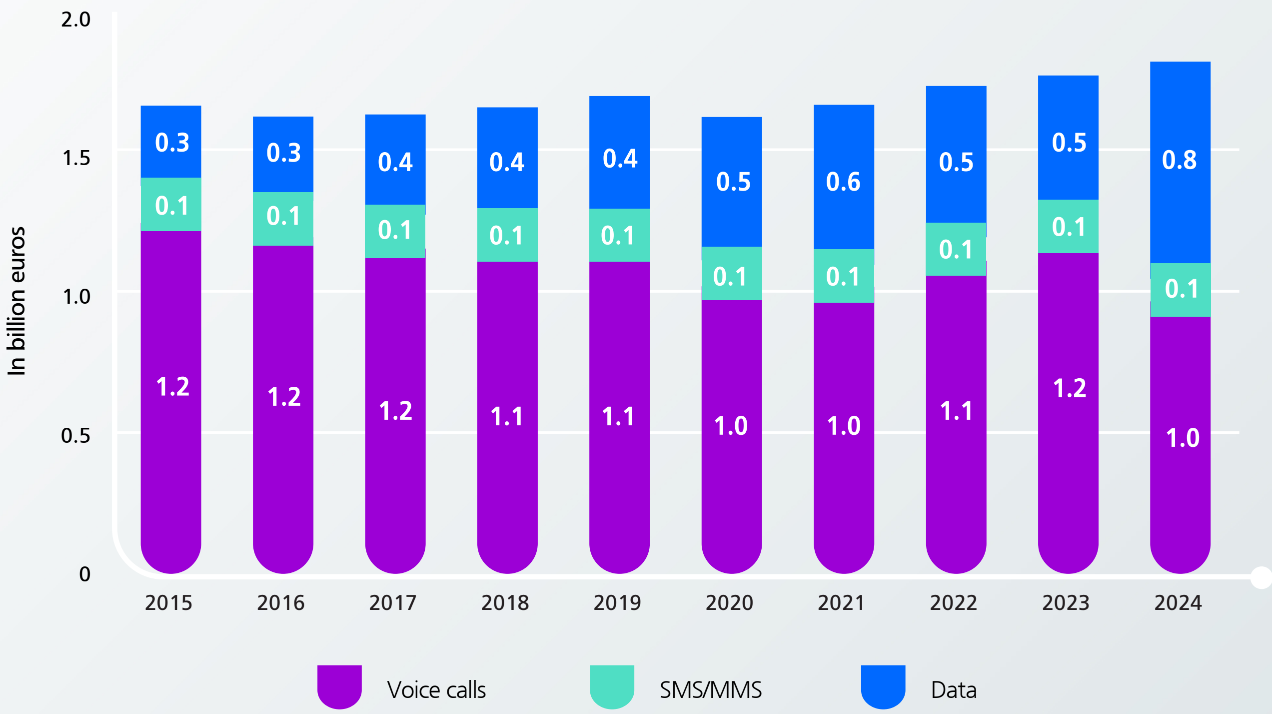
Chart 1.57: Retail revenues from voice and data users of mobile communications networks



Source: EETT (based on data provided by the licensed operators)

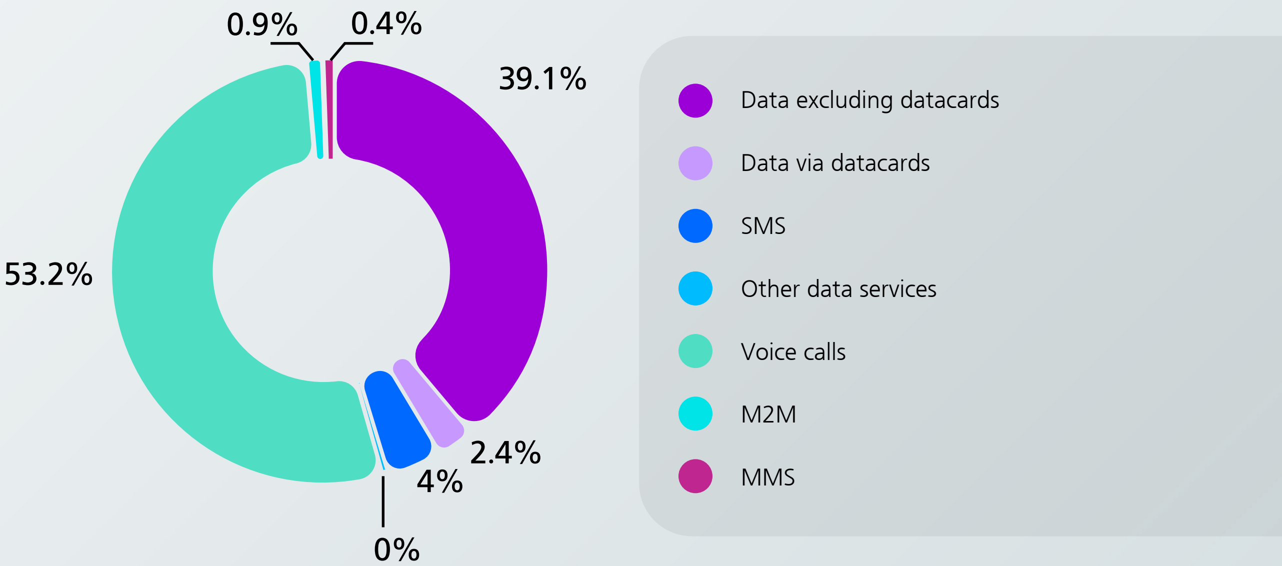
26. During 2024, one operator changed the way it allocates revenues to voice, text and data services, which should be considered when comparing data between 2024 and previous years.
27. Revenues from the sale of handsets, wholesale or other services are not included.
28. Retail revenues and the resulting market share are confidential data and for this reason the market shares are presented in the form of ranges.
29. In calculating the average revenue per user, the average number (beginning and end of the year divided by two) of total active connections, i.e. the sum of mobile connections and datacards, excluding M2M connections, was used as denominator.

Chart 1.58: Source of retail revenues from mobile services



Source: EETT (based on data provided by the licensed operators)

Chart 1.59: Breakdown of retail revenues from voice and data services of mobile communications networks, 2024



Source: EETT (based on data provided by the licensed operators)

Table 1.13: MNOs' shares based on retail revenues

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
OTE	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%
CYTA	0%-5%	0%-5%	0%-5%	0%-5%	0%-5%	-	-	-	-	-
VODAFONE	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%
NOVA	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%

Source: EETT (based on data provided by the licensed operators)

Table 1.14: MNOs' shares based on post-paid retail revenues

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
OTE	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%
CYTA	0%-5%	0%-5%	0%-5%	0%-5%	0%-5%	-	-	-	-	-
VODAFONE	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%
NOVA	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%

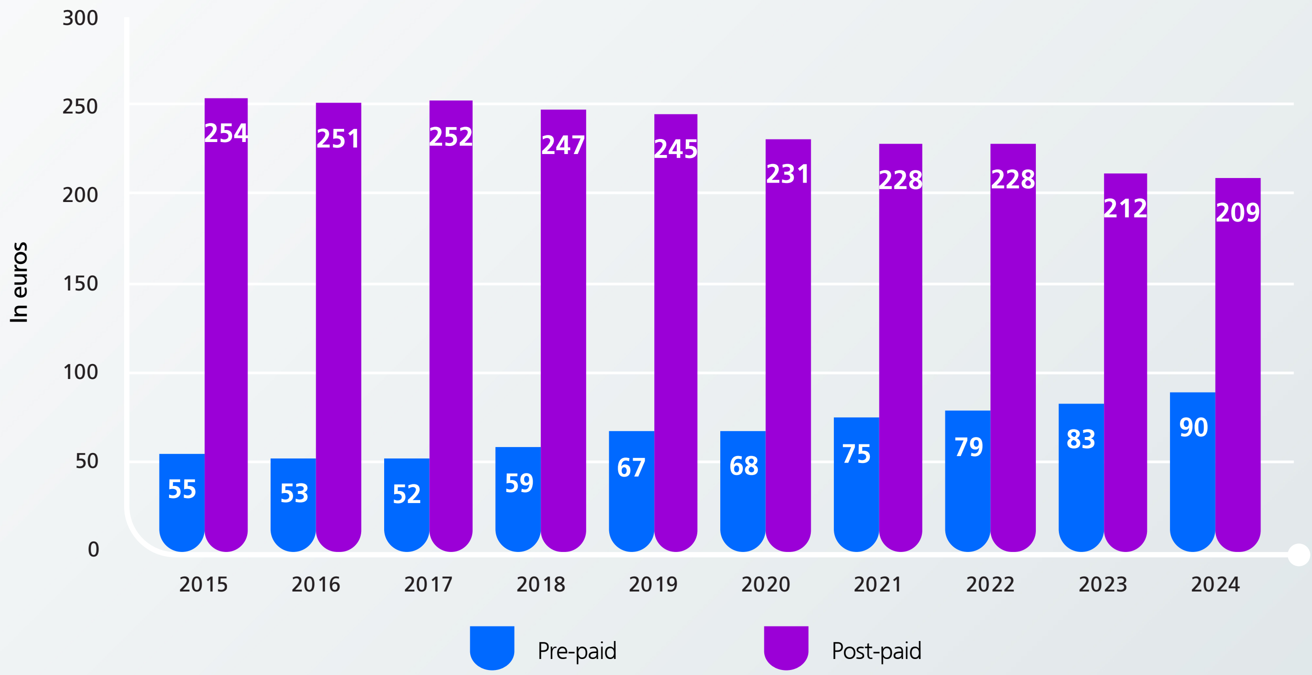
Source: EETT (based on data provided by the licensed operators)

Table 1.15: MNOs' shares based on pre-paid retail revenues

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
OTE	55%-65%	55%-65%	45%-55%	45%-55%	55%-65%	55%-65%	55%-65%	55%-65%	55%-65%	55%-65%
CYTA	0%-5%	0%-5%	0%-5%	0%-5%	0%-5%	-	-	-	-	-
VODAFONE	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%	15%-25%	25%-35%	25%-35%	25%-35%	25%-35%
NOVA	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	10%-15%	10%-15%

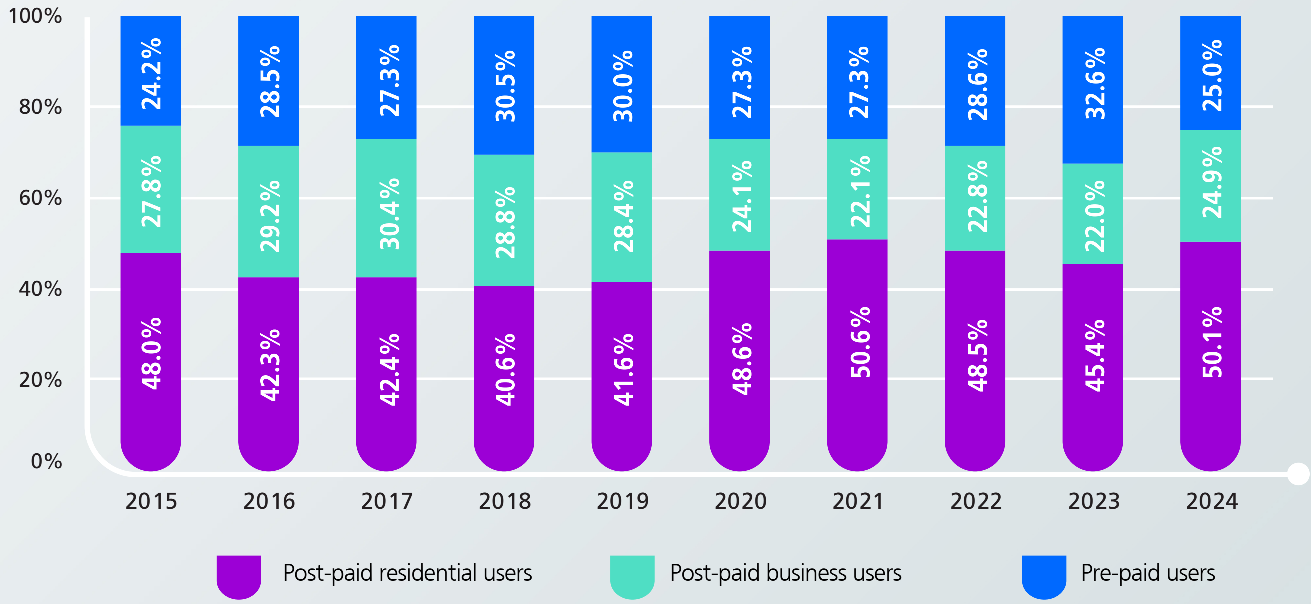
Source: EETT (based on data provided by the licensed operators)

Chart 1.60: Average annual revenue per mobile telephony connection (excl. M2M)



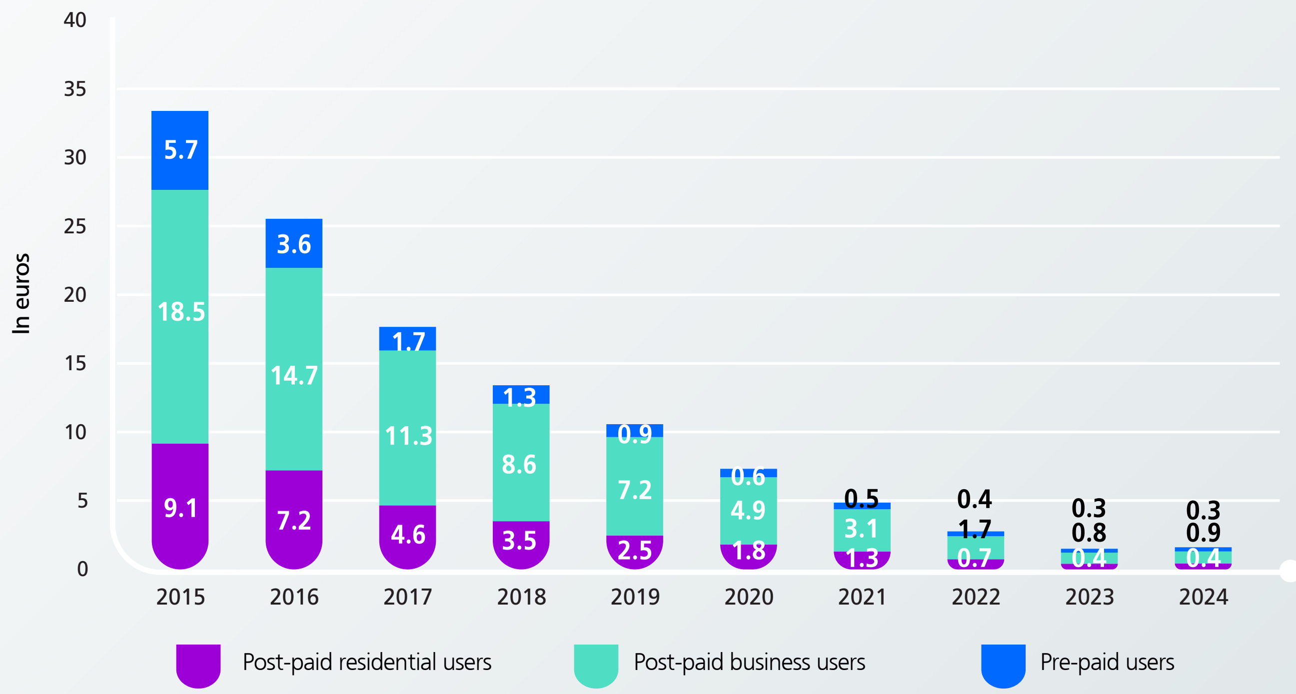
Source: EETT (based on data provided by the licensed operators)

Chart 1.61: Breakdown of retail revenues from the use of data per user category



Source: EETT (based on data provided by the licensed operators)

Chart 1.62: Average revenue per GB by user category



Source: EETT (based on data provided by the licensed operators)

Mobile telephony interconnection[30]

The interconnection traffic of the MNOs in 2024 kept on trending upwards, having increased by 3.1% compared to 2023, i.e. approximately 1.1 billion minutes on an annual basis (Chart 1.63). More specifically, the national incoming traffic increased by 5.3% and the national outgoing traffic by 3.4%, whereas the international incoming and outgoing traffic declined by 48.6% and 23.2% respectively.

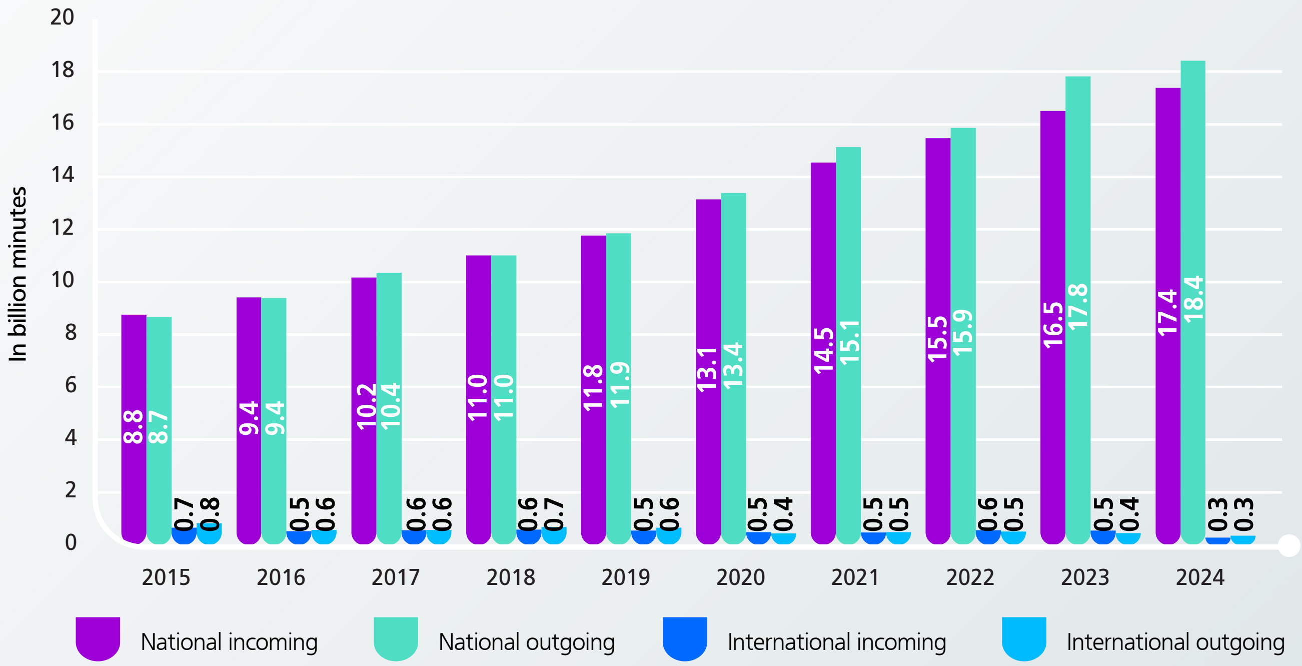
The MNOs' on-net traffic in 2024 amounted to approximately 17.5 billion minutes, increased by 10.6% compared to 2023, and thus accounted for 32.5% of the total interconnection traffic, which also includes the incoming and the outgoing traffic (Chart 1.64).

The national traffic terminating to mobile networks kept on rising, with national calls to mobile phones increasing by 7.9% and reaching 34.9 billion minutes in 2024, versus 32.3 billion minutes in 2023 (Chart 1.65). On the contrary, the revenues from the national incoming traffic to mobile networks in 2024 declined by 46% and amounted to 36.4 million euros (Chart 1.66).

Finally, as of January 1, 2025, the call termination rates to mobile networks remained at the same level of the previous years, i.e. at 0.20 eurocents per minute (Chart 1.67).

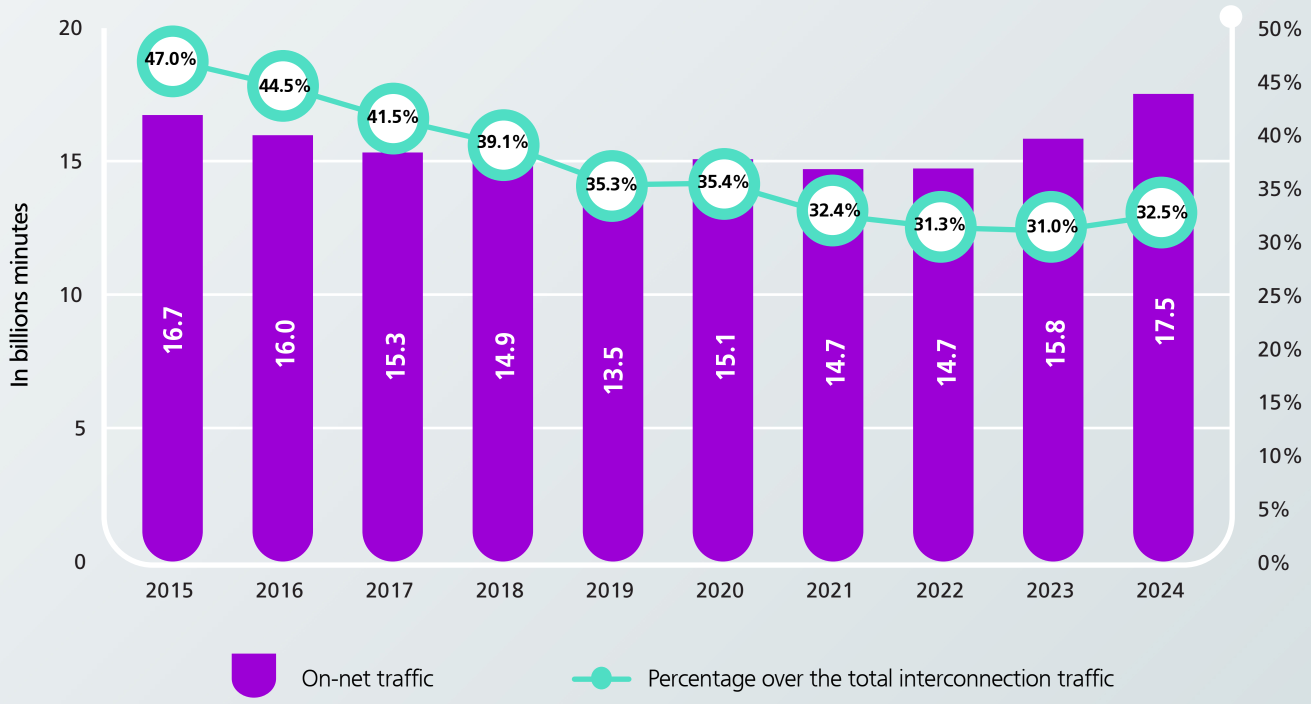
30. It is noted that, pursuant to the absorption of COSMOTE by OTE in January 2024, a separate interconnection agreement between the two companies does not longer exist, a fact that is reflected in the relevant reported interconnection data (traffic, revenues, fees etc.).

Chart 1.63: MNOs' interconnection traffic



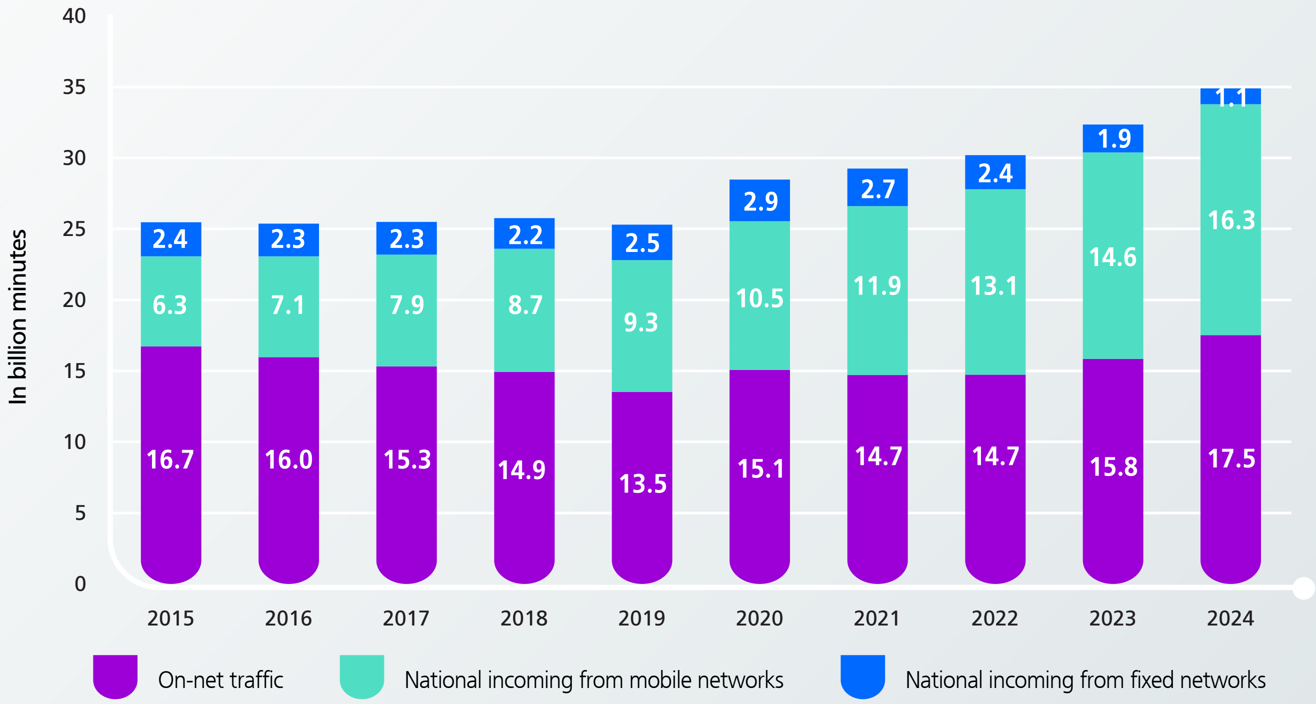
Source: EETT (based on data provided by the MNOs)

Chart 1.64: MNOs' on-net traffic



Source: EETT (based on data provided by the MNOs)

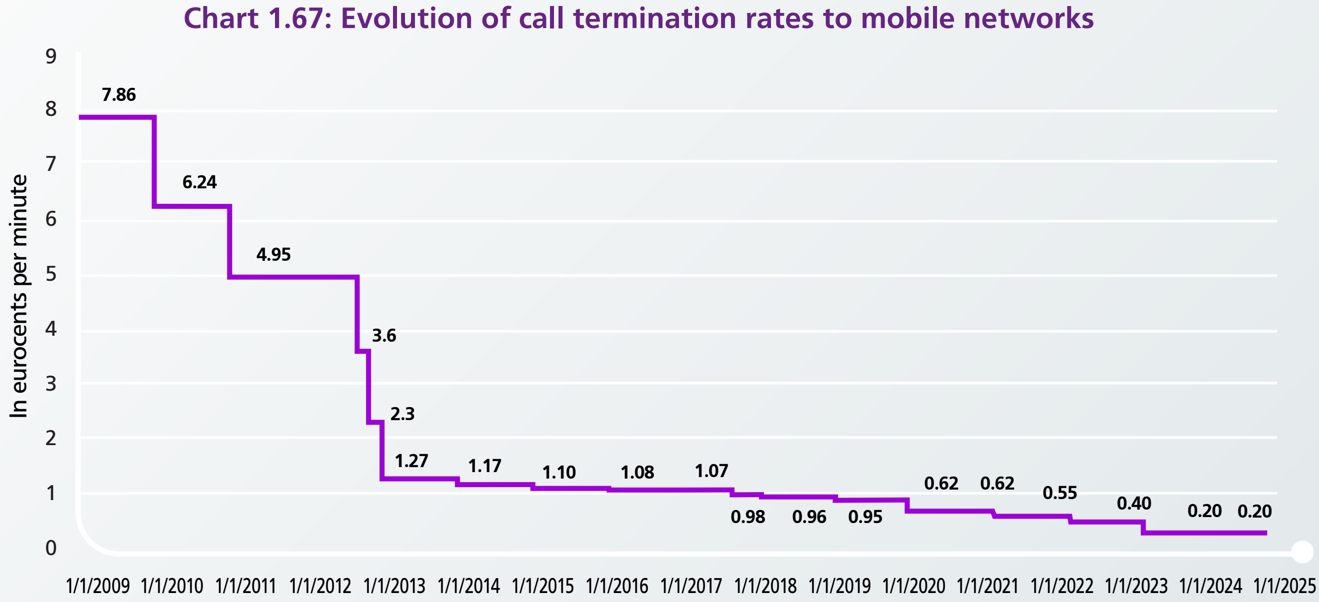
Chart 1.65: Voice calls terminating to mobiles in Greece



Source: EETT (based on data provided by the MNOs)

Chart 1.66: Revenues from fixed and mobile voice calls termination to mobiles in Greece

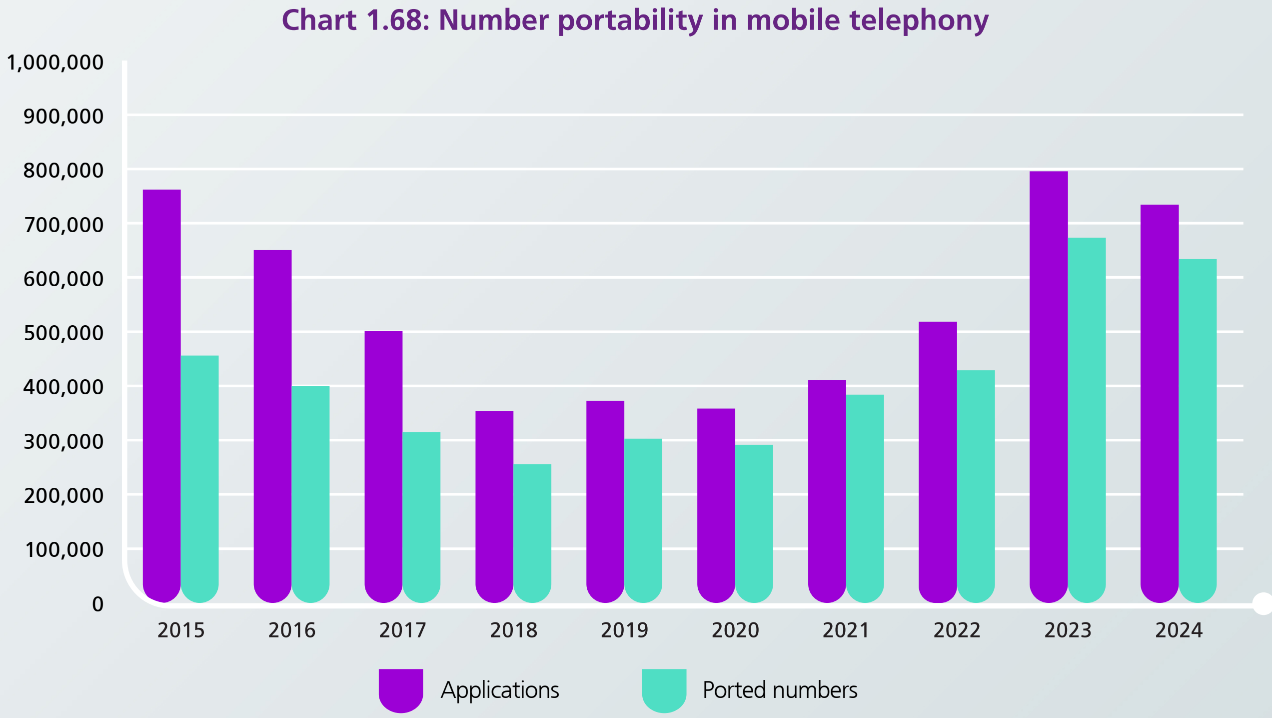
Source: EETT (based on data provided by the MNOs)



Source: EETT

Mobile number portability

During 2024, the applications submitted for porting mobile telephony numbers decreased by 7.7%, reaching 734,282 compared to 795,770 applications in 2023. Over the same period, 633,665 numbers were ported, decreased by 5.9% compared to 2023 (Chart 1.68). In conclusion, approximately 86% of the initial portability applications was seen through.



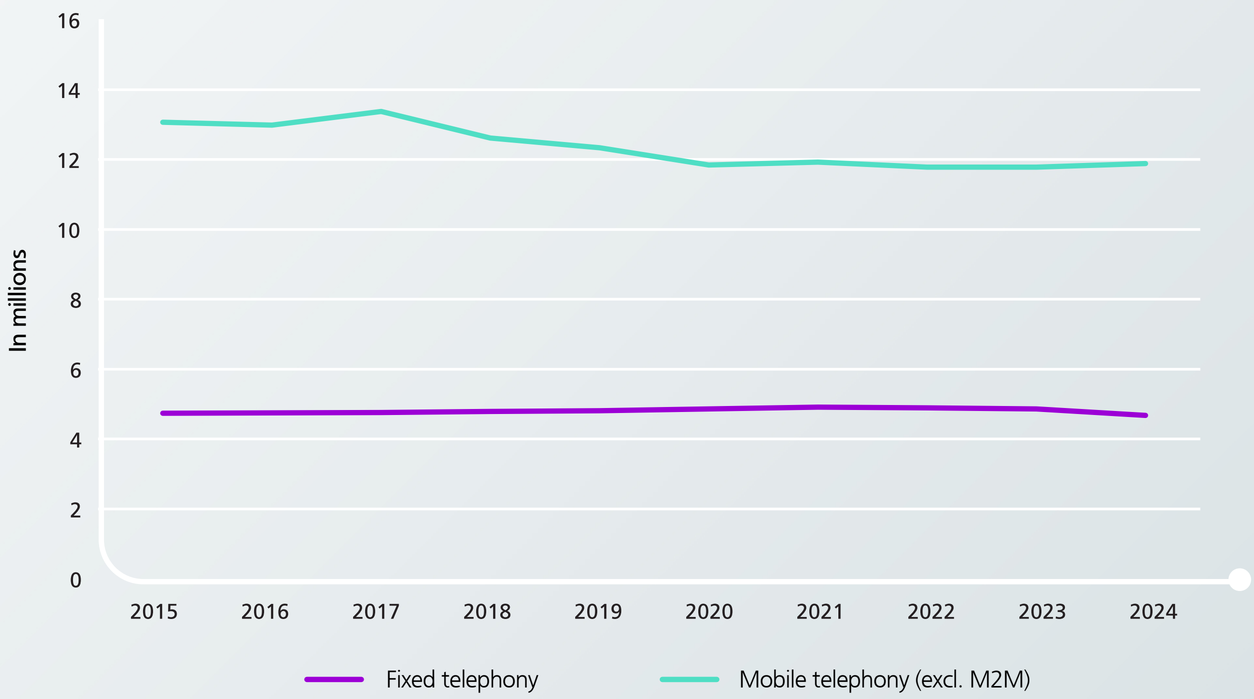
Source: EETT

1.2.5. Comparison of fixed and mobile telephony

Fixed telephony connections[31] decreased by 3.8%, reaching 4.7 million in 2024, while active mobile telephony subscriptions/connections (excluding M2M) increased marginally by 0.9%, amounting to 11.9 million (Chart 1.69).

The mobile retail revenues increased by 2.8% compared to 2023, amounting to 1.8 billion euros, whereas the fixed services' retail revenues decreased by 1.5% compared to 2023, reaching 1.4 billion euros. Chart 1.70 presents the trend of the fixed telephony and Internet retail revenues compared to the retail voice and data (SMS, MMS, data) revenues of mobile communications networks[32] for the period 2015-2024. Chart 1.71 presents the evolution of the volume of calls from fixed and mobile phones, considering the basic call types, namely national fixed calls, calls to mobiles as well as international calls[33]. The volume of calls from fixed phones dropped by 24.4% in 2024, amounting to 7.6 billion minutes, compared to 10.1 billion minutes in 2023, mainly due to the fall by 2 billion minutes of the national fixed calls. On the contrary, the volume of the basic call types made from mobiles increased by 7.2% compared to 2023 (off-net mobile calls increased by 1.6 billion minutes) and accounted for 83% of the respective total outgoing traffic (i.e. from fixed and mobile) (Chart 1.72).

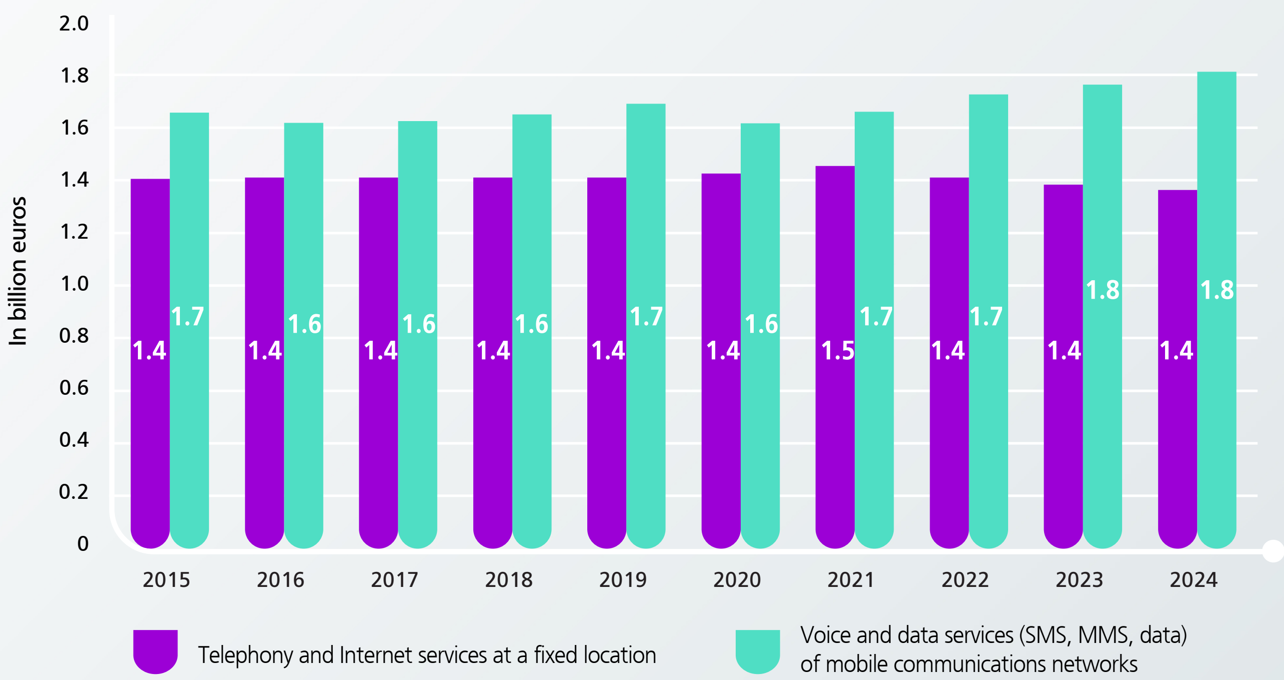
Chart 1.69: Evolution of fixed and mobile telephony connections



Source: EETT (based on data provided by the licensed operators)

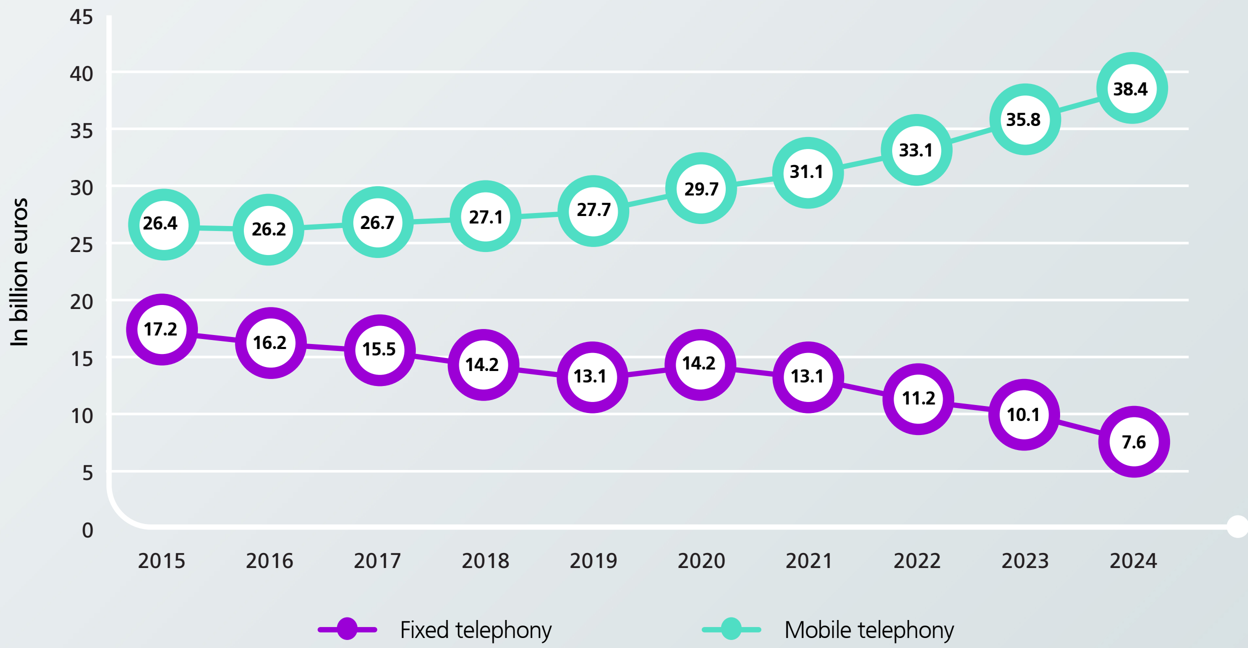
31. The data for the operators' number of telephone lines have been updated for the years 2022-2023, due to the relative revisions submitted by two operators.
32. Revenues from handsets and other services are excluded.
33. Mobile calls include on-net, off-net, mobile to fixed and mobile to international destinations calls.

Chart 1.70: Evolution of retail revenues



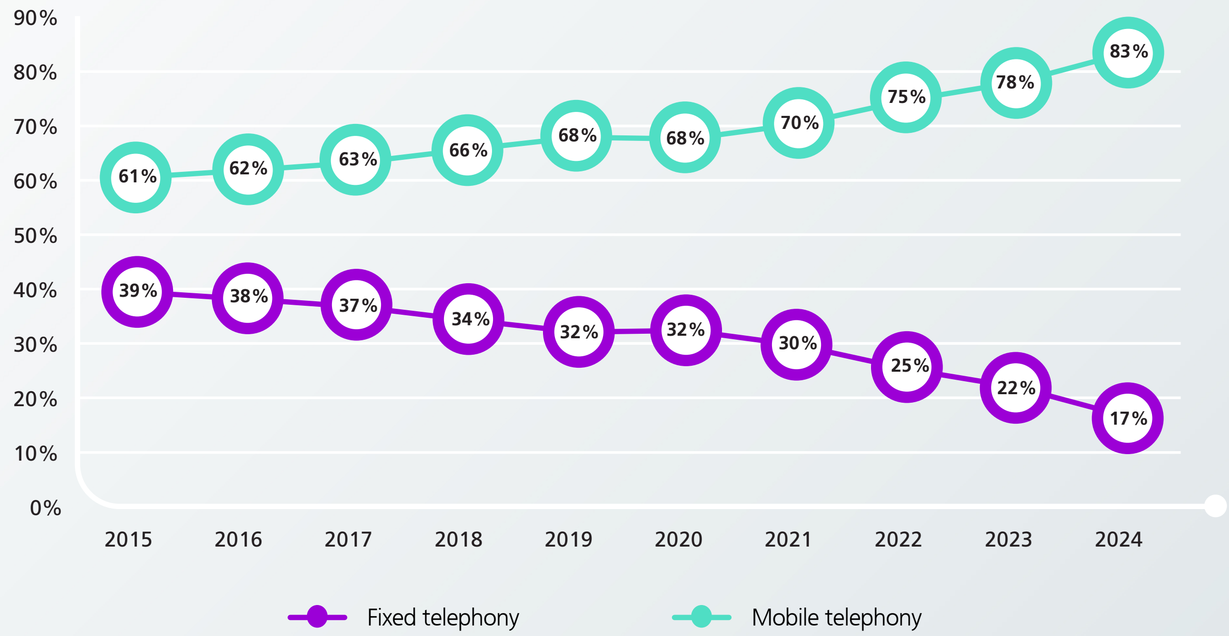
Source: EETT (based on data provided by the licensed operators)

Chart 1.71: Volume of the basic call types from fixed and mobile phones



Source: EETT (based on data provided by the licensed operators)

Chart 1.72: Fixed and mobile telephony shares (based on the outgoing volume of the basic call types)



Source: EETT (based on data provided by the licensed operators)

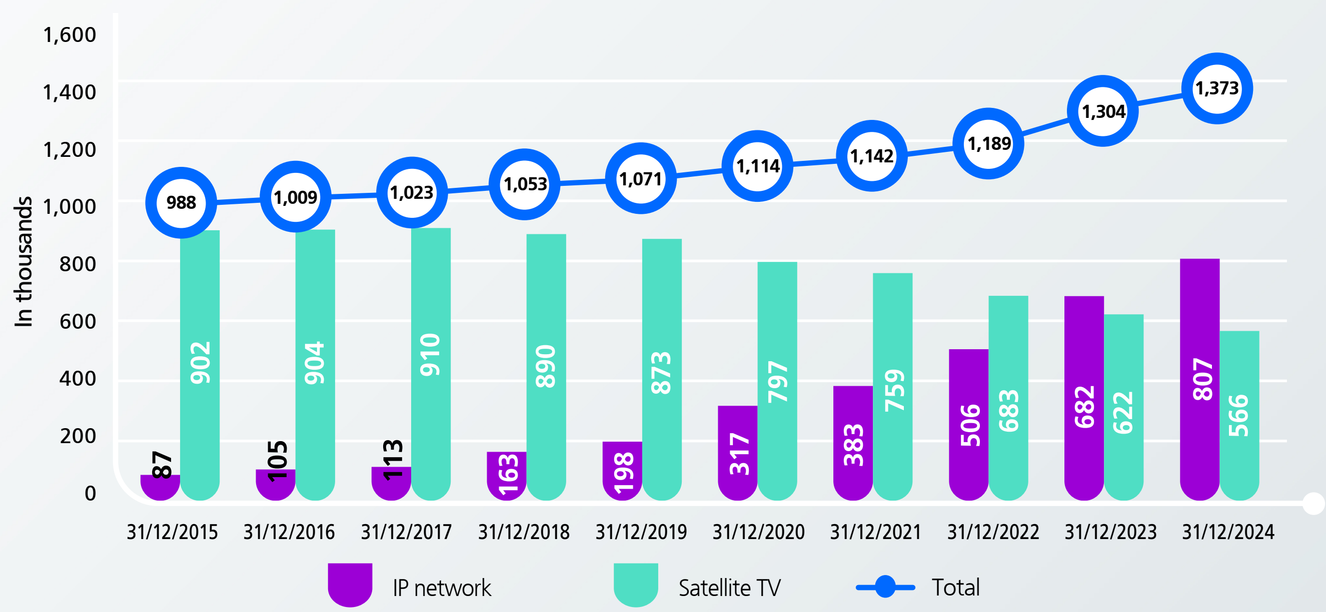
1.2.6. Pay-TV[34]

Pay-TV subscriptions provided by the electronic communications operators amounted to 1.4 million at the end of 2024, having increased by 5.3% compared to 2023 (1.3 million). IP subscriptions dominated with a share of 59%, while the remaining 41% related to satellite subscriptions (Chart 1.73). The respective market shares are presented in Table 1.16.

During 2024 and excluding the Over the Top (OTT) providers (e.g. Netflix, Amazon, Cinobo, etc.), pay-audiovisual content services (i.e. Pay-TV) in Greece were being rendered by the major electronic communications network operators (or companies that belong to a group), namely OTE, NOVA, and VODAFONE.

34. From 2020 and onwards, these subscriptions include all Pay-TV subscriptions via an IP network (i.e. both those where the Internet access is obligatory via a broadband connection of the same network operator and those via a broadband connection of any network operator).

Chart 1.73: Evolution of Pay-TV subscriptions



Source: EETT (based on data provided by the operators)

Table 1.16: Shares of Pay-TV providers based on subscriptions

	31/12/2015	31/12/2016	31/12/2017	31/12/2018	31/12/2019	31/12/2020	31/12/2021	31/12/2022	31/12/2023	31/12/2024
CYTA	0%-5%	0%-5%	0%-5%	0%-5%	-	-	-	-	-	-
NOVA	45%-55%	35%-45%	35%-45%	35%-45%	25%-35%	25%-35%	25%-35%	25%-35%	25%-35%(3)	25%-35%(3)
HOL	0%-5%	-	-	-	-	-	-	-	-	-
OTE	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%
VODAFONE	-	5%-10%(1)	5%-10%(1)	5%-10%(1)	10%-15%(1)(2)	10%-15%(1)(2)	10%-15%(1)(2)	10%-15%(1)(2)	10%-15%(1)(2)	10%-15%(1)(2)
WIND	-	-	-	0%-5%	5%-10%	5%-10%	5%-10%	5%-10%	-	-

Source: EETT (based on data provided by the operators)

Note:
(1) Including HOL.
(2) Including CYTA.
(3) Including WIND.

1.2.7. Bundled offers

According to the data submitted by the operators that provide bundled offers[35], the total residential and non-residential bundled offers at the end of the 2024, decreased by 1.6%, reaching 4.4 million compared to 4.5 million in 2023, while the percentage of the fixed telephony connections that were bundled was estimated at 94%.

As far as the bundled offers with mobile services are concerned, it is clarified that, mobile-wise, all bundled offers, including both those requiring at least one post-paid connection or are exclusively pre-paid mobile(s)[36] related, have been counted and presented.

Hence, the main conclusions for 2024, based on processing the data submitted by the operators, are as follows:

- Over 99% of the available bundled offers includes fixed telephony and fixed broadband access (Table 1.17).
- Bundled offers amounted to 4,414,869 at the end of 2024, having dropped by 1.6% (approximately 70 thousand) compared to 2023 (Chart 1.74). It is also noted that the fixed telephony connections as a total (bundled and unbundled) decreased further by approximately 4% compared to 2023 (Table 1.17).
- OTE's share, based on the total bundled offers was estimated at the range of [45%-55%] at the end of 2024, followed by NOVA at the range of [25%-35%] and VODAFONE at the range of [15%-25%] (Table 1.18).
- The triple play of fixed telephony, fixed broadband access, and mobile services was the most popular bundled offer, with approximately 1.9 million subscriptions, making up 42.7% of the total bundled offers. The second most popular combination was the double play of fixed telephony and fixed broadband access, with 1.8 million subscriptions (39.7% of the total bundled offers). Lastly and way below are the quadruple-play and the triple play of fixed telephony, fixed broadband access and Pay-TV, making up, at the end of 2024, 10.4% and 6.6% respectively of the total bundled offers (Charts 1.75 and 1.76).
- Pay-TV subscriptions increased by approximately 70 thousand, reaching 1.4 million at the end of 2024. About 45% of them concerned unbundled Pay-TV subscriptions, namely subscriptions that are not part of a bundled offer, with the latter being the majority with 55% (Chart 1.77). It is clarified that the Pay-TV subscriptions bought jointly with other services (from the same operator or group of companies) but do not fall under the bundle offer's definition in order to be counted as such, are also considered as unbundled[37].
- Bundled offers with mobile services (post-paid and pre-paid) increased by 2.4% and amounted to 2.4 million at the end of 2024, representing approximately 54% of total bundled offers, compared to 52% at the end of 2023 (Chart 1.78). 79.5% of those (i.e. 1,883,659) concerned the triple-play offers combining fixed telephony, fixed broadband access and mobile services, 19.4% (459,321) concerned the quadruple-play offers, and 1.2% (27,314) pertained to other bundled offers with mobile services (Chart 1.79).
- At the end of 2024, OTE's market share, based on the bundled offers that include mobile services, was at the range of [55%-65%], whereas VODAFONE's and NOVA's shares ranged between [15%-25%] (Table 1.19).
- In 2024, fixed-mobile bundled offers[38] increased by about 55 thousand, while the SIM cards included in them, over the same period, grew by 5.5% (around 215 thousand), amounting to 4.1 million[39] (Chart 1.80). Finally, the average number of SIM cards per bundled offer with mobile services is estimated at 1.7 cards at the end of 2024.

35. In 2024, OTE, HCN (Hellenic Cable Networks), NOVA and VODAFONE provided bundled offers, while HCN is not currently active in providing bundled offers with mobile services.
36. Commercially available as of October 2018.
37. For example, and according to the definition used, buying jointly from the same operator of (a) a double play of fixed telephony and fixed broadband access and of (b) a Pay-TV subscription is not considered as triple play if the price that the user pays equals the sum of the prices of the individual (a) and (b) services.
38. It is clarified that fixed-mobile bundled offers are those that include (a) "Fixed telephony" and/or "Fixed broadband access" and (b) "Mobile service", whether or not they include "Pay-TV".
39. Mobile-wise, the bundled offer that includes mobile services may include more than one SIM cards, post-paid or/and pre-paid.

Table 1.17: Number of bundled offers, fixed connections and SIM cards

Bundled offers (residential and non-residential)	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
"Fixed telephony" and "Fixed broadband access" (2-Play)	1,896,454	2,092,681	2,405,296	2,393,190	2,326,067	2,197,956	2,193,117	2,075,634	1,878,426	1,754,728
"Fixed telephony" and "Fixed broadband access" and "Pay-TV" (3-Play)	715,289	630,690	411,542	355,642	327,913	324,826	327,099	339,248	291,940	289,843
"Fixed telephony" and "Fixed broadband access" and "Mobile services" (3-Play)	651,515	629,050	745,603	1,047,881	1,321,926	1,553,116	1,707,137	1,788,004	1,892,397	1,883,659
"Fixed telephony" and "Fixed broadband access" and "Pay-TV" and "Mobile services" (4-Play)	20,982	137,754	89,059	80,812	102,255	161,235	188,821	237,044	386,398	459,321
Other bundled offers	83,611	82,614	41,651	49,416	52,215	44,869	43,919	43,718	36,147	27,318
Total bundled offers	**3,367,851**	**3,572,789**	**3,693,150**	**3,926,941**	**4,130,376**	**4,282,002**	**4,460,093**	**4,483,648**	**4,485,308**	**4,414,869**
Fixed telephony connections (residential and non-residential)	Connections									
Fixed telephony connections that are part of bundled offers on the total fixed telephony connections	72%	76%	78%	83%	86%	90%	93%	93%	94%	94%
Unbundled fixed telephony connections on the total fixed telephony connections	28%	24%	22%	17%	14%	10%	7%	7%	6%	6%
Total fixed telephony connections	**4,725,256**	**4,733,425**	**4,737,871**	**4,766,317**	**4,781,472**	**4,830,844**	**4,921,056**	**4,865,242**	**4,822,130**	**4,641,460**
Mobile SIM cards (residential and non-residential)	SIM cards									
Number of SIM cards (for mobile telephony and/or mobile broadband) participating in fixed-mobile bundled offers	798,034	969,173	1,163,489	1,350,553	2,129,366	2,679,654	3,014,319	3,340,067	3,916,503	4,000,631

Source: EETT (based on data provided by the licensed operators)

Chart 1.74: Evolution of bundled offers

Source: EETT (based on data provided by operators)

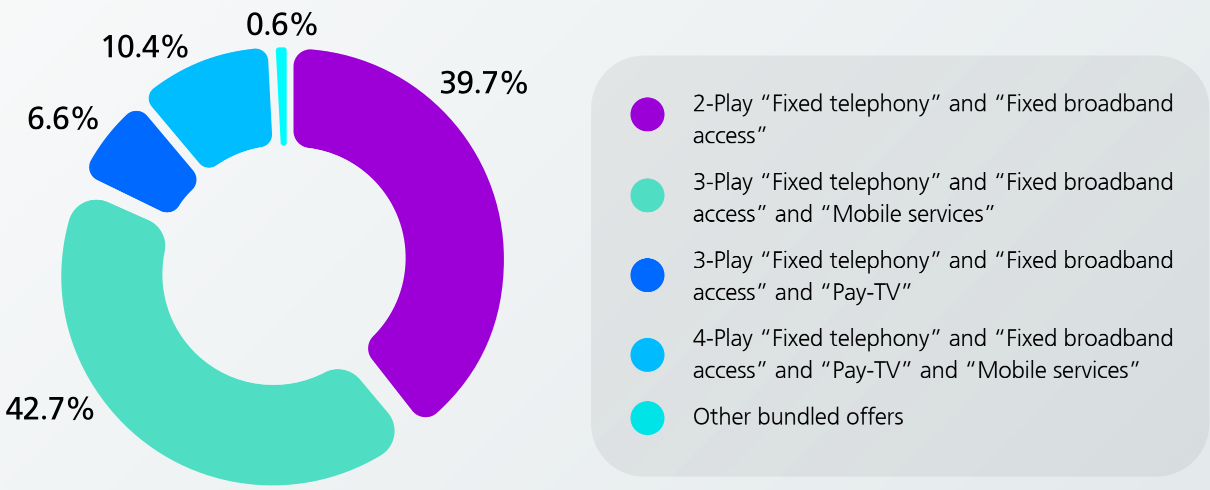
Table 1.18: Shares based on total number of bundled offers

	31/12/2015	31/12/2016	31/12/2017	31/12/2018	31/12/2019	31/12/2020	31/12/2021	31/12/2022	31/12/2023	31/12/2024
CYTA	5%-10%	5%-10%	5%-10%	5%-10%	-	-	-	-	-	-
HCN									0%-5%	0%-5%
NOVA	15%-25%	15%-25%	10%-15%	10%-15%	10%-15%	10%-15%	10%-15%	10%-15%	25%-35%(3)	25%-35%(3)
HOL-VODAFONE	15%-25%	-	-	-	-	-	-	-	-	-
OTE-COSMOTE	35%-45%	35%-45%	35%-45%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%	45%-55%
VODAFONE	0%-5%	15%-25%(1)	15%-25%(1)	15%-25%(1)	15%-25%(1)(2)	15%-25%(1)(2)	15%-25%(1)(2)	15%-25%(1)(2)	15%-25%(1)(2)	15%-25%(1)(2)
WIND	10%-15%	15%-25%	15%-25%	15%-25%	10%-15%	10%-15%	10%-15%	15%-25%	-	-

Source: EETT (based on data provided by the licensed operators)

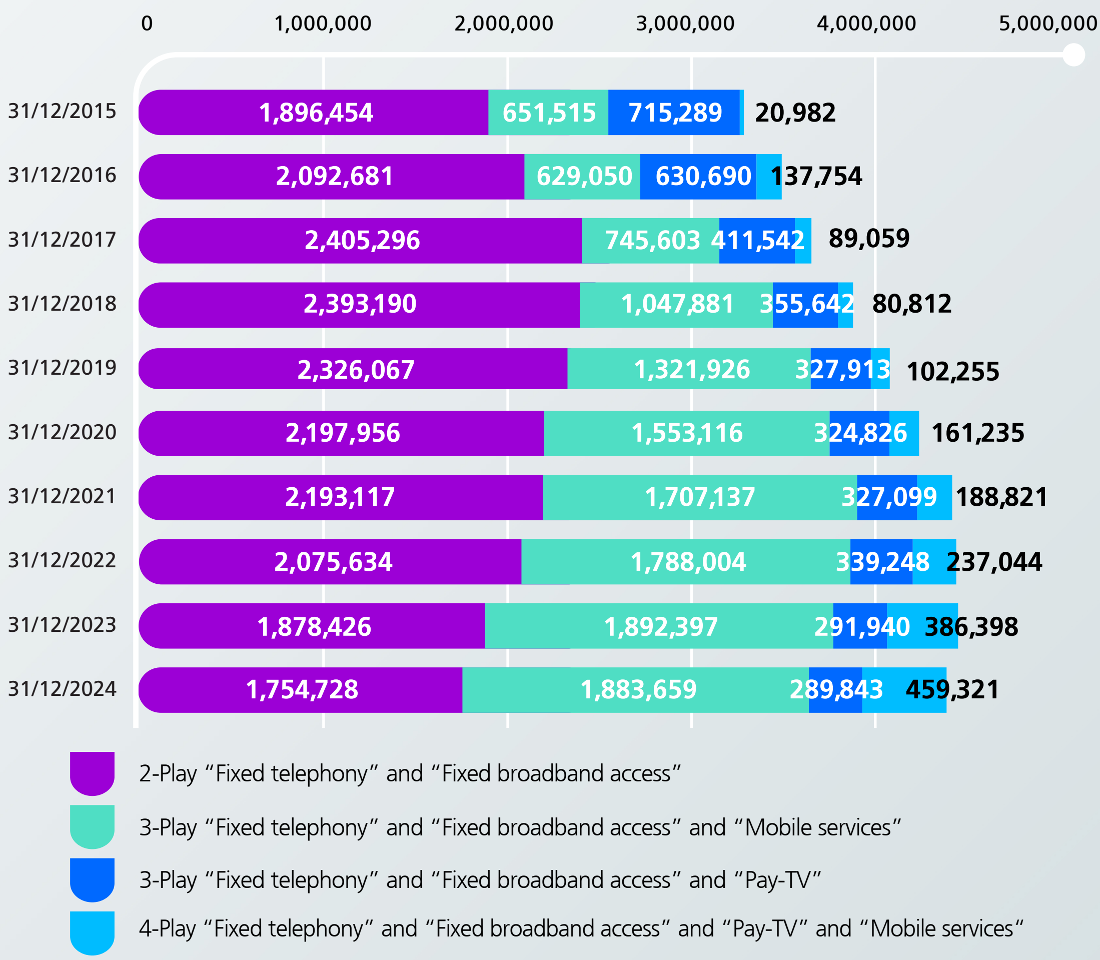
Note:
(1) Including HOL.
(2) Including CYTA.
(3) Including WIND

Chart 1.75: Breakdown of bundled offers per specific type, December 2024



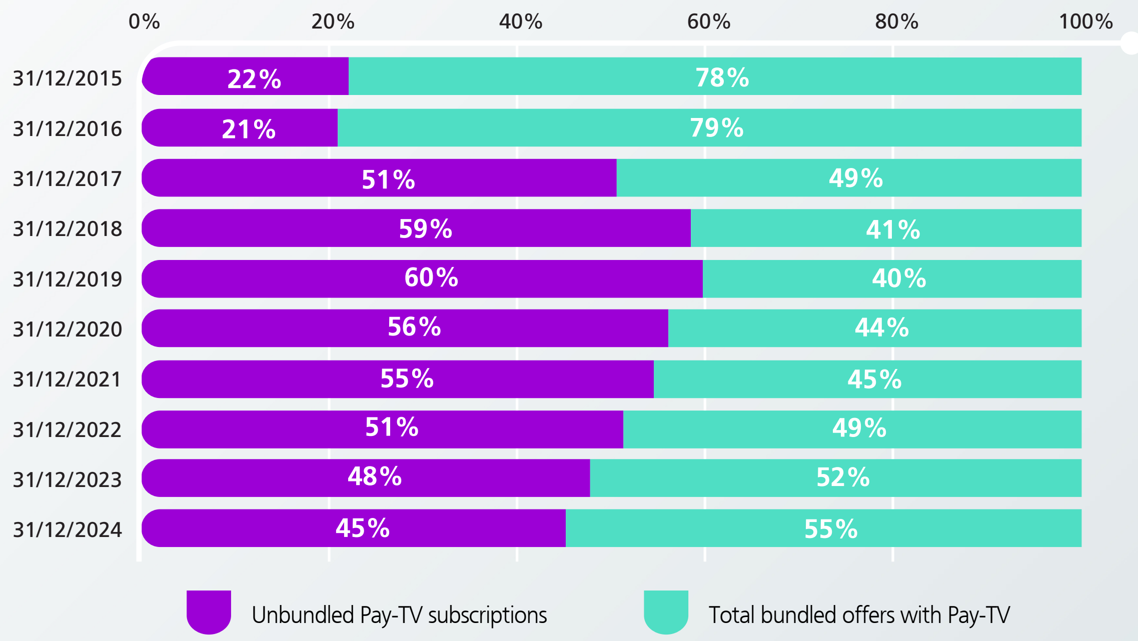
Source: EETT (based on data provided by the licensed operators)

Chart 1.76: Most popular bundled offers per specific type



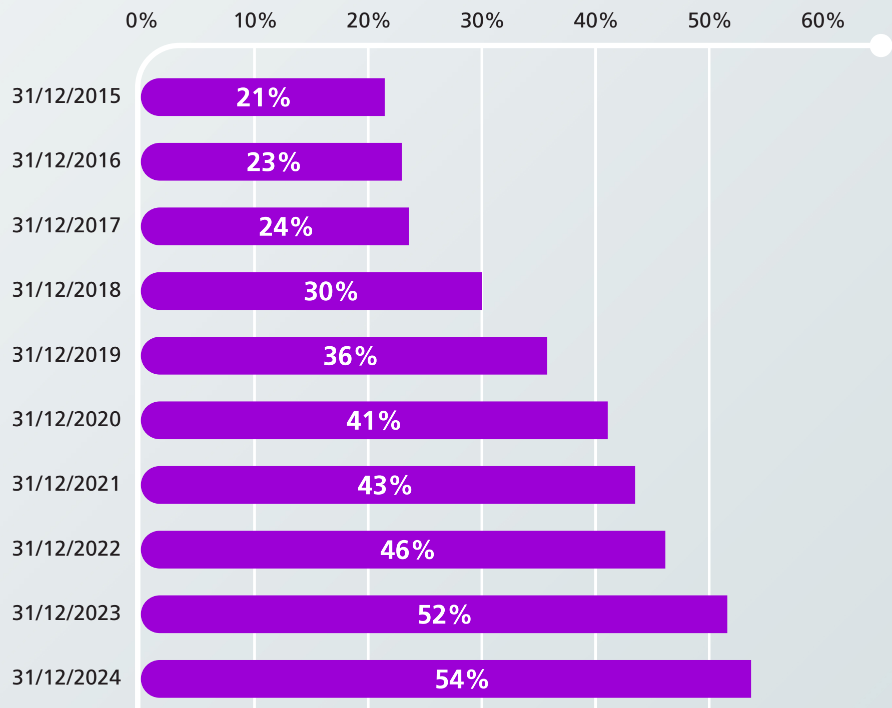
Source: EETT (based on data provided by the licensed operators)

Chart 1.77: Breakdown of unbundled and bundled Pay-TV subscriptions



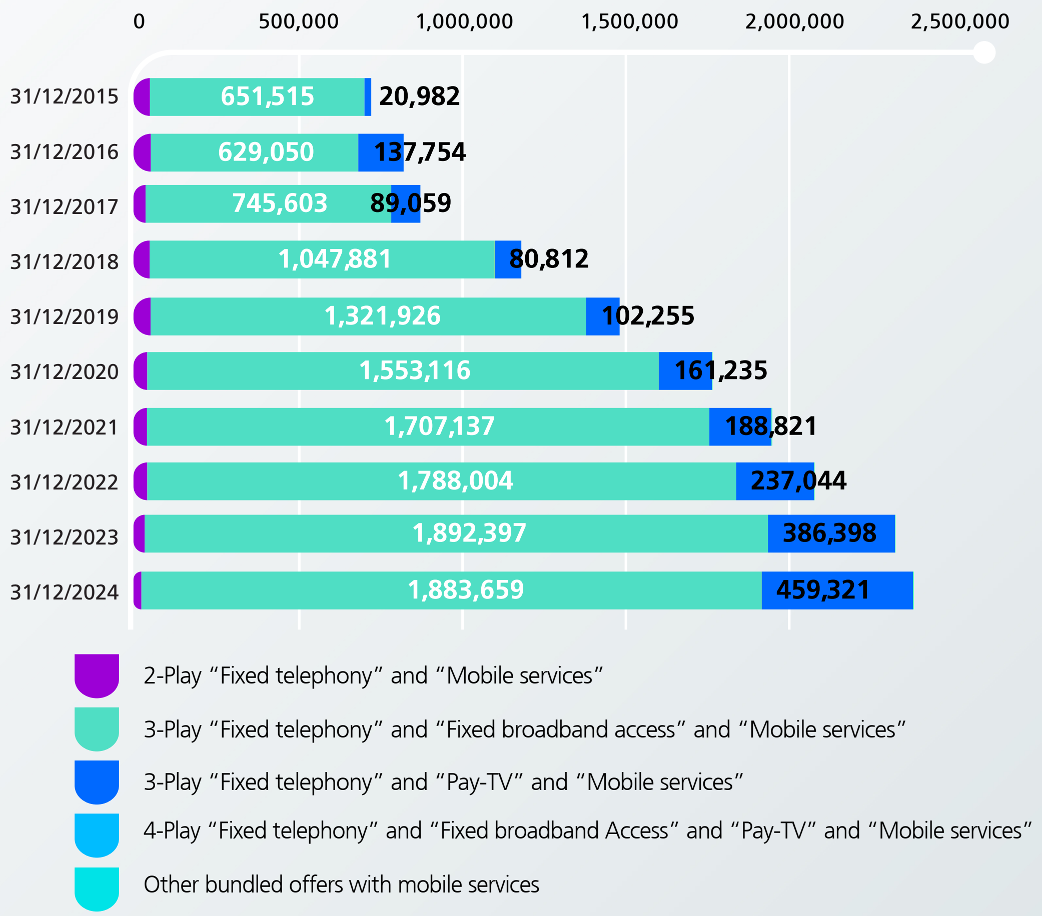
Source: EETT (based on data provided by the licensed operators)

Chart 1.78: Bundled offers with mobile services as a % on the total bundled offers



Source: EETT (based on data provided by the licensed operators)

Chart 1.79: Bundled offers with mobile services



Source: EETT (based on data provided by the licensed operators)

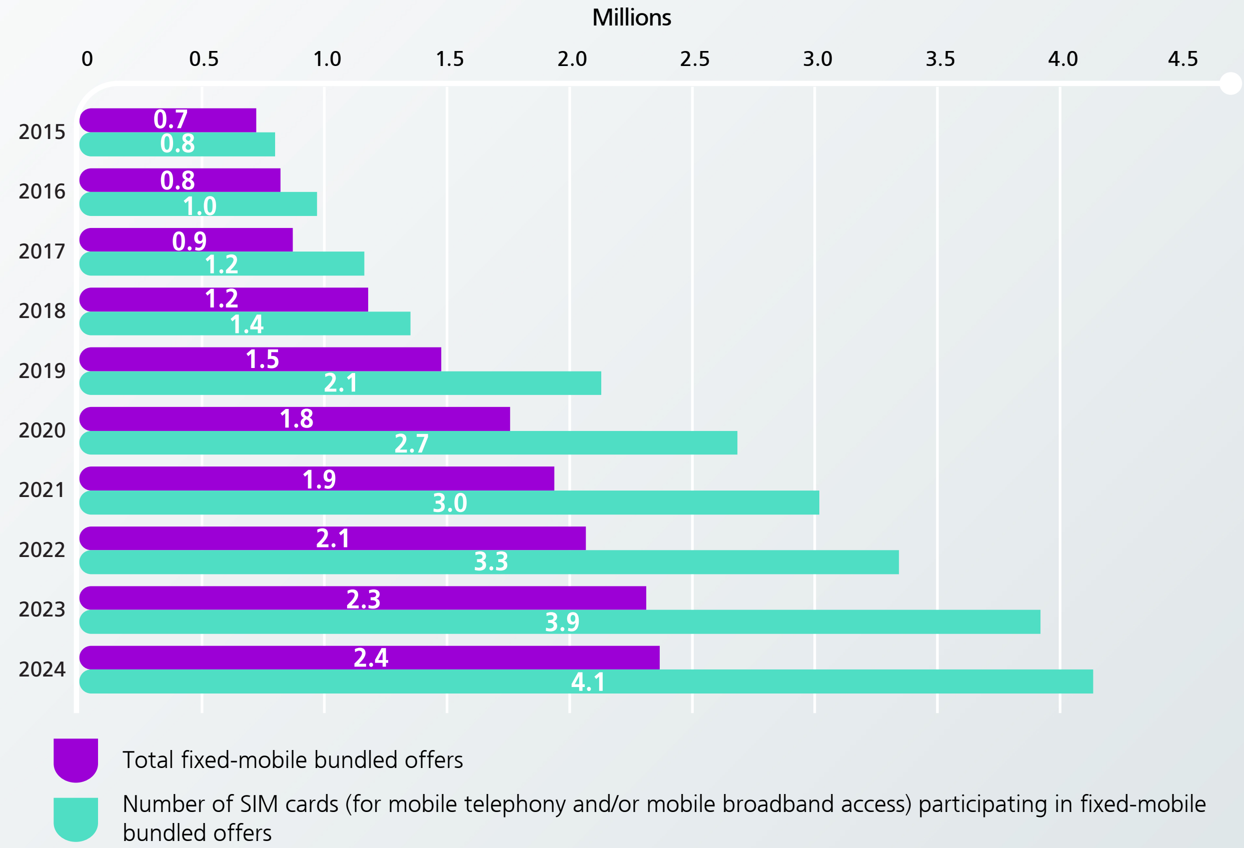
Table 1.19: Shares based on total number of bundled offers with mobile services

	31/12/2015	31/12/2016	31/12/2017	31/12/2018	31/12/2019	31/12/2020	31/12/2021	31/12/2022	31/12/2023	31/12/2024
CYTA	0%-5%	0%-5%	0%-5%	0%-5%	-	-	-	-	-	-
HOL-VODAFONE	25%-35%	-	-	-	-	-	-	-	-	-
OTE	35%-45%	35%-45%	35%-45%	45%-55%	55%-65%	55%-65%	55%-65%	55%-65%	55%-65%	55%-65%
VODAFONE	0%-5%	25%-35%(1)	25%-35%(1)	25%-35%(1)	15%-25%(1)(2)	15%-25%(1)(2)	15%-25%(1)(2)	15%-25%(1)(2)	15%-25%(1)(2)	15%-25%(1)(2)
WIND	25%-35%	25%-35%	25%-35%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%	15%-25%(3)	15%-25%(3)

Source: EETT (based on data provided by the licensed operators)

Note:
(1) Including HOL.
(2) Including CYTA.
(3) Including WIND.

Chart 1.80: Fixed-mobile bundled offers and respective number of SIM cards



Source: EETT (based on data provided by the licensed operators)

1.2.8. Premium Rate Services (PRS) and directory services

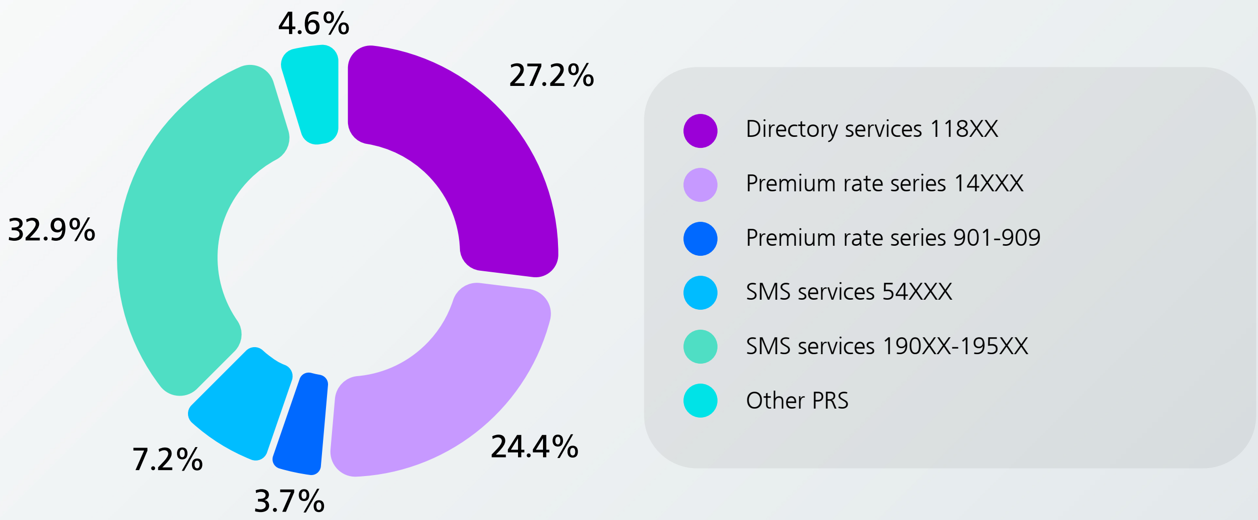
The total invoiced traffic from Premium Rate Services (PRS) and directory services in 2024 was 13.7 million minutes and 11.7 million calls/messages compared to 17.3 million minutes and 21.9 million calls/messages at the end of 2023, marking a decrease of 21% and 47%, respectively. The revenues amounted to 35.3 million euros, having dropped by 20% compared to 2023.

In 2024, the revenues from SMS services (SMS 54XXX and 190XX–195XX) accounted for 40.1% of the total market and amounted to 14.2 million euros, recording a decrease of 12.1% compared to 2023. The revenues from premium-rate series (14XXX and 901–909) reached 9.9 million euros and accounted for 28.1% of the total market, having dropped by 26.6% compared to 2023. The revenues from directory services (118XX) decreased by 17.8% compared to 2023, amounting to 9.6 million euros and making up 27.2% of the total market. The rest PRS, i.e. those that do not fall in the above categories, accounted for 4.6% of the total market, reaching 1.6 million euros and having decreased by 43% compared to the previous year (Charts 1.81 and 1.82).

Finally, as shown in Chart 1.83, approximately 66% of the total PRS revenues was generated by operators which have been secondarily assigned numbers for the provision of PRS[40].

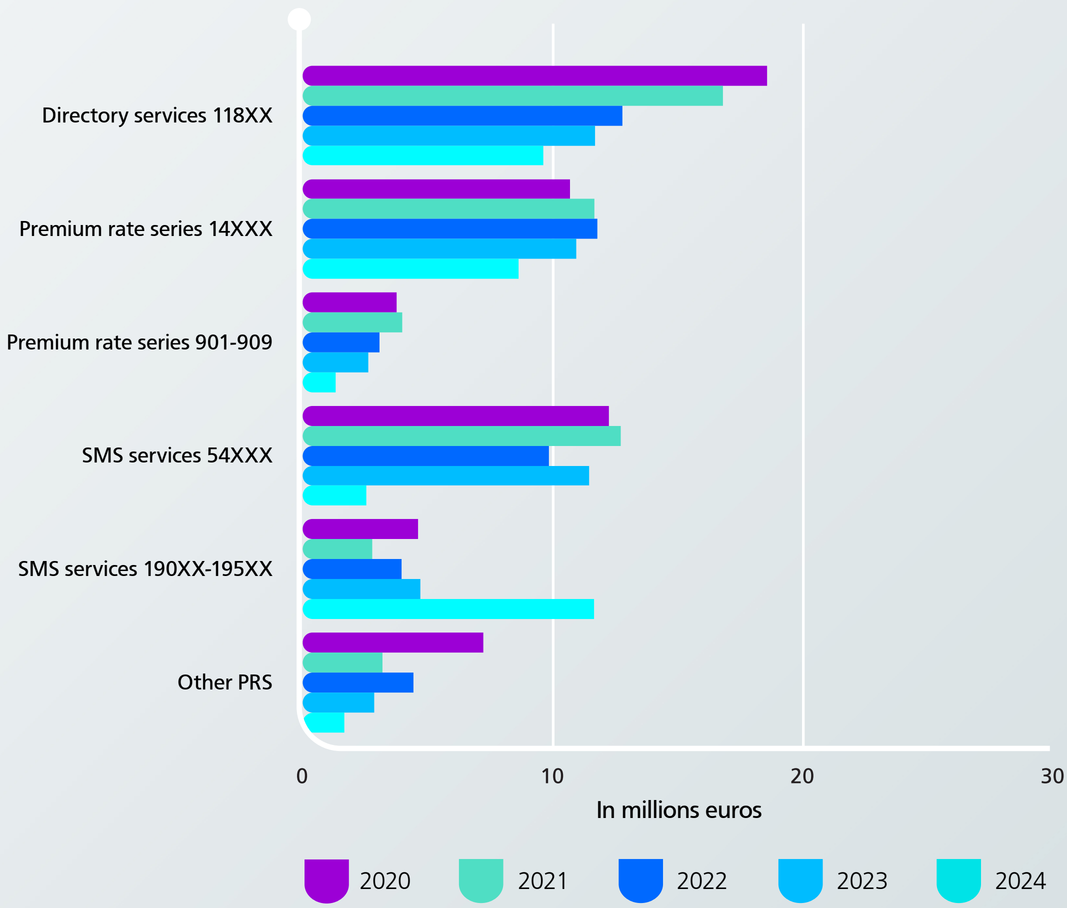
40. The companies, that have been primarily assigned by EETT the numbers for the provision of PRS, are called network providers and can secondarily assign the numbers in question to other companies that are the PRS providers. It is possible for the network provider and the PRS provider to be the same.

Chart 1.81: PRS and directory services' shares based on revenues, 2024



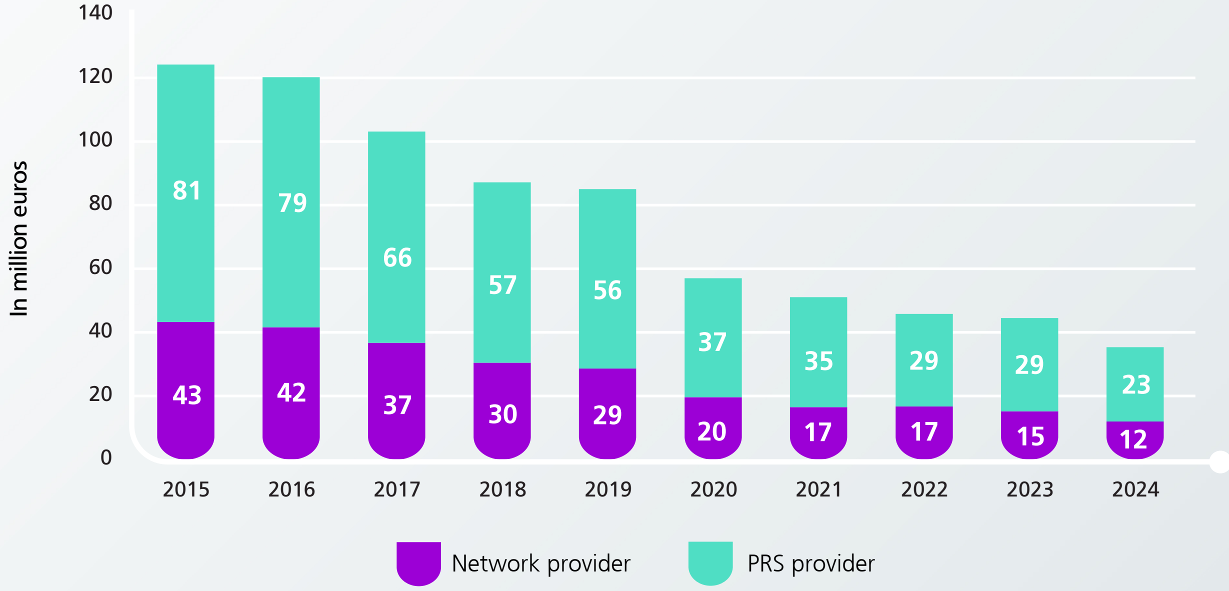
Source: EETT (based on data provided by the licensed operators)

Chart 1.82: Evolution of PRS and directory services' total revenues



Source: EETT (based on data provided by the licensed operators)

Chart 1.83: Evolution of total revenues for network and PRS providers

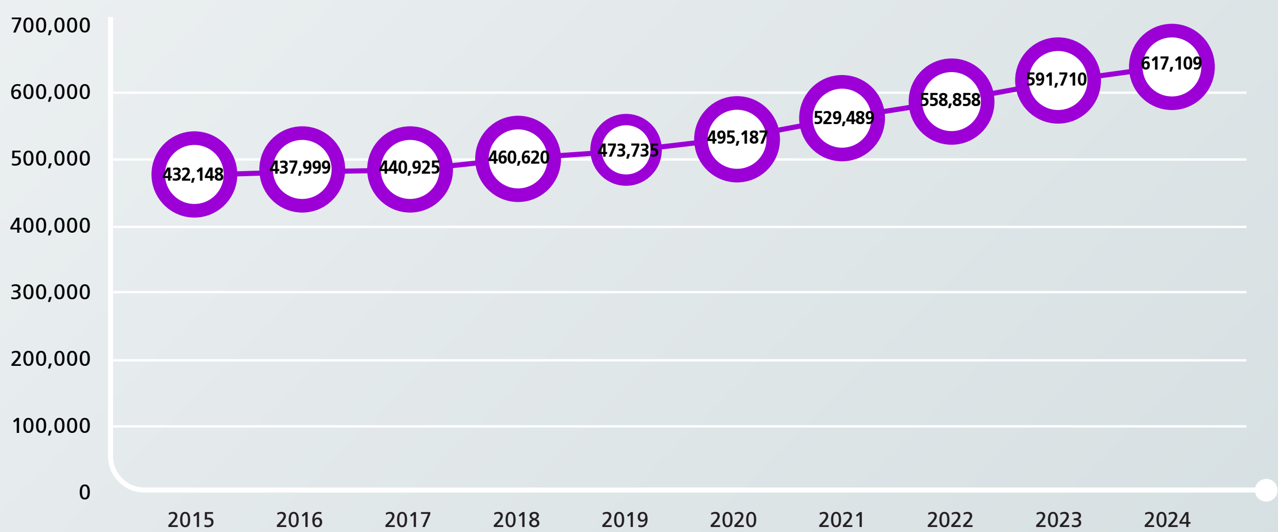


Source: EETT

1.2.9. Domain names [.gr] and [.ελ]

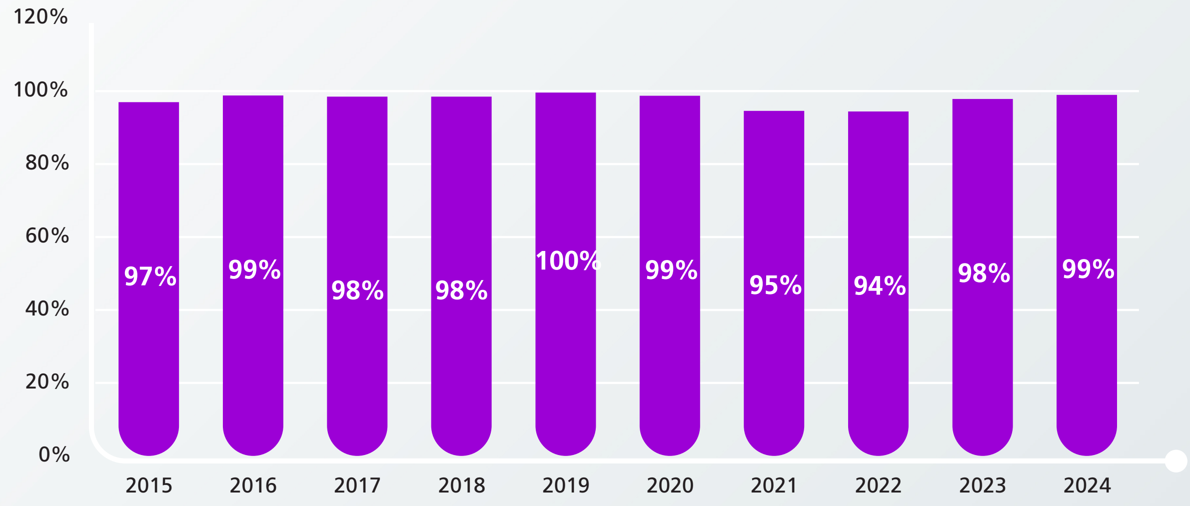
In 2024, the total number of [.gr] and [.ελ] domain names, including the sub-domains (.com. gr, .net.gr, .org.gr, .edu.gr, .gov.gr, .ελ), amounted to 617,109, registering a 4.3% increase compared to 2023. Chart 1.84 presents the evolution of the total domain names over time and Chart 1.85 depicts the annual evolution of the average assignment rate over the number of submitted applications, which was 99% for 2024.

Chart 1.84: Evolution of domain names



Source: EETT

Chart 1.85: Average assignment rate for domain names



Source: EETT

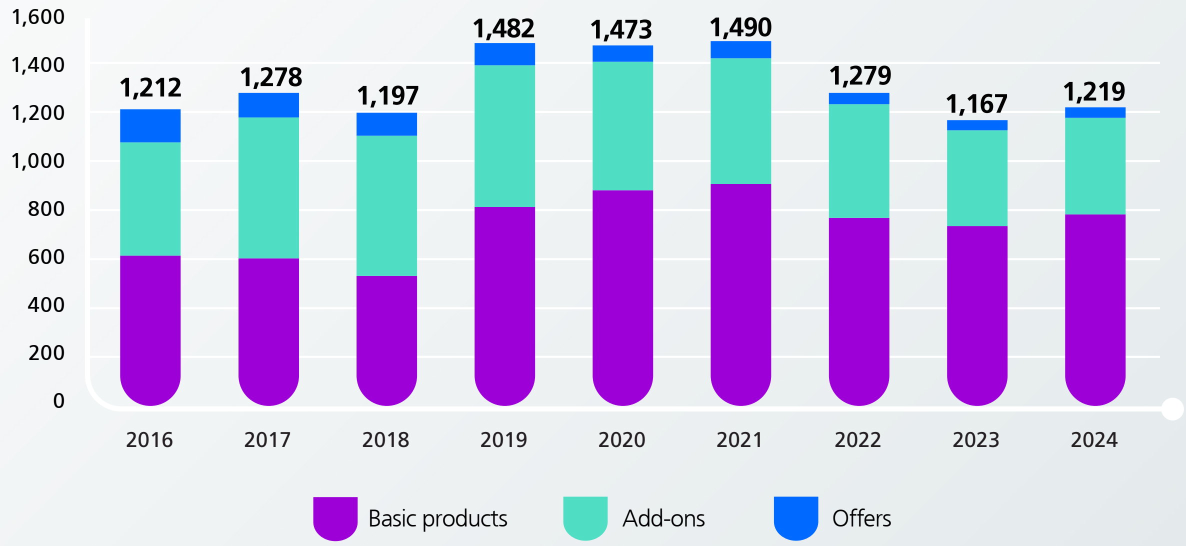
1.2.10. Price Observatory's comparison of retail prices (Pricescope)[41]

Based on the data registered by the telecommunications operators in the Price Observatory (Pricescope), by the end of 2024, the companies NOVA, OTE[42] and VODAFONE were offering approximately 1,200 products/programs in the domestic market[43] (Chart 1.86), having increased by 4% compared to the 2023. These products entailed about 90,000 possible and dynamically produced combinations (product solutions) of basic products[44], add-ons[45] and offers[46]. The main conclusions drawn from Pricescope are summarized as follows:

- Pursuant to COSMOTE's absorption, OTE led the market in terms of the total number of available products, followed by VODAFONE and NOVA (Chart 1.87)
- The products offered by OTE and NOVA products were mainly addressed to residential customers, while a large share of VODAFONE's products aimed at business customers (Chart 1.88).
- 94% of mobile post-paid telephony products with a minimum of voice service offered unlimited call minutes to all, dropped by 3% compared to 2023 (Chart 1.89).
- 26% of the mobile post-paid telephony products with voice and data services provided unlimited data, having increased by 13% compared to 2023 (Chart 1.90).
- 55% of the fixed telephony products with a minimum of a voice service[47] offered unlimited call minutes to mobiles, having increased by 13% compared to 2023 (Chart 1.91).

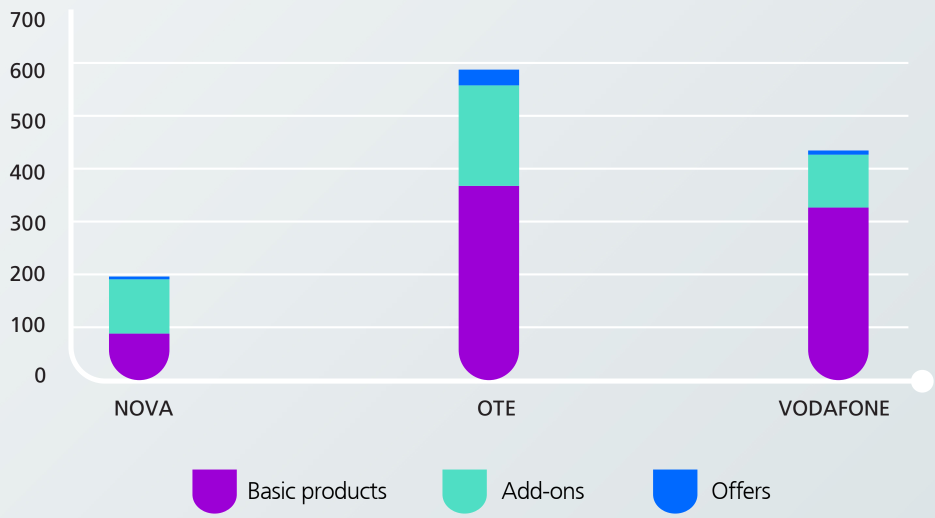
41. This section lists the most important points of the report «Δείκτες Τηλεπικοινωνιακών Προγραμμάτων Παρατηρητηρίου Τιμών 2024».
42. The absorption of COSMOTE by OTE was completed in January 2024.
43. Setting aside commercially available products, there are also additional products registered that, even though they are not commercially active, customers favor them and still use them. In addition, product differentiation does not solely depend on a different brand name but also on other specific features, such as the binding duration attached to a telecommunications service contract.
44. A basic product is a product that can be commercially available by itself i.e. a consumer can buy only that in order to meet his/her telecommunication needs.
45. An add-on is a product that is not commercially available by itself but must be combined with a basic product.
46. An offer is a basic or an add-on product, which is available under certain restrictive terms.
47. It is noted that the majority (96%) of the fixed telephony programs (1-play, 2-play, 3-play) provides unlimited call minutes to fixed phones.

Chart 1.86: Number of products in the domestic market



Source: EETT

Chart 1.87: Commercially available products per operator, 2024

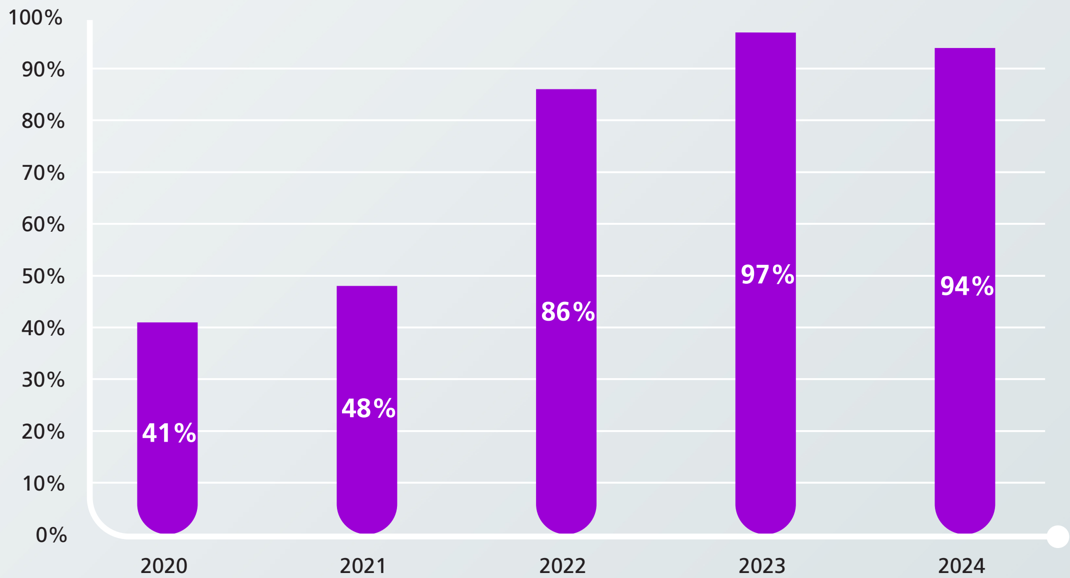


Source: EETT

Chart 1.88: Breakdown of products per operator in the target-markets, 2024

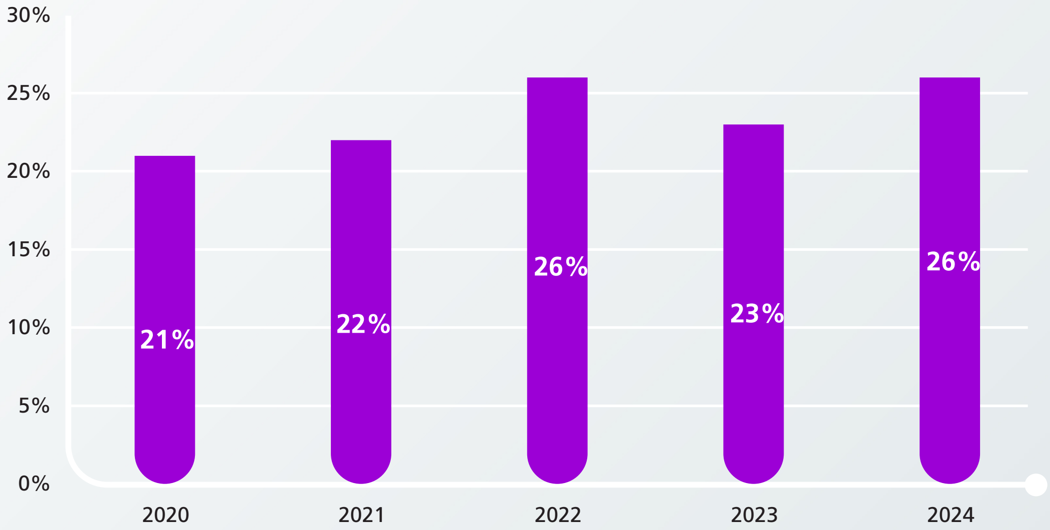
Source: EETT

Chart 1.89: Mobile post-paid products with unlimited call minutes to all



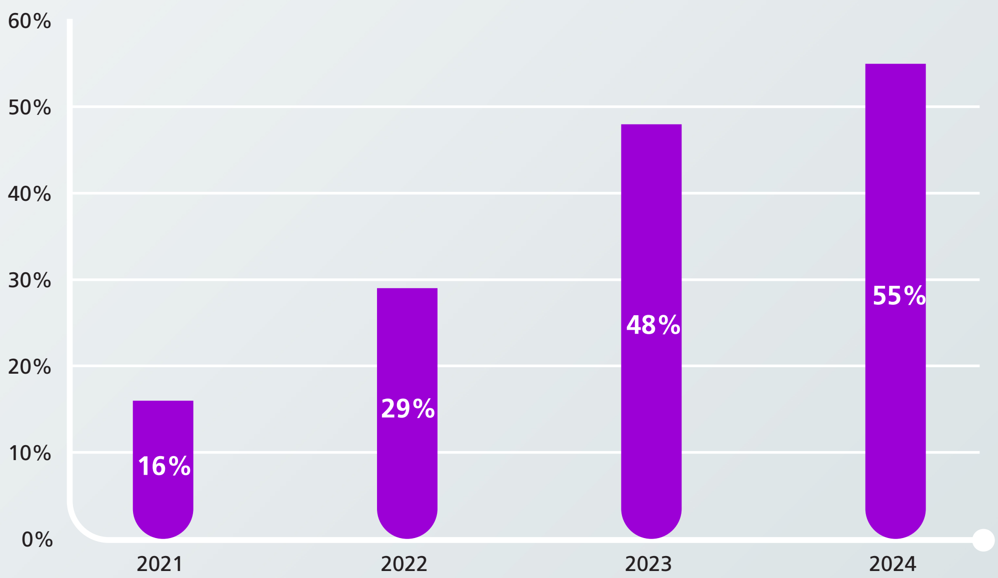
Source: EETT

Chart 1.90: Mobile post-paid products with unlimited data



Source: EETT

Chart 1.91: Fixed telephony products with unlimited call minutes to mobiles



Source: EETT

Over time evolution of prices in the fixed and mobile telephony

This section presents the lowest prices in fixed and mobile telephony, according to the data registered by the telecommunications operators in the Pricescope for the period 2018-2024, based on the following two main service categories:

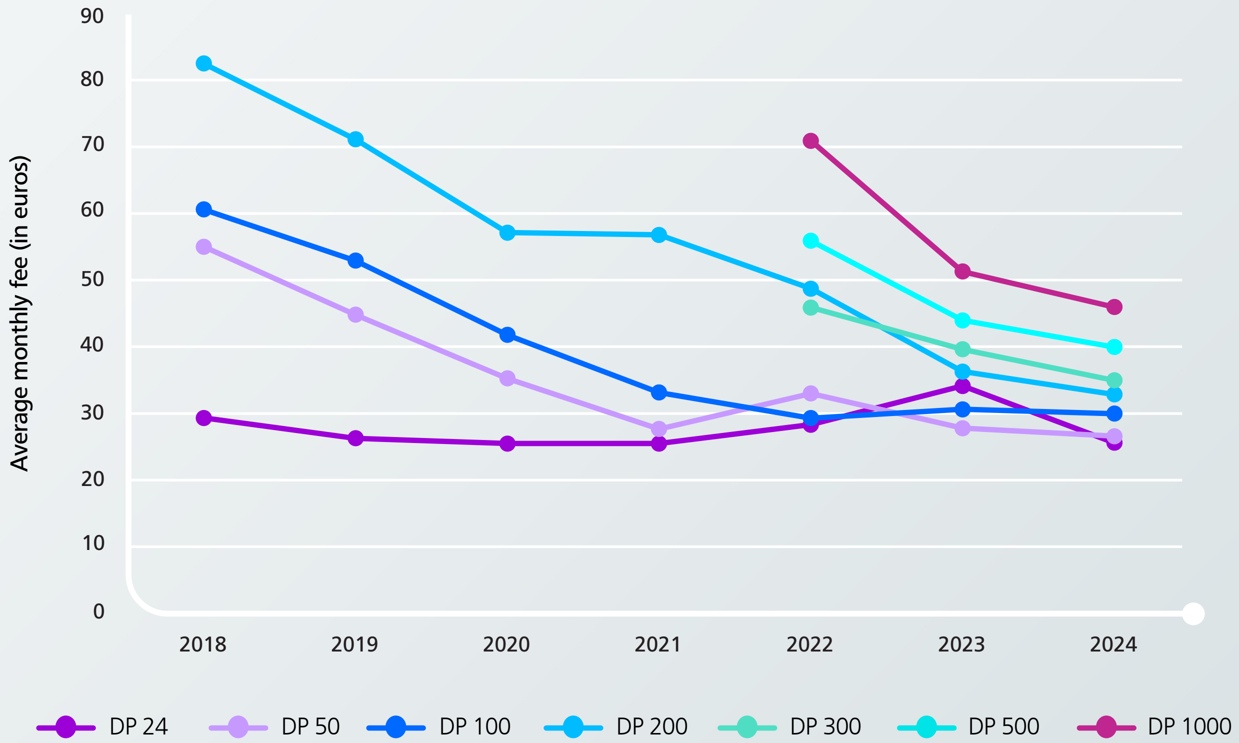
- Double play (fixed telephony and fixed broadband access) programs (24/50/100/200/300/500/1000 Mbps), with unlimited call allowance to fixed phones.
- Post-paid mobile telephony (1/2/4/8/10/15/20/Unlimited GB), with a call allowance to all.

Fixed telephony

Based on the commercially available double play programs (fixed telephony and fixed broadband access) for 24/50/100/200/300/500/1000 Mbps, with unlimited call allowance to fixed phones (residential clients), the average monthly fee for the 2018-2024 period was calculated based on the cheapest program offered by the fixed telephony operators for the aforementioned types of services (Chart 1.92).

It should be mentioned that the changes in the operators' ownership structure (VODAFONE-CYTA, NOVA-WIND, OTE-COSMOTE), as well as their commercial policies regarding the availability of programs[48] ,have been considered.

Chart 1.92: Evolution of the average double play (24/50/100/200/300/500/1000 Mbps) monthly fee based on the cheapest product per operator



Source: EETT

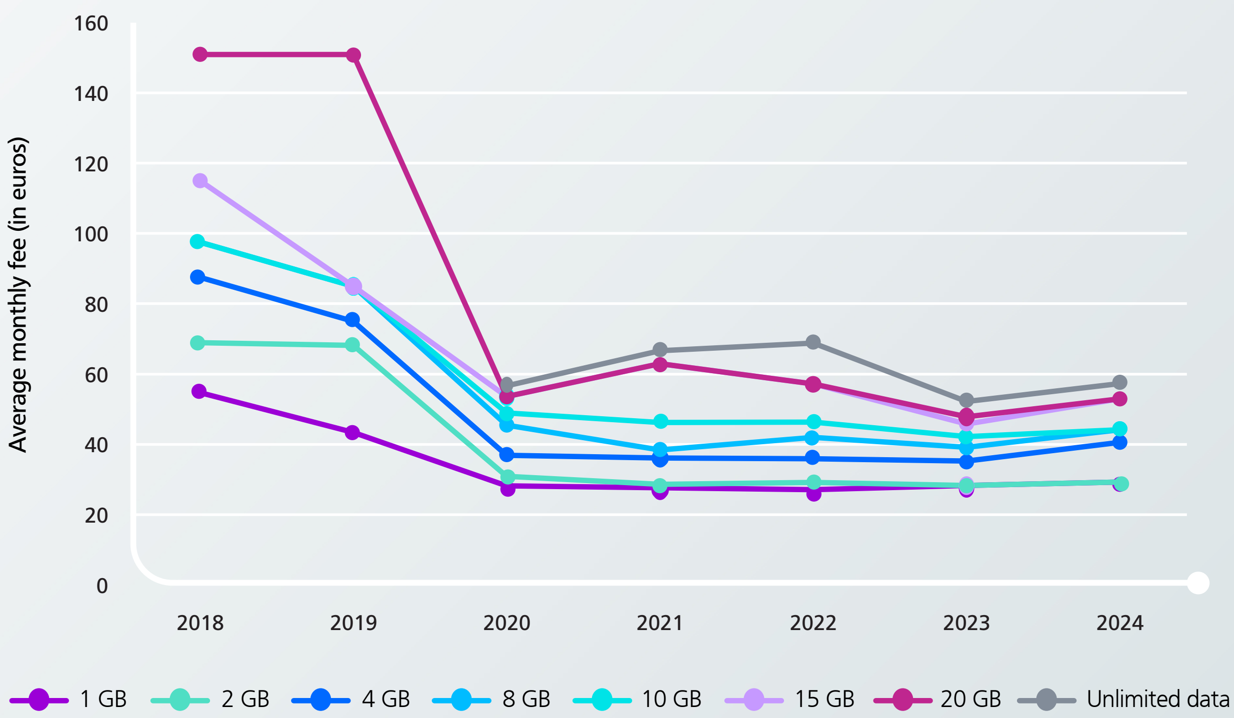
48. For example, no company offered a plan during the 2018-2021 period for the categories DP300/DP500/DP1000. OTE was the only company offering a program in 2022, while in 2023, for the first time, all companies offered such plans.

Post-paid mobile telephony

Based on the commercially available post-paid mobile telephony programs for 1/2/4/8/10/15/20/Unlimited GB, with a call allowance to all (residential clients), the average monthly fee for the 2018-2024 period was calculated based on the cheapest program offered by the mobile telephony operators for the aforementioned types of services (Chart 1.93).

It is important to note that between 2018 and 2019, COSMOTE was the only operator that offered a program in the 20 GB category, whereas post-paid mobile telephony offers with unlimited data and a data usage limit over 20 GB, beyond which the speed is significantly reduced, were recorded for the first time in 2020.

Chart 1.93: Evolution of the average monthly fee for post-paid mobile products (1/2/4/8/10/15/20/Unlimited GB) based on the cheapest product per operator



Source: EETT

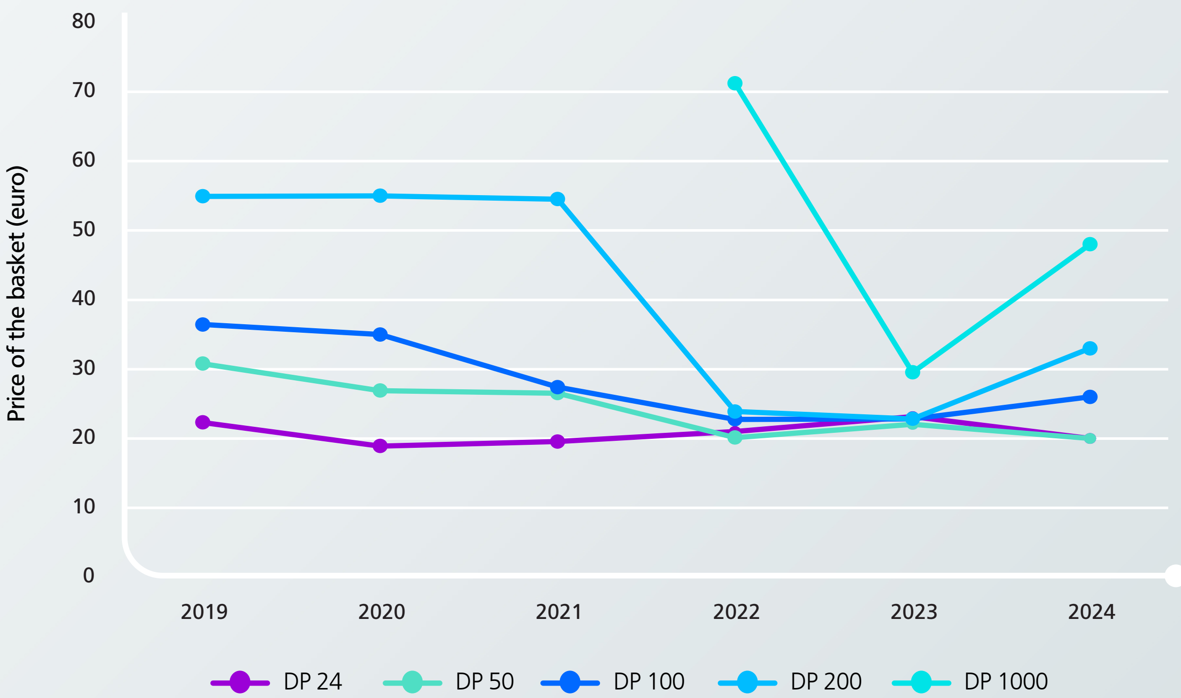
Over time price evolution for baskets of services

In order to monitor prices over time for specific use of services' profiles, this analysis was based on a subset of services' "baskets", as those are defined and used in the study "Mobile and fixed broadband prices in Europe", prepared by the European Commission in cooperation with the National Regulatory Authorities (NRA) for the years 2019[49], 2020[50], 2021[51], 2022[52], 2023[53] and 2024[54]. The baskets follow the guidelines issued by the Body of European Regulators for Electronic Communications (BEREC). The selection of the baskets' subset from the complete set was done based on maintaining comparability for the period 2019-2024. It should be noted that the prices in this section were calculated with the appropriate combination of programs with add-ons or/and offers, with the aim of satisfying the requested use per case at the lowest price, as well as the use of prepaid telephony programs.

Fixed telephony

The comparative assessment was based on fixed telephony baskets that pertain to double play (fixed telephony-fixed broadband access) offers (24/50/100/200/1000 Mbps) with at least 70 minutes to fixed phones and 30 minutes to mobile phones. Charts 1.94 and 1.95 present the evolution of the lowest price for fixed telephony baskets from 2019-2024, as well as the cheapest operator. It should be noted that all the programs in these solutions offer unlimited minutes to fixed phones and over 30 minutes or even unlimited minutes to mobile phones.

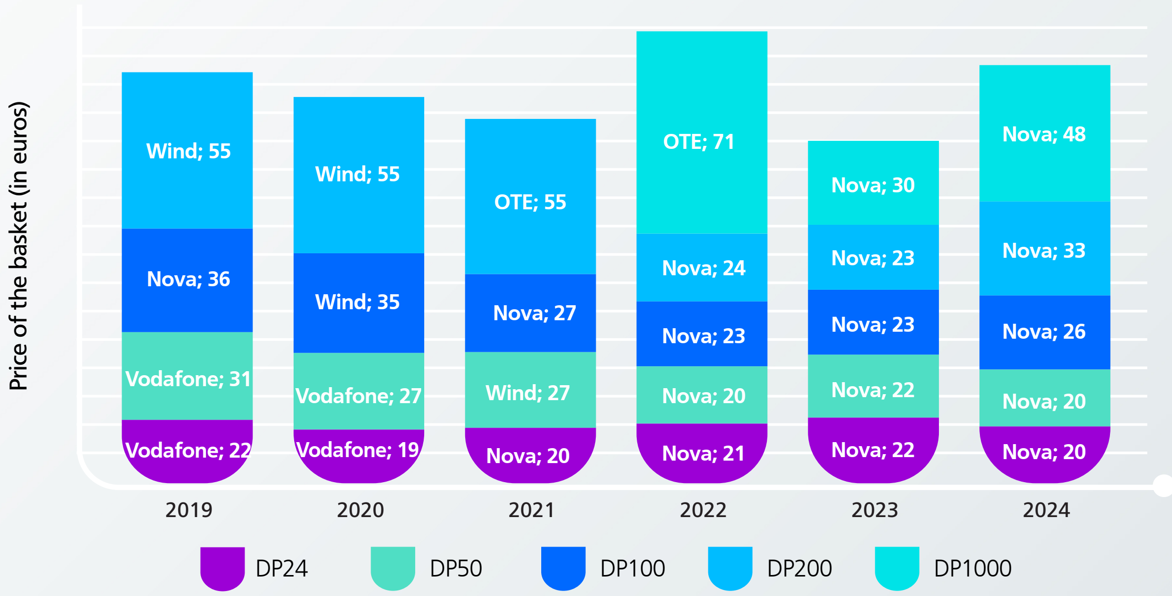
Chart 1.94: Price evolution for fixed telephony baskets



Source: EETT and European Commission

49. https://digital-strategy.ec.europa.eu/en/library/mobile-and-fixed-broadband-prices-europe-end-2019.
50. https://digital-strategy.ec.europa.eu/en/library/mobile-and-fixed-broadband-prices-europe-2020.
51. https://digital-strategy.ec.europa.eu/en/library/mobile-and-fixed-broadband-prices-europe-2021.
52. https://digital-strategy.ec.europa.eu/en/library/mobile-and-fixed-broadband-prices-europe-2022.
53. https://digital-strategy.ec.europa.eu/en/library/mobile-and-fixed-broadband-price-europe-2023-insights-european-broadband-market.
54. The 2024 study has not been published yet.

Chart 1.95: Price evolution for fixed telephony baskets and the cheapest operator

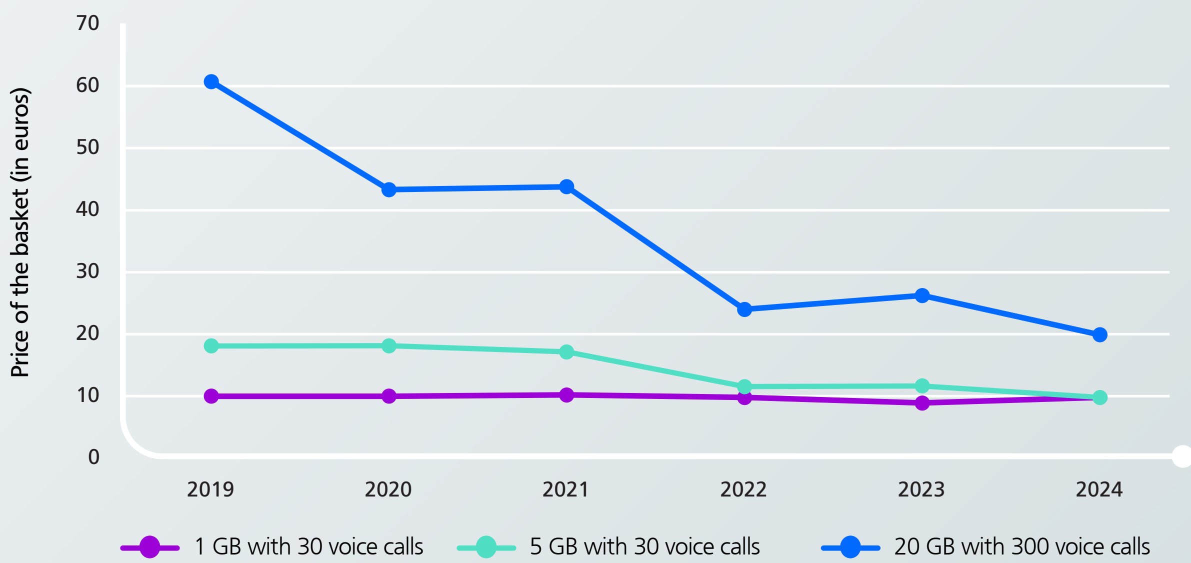


Source: EETT and European Commission

Mobile telephony

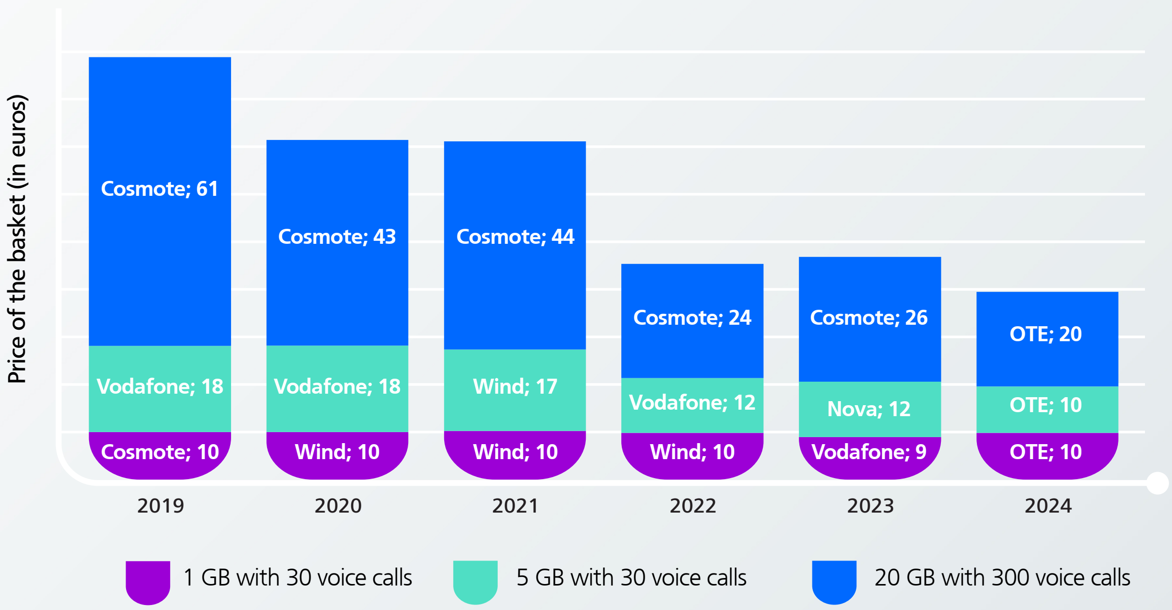
The comparative assessment was based on the following mobile telephony baskets: 1 GB with 30 calls, 5 GB with 30 calls and 20 GB with 300 calls. Charts 1.96 and 1.97 present the evolution of the lowest price for mobile telephony baskets from 2019-2024, as well as the cheapest operator. It is important to note that prepaid mobile telephony programs are also included in the solutions.

Chart 1.96: Price evolution for fixed telephony baskets



Source: EETT and European Commission

Chart 1.97: Price evolution for mobile telephony baskets and the cheapest operator



Source: EETT and European Commission

1.2.11 Comparison of Greek and European market indicators[55]

Broadband technology coverage at the national level

Chart 1.98 presents comparatively the broadband coverage percentages by technology recorded by Greece and Europe at the end of June 2024. In particular, coverage:

- via Fiber to the Premises (FTTP) increased by 7.7 percentage points, reaching 46.1% (from 38.4% in 2023),
- via DSL reached 95.5% of households, remaining the most widespread fixed broadband technology,
- via Next Generation Access (NGA) networks remained still at high levels, though VDSL and VDSL2 Vectoring, with coverage rates of 74.7% and 53.4% respectively, dropped by 2.4 and 1.5 percentage points compared to the previous year, due to the increased FTTP coverage,
- via 5G networks increased by 1.7 percentage points, reaching 99.8%, exceeding the respective EU average (94.3%). It is noted that, particularly for the 3.4–3.8 GHz band, the increase was 14 percentage points, with coverage reaching 72.9% of households, also exceeding the EU average (67.7%).

At a combined technology level and given the lack of cable infrastructure, Greece once again recorded the lowest coverage among EU member states for Very High Capacity Networks (VHCN)[56] reaching 46.1% versus 38.4% in 2023. Nevertheless, Greece closed the gap with the EU average (82.5%) to 36.4 percentage points, from 40.4 percentage points in 2023, mainly due to the deployment of FTTP networks.

Similarly, and as far as the total fixed broadband coverage is concerned, Greece (97.2%) trailed slightly behind the EU average (97.7%), while specifically for NGA, 86.4% of Greek households had access to high-speed broadband services by mid-2024, compared to the European average of 94.1% (Charts 1.99 and 1.100).

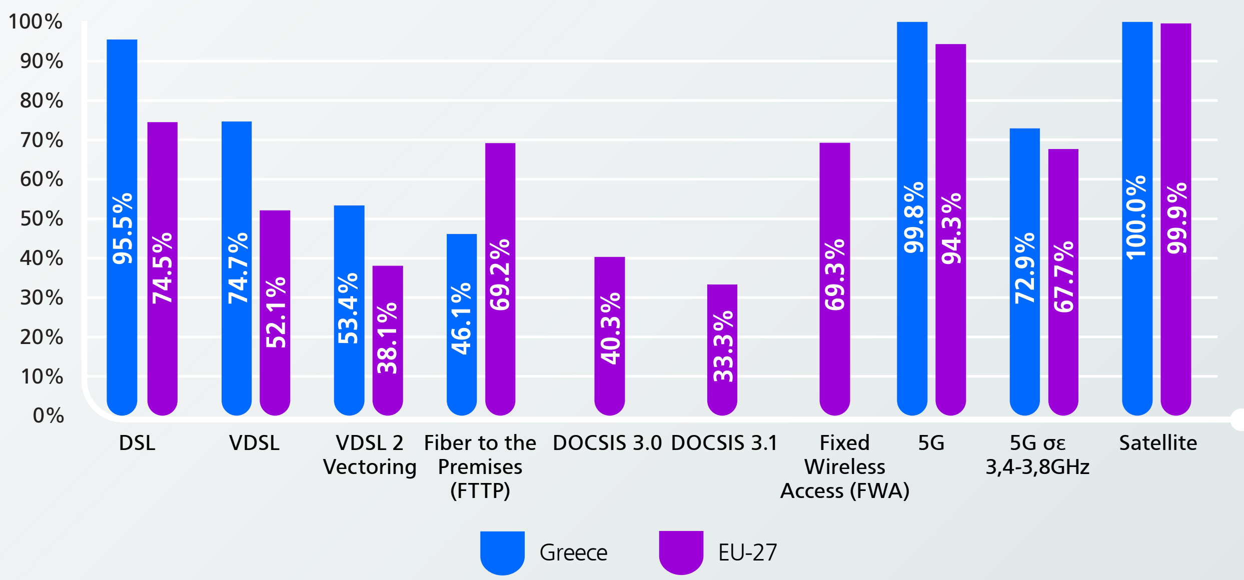
More specifically, the demand for high-speed broadband lines in the EU continued to increase,

55. Based on the data provided by the "DESI Dashboard for the Digital Decade" of the European Commission and "Broadband Coverage in Europe 2024" study.
56. A combination of Fiber to the Premises (FTTP) and Data Over Cable Service Interface Specification (DOCSIS).

hence the broadband connections with advertised download access speeds greater than or equal to 100 Mbps, in June 2024, accounted for 71.9% of total connections, versus 65.9% in June 2023. In Greece, however, this percentage stood at 34.8% compared to 29.5% in June 2023 (Chart 1.101).

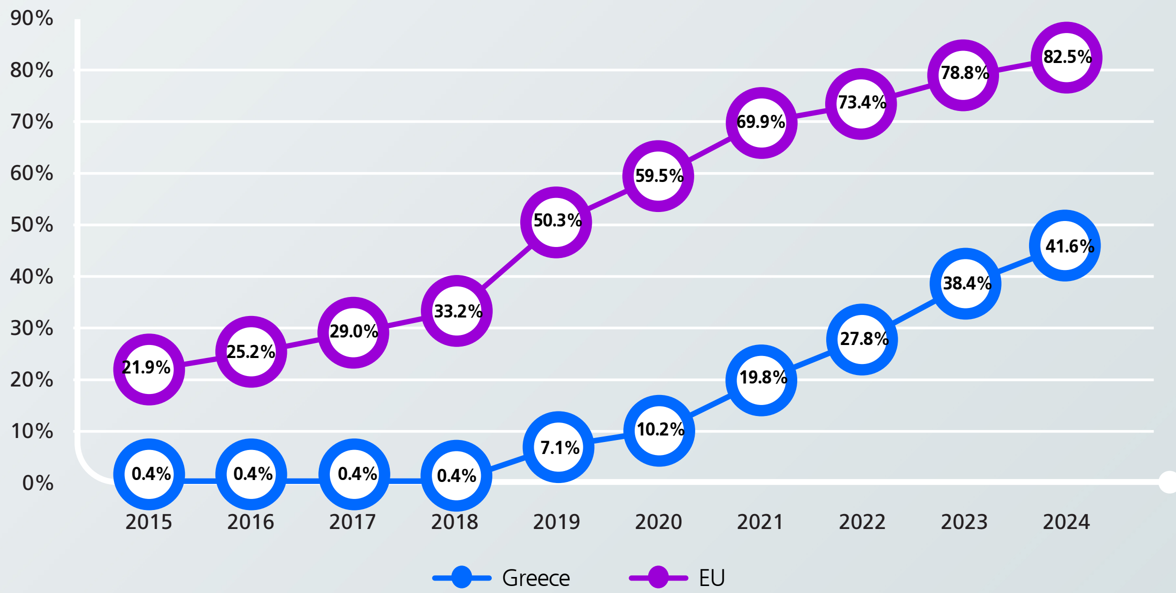
Chart 1.102 presents total 5G coverage by EU country in June 2024. Greece's coverage rate (99.8%) exceeds the corresponding EU average coverage (94.3%).

Chart 1.98: Total broadband coverage by technology in Greece and the EU, 2024



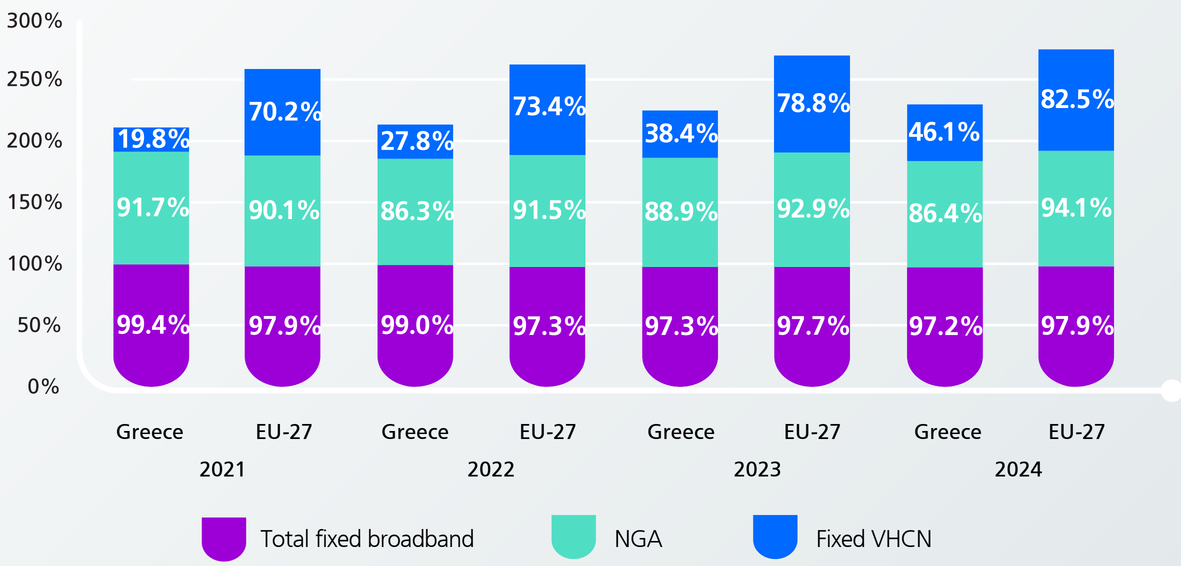
Source: EETT (based on the European Commission's Broadband Coverage in Europe 2024 study)

Chart 1.99: VHCN broadband coverage in Greece and the EU



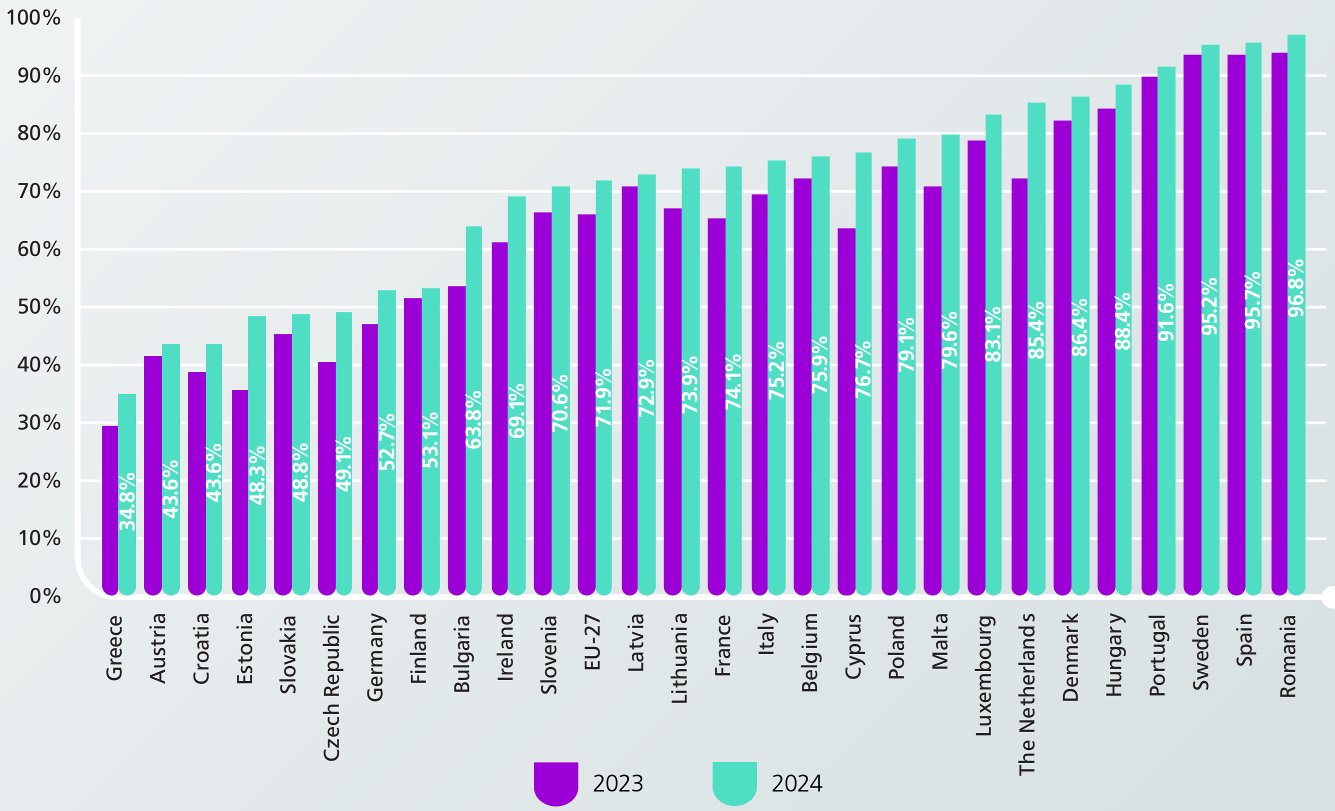
Source: EETT (based on the European Commission's Broadband Coverage in Europe 2024 study)

Chart 1.100: Broadband coverage by technology combination in Greece and the EU



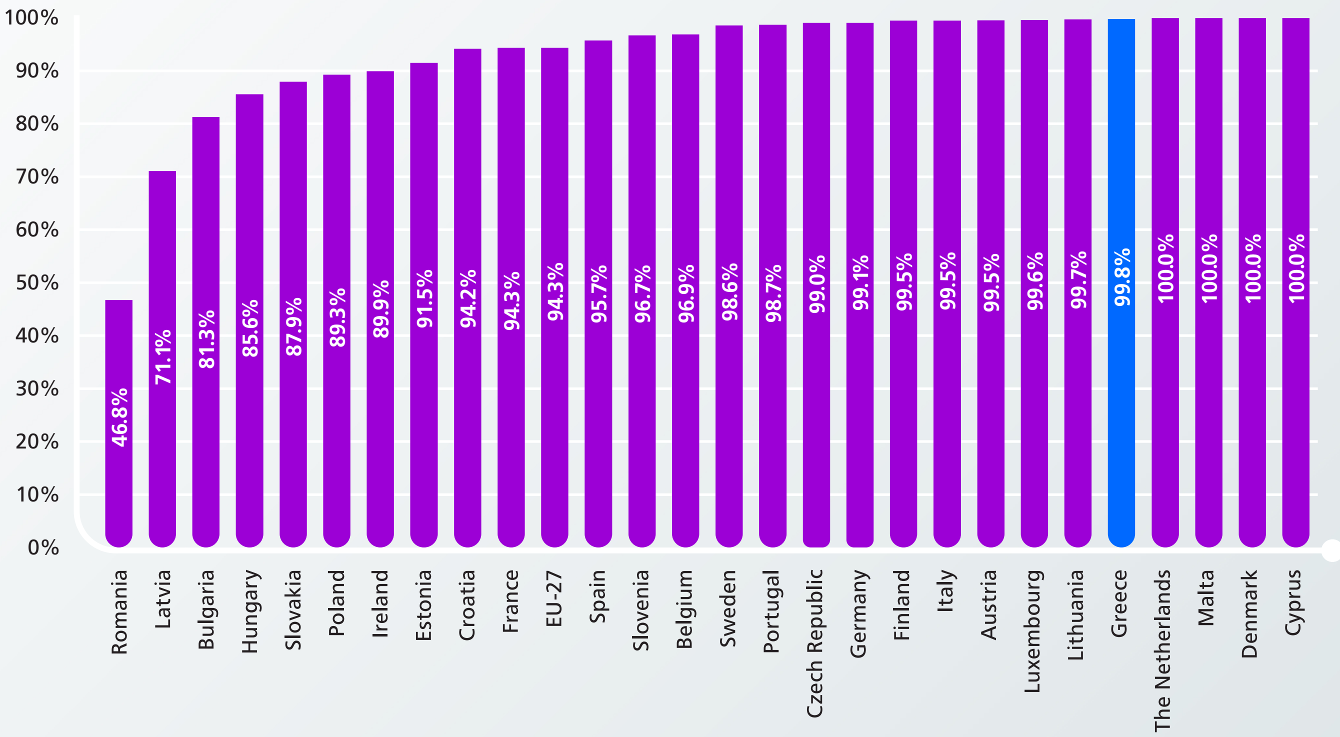
Source: EETT (based on the European Commission's Broadband Coverage in Europe 2024 study)

Chart 1.101: Percentage of lines with advertised download access speeds ≥ 100 Mbps in the EU, June 2024



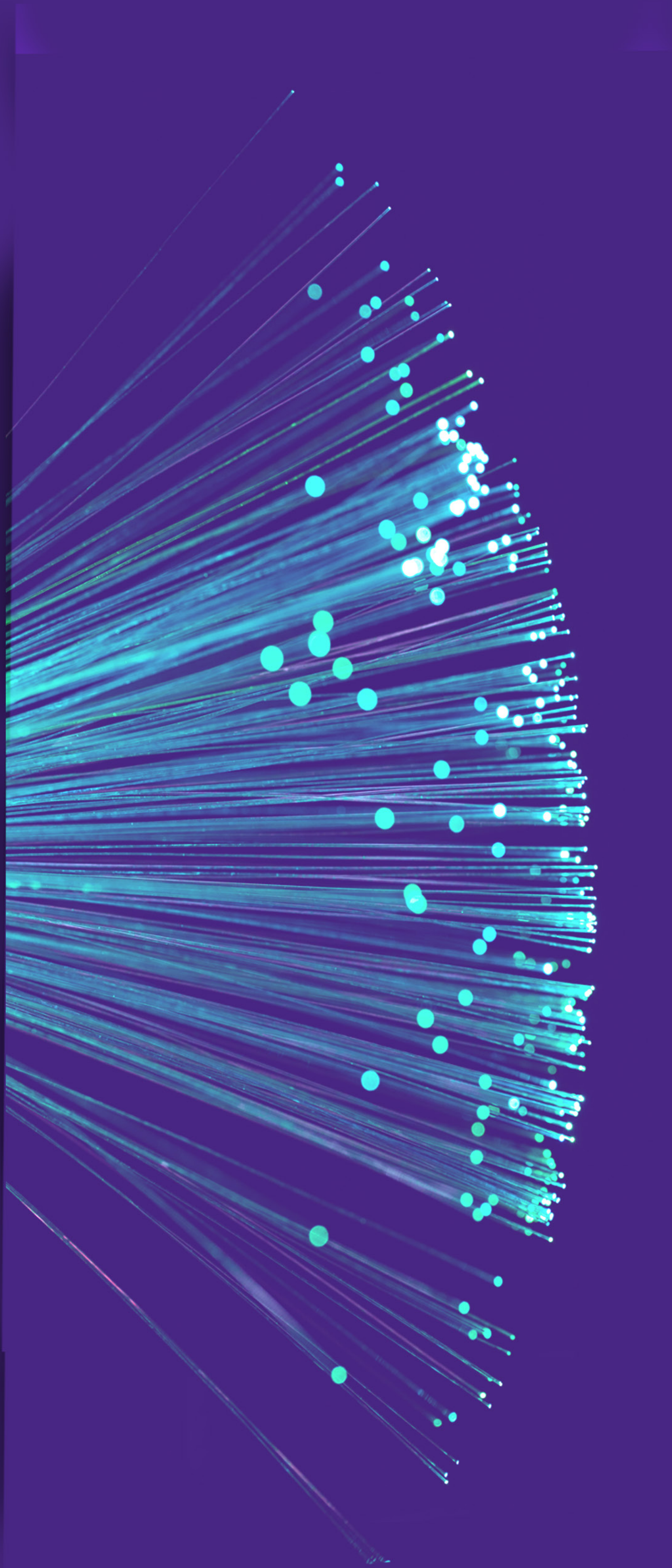
Source: EETT (based on the European Commission's Digital Decade DESI Report)

Chart 1.102: Total 5G coverage by country in the EU, June 2024



Source: EETT (based on the European Commission's Digital Decade DESI Report)

Postal services

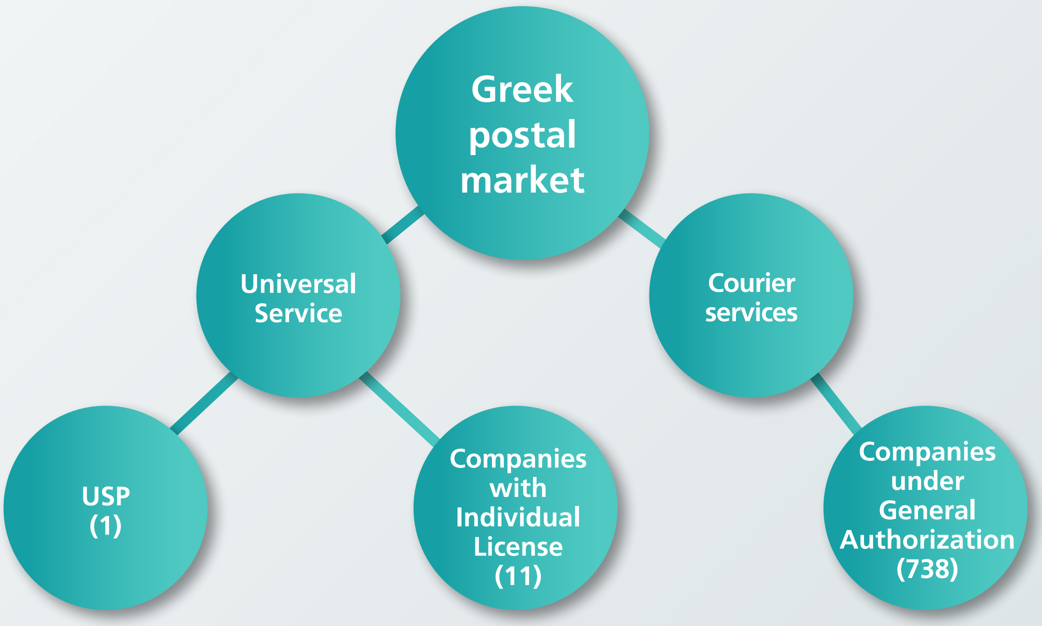


2. Postal services

2.1. The Greek postal market

The number of companies that operated in the Greek postal market in 2024 increased to 750[57] versus 731 in 2023 (Graph 2.1). More specifically, a) the Universal Service Provider (USP-ELTA) and 11 private companies with an Individual License were active in the universal services sector (Chart 2.1), and b) 738 companies under General Authorization were active in the courier services sector. In 2024, 68 new companies under General Authorization entered the courier services market (Chart 2.2). It is noted that, the absorption of ELTA Courier by ELTA was officially completed on October 1st, 2024, hence the former ceased to exist as a standalone company and its activities were fully integrated to the latter.

Graph 2.1: Number of companies in the Greek postal market



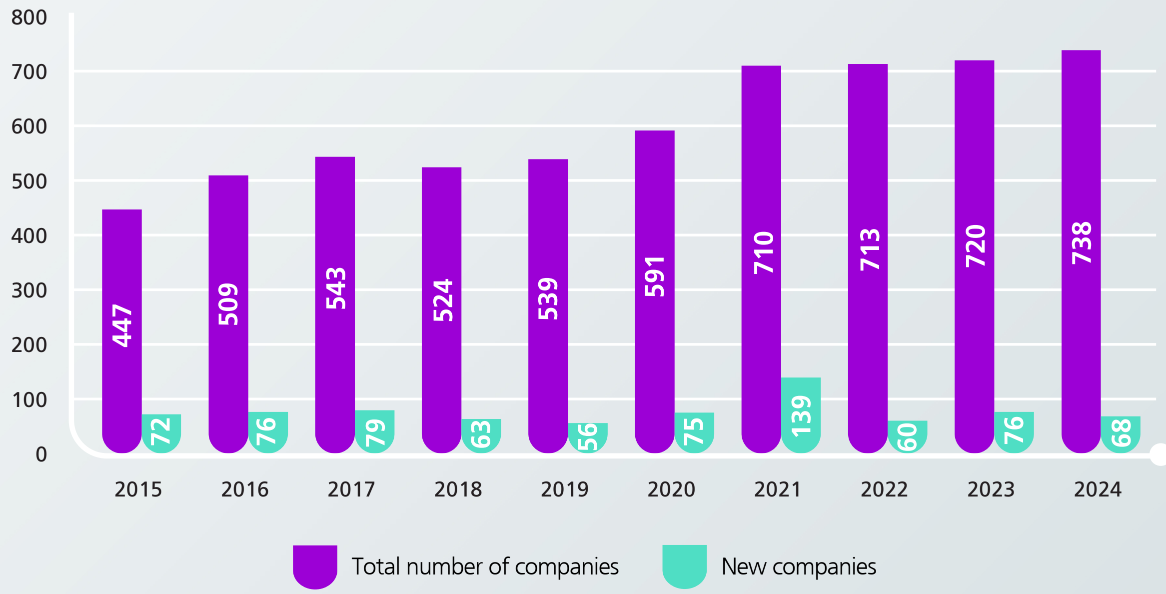
Source: EETT (Registry of postal services providers)

57. There are some companies that hold both an Individual License and a General Authorization License.

Chart 2.1: Number of companies with Individual License

Source: EETT (Registry of postal services providers)

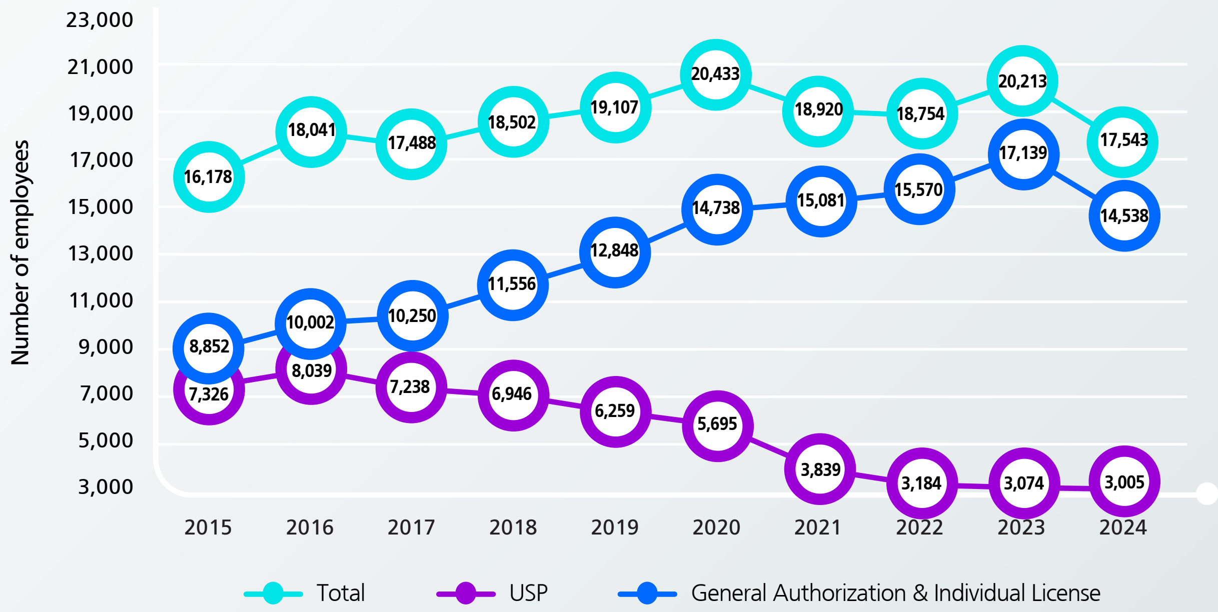
Chart 2.2: Number of companies under General Authorization



Source: EETT (Registry of postal services providers)

The number of people employed in the Greek postal market in 2024 amounted to 17,543, marking a decrease of 13.2% compared to 2023 (20,213 people). More specifically, 17% of employees (3,005 people) was employed by the USP, while the remaining 83% (14,538 people) worked for other providers under a General Authorization or with an Individual License (Chart 2.3).

Chart 2.3: Employment in the Greek postal market



Source: EETT (based on data provided by postal services providers)

Total investments in the postal market increased considerably by 40.9%, amounting to 25.5 million euros compared to 18.1 million euros in 2023 (Chart 2.4). These investments were exclusively related to postal services rendered by the providers and focused mainly on tangible and intangible fixed assets.

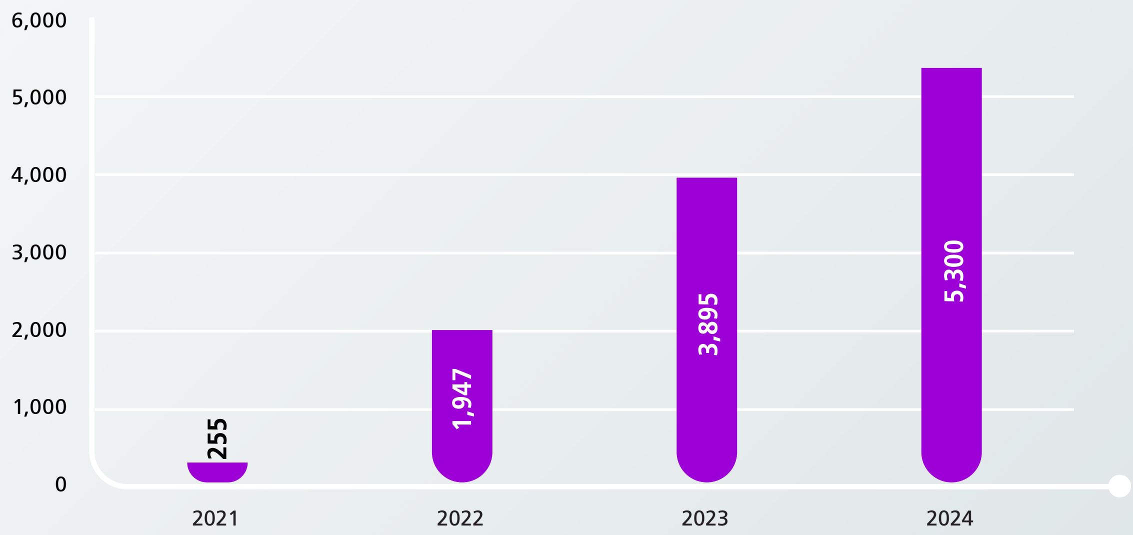
Chart 2.4: Investments in the Greek postal market

Source: EETT (based on data provided by postal services providers)

Regarding the infrastructure of postal services providers, in 2024, the USP owned 921 post offices and 1,913 vehicles, while the other providers with Individual License or under General Authorization owned 1,420 post offices (proprietary and network offices) and 8,779 vehicles, respectively, of which 453 were new low-emission technology vehicles, either electric or eco-friendly.

Finally, the network of automated parcel lockers[58] was further enlarged by 36%, with installed facilities in 5,300 locations[59] (compared to 3,895[60] in 2023), 5,260 of which belong to three postal service providers operating under General Authorization and 40 to the USP (compared to 18 in 2023) (Chart 2.5).

Chart 2.5: Number of automated parcel lockers



Source: EETT (based on data provided by postal services providers)

58. These are special machines, placed in outdoor or indoor spaces, with lockers of various sizes, which lock and unlock using software. They typically feature a touch screen or keyboard and a barcode scanner. Additionally, they offer the option for payment via an installed POS system, as well as the issue of the corresponding receipt through the installed printer.
59. Mainly in the broader area of Attica and Thessaloniki, as well as in other major cities of the country.
60. It should be noted that the number of lockers for 2023 has been revised, pursuant to relative corrections submitted by a licensed provider.

2.2. Evolution of key figures of the postal market in Greece

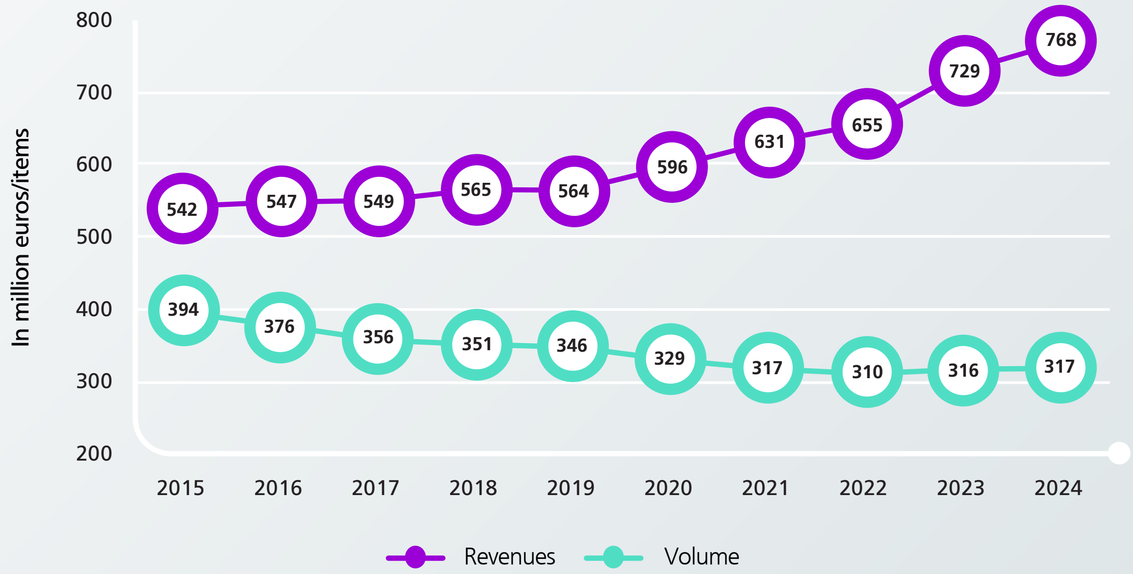
The analysis of the key figures of the Greek postal market is based on the data provided by the USP as well as the postal companies under General Authorization or with an Individual License, whose turnover from postal activities exceeded 100 thousand euros in 2024.

2.2.1. Postal items revenues and volume

Total postal market

In 2024, the Greek postal market trended upwards again both in terms of revenues and the volume of handled postal items. Specifically, 317 million postal items were handled, generating revenues of approximately 768 million euros, as shown in Chart 2.6.

Chart 2.6: Revenues and postal items volume of the Greek postal market



Source: EETT (based on data provided by postal services providers)

Per market sector

In 2024, the total revenues of the postal market grew by 5.4%, due to a 6.5% rise in the revenues of companies under General Authorization. At the same time, the total volume of handled postal items increased slightly by 0.4%, due to a 12.2% rise of the postal items handled by companies under General Authorization. For the first time in recent years, the USP's revenues increased by 1.7%; however, its volume of handled postal items dropped further by 2.9%. The historical trends of the Universal Service (US), Individual License and General Authorization sectors are presented in Tables 2.1 and 2.2.

Table 2.1: Postal market revenues (in thousand euros)

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2024/23
USP	227,417	207,313	195,059	185,273	174,307	149,895	129,574	116,021	108,394	110,223	1.7%
Companies with Individual License	14,309	15,865	18,251	19,220	20,852	18,409	19,121	16,115	14,252	11,912	-16.4%
Companies under General Authorization	299,954	324,086	336,110	360,274	368,575	428,195	482,172	523,106	606,596	646,174	6.5%
Total	**541,680**	**547,265**	**549,421**	**564,768**	**563,734**	**596,499**	**630,867**	**655,242**	**729,242**	**768,309**	**5.4%**
Annual change	-8.2%	1.0%	0.4%	2.8%	-0.2%	5.8%	5.8%	3.9%	11.3%	5.4%	-

Source: EETT (based on data provided by postal services providers)

Table 2.2: Postal market volume (in thousand items)

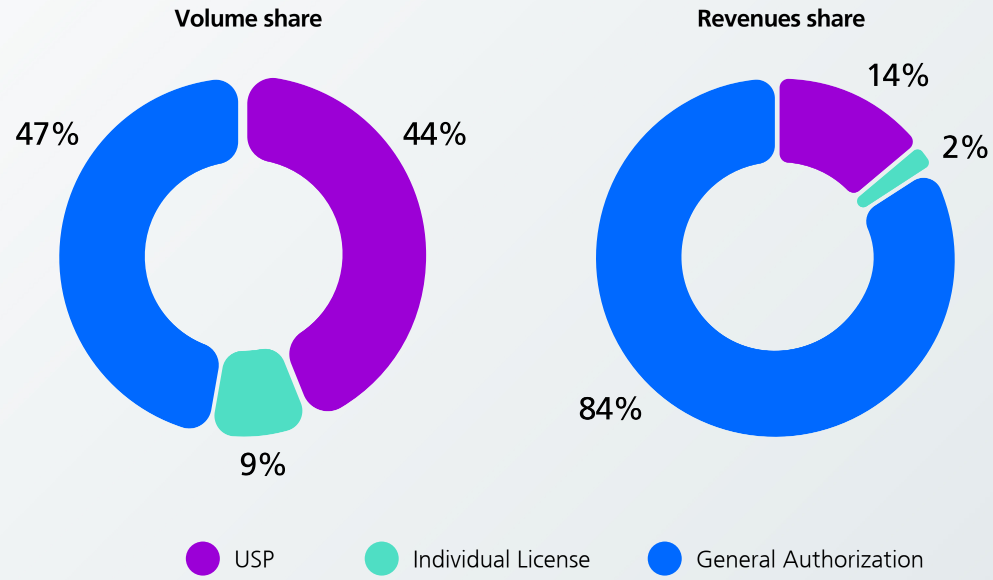
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2024/23
USP	308,300	278,523	248,452	231,607	213,496	176,694	151,054	148,108	143,386	139,293	-2.9%
Companies with Individual License	27,251	32,060	37,136	42,312	48,681	46,049	46,249	40,930	38,895	28,173	-27.6%
Companies under General Authorization	58,578	65,752	70,613	76,624	84,199	106,000	119,288	120,618	133,552	149,780	12.2%
Total	**394,129**	**376,334**	**356,201**	**350,543**	**346,376**	**328,744**	**316,590**	**309,656**	**315,833**	**317,246**	**0.4%**
Annual change	-18.4%	-4.5%	-5.3%	-1.6%	-1.2%	-5.1%	-3.7%	-2.2%	2.0%	0.4%	-

Source: EETT (based on data provided by postal services providers)

In 2024, the USP accounted for 44% of the postal items' total volume, while companies with an Individual License and under General Authorization accounted for 9% and 47%, respectively (Chart 2.7).

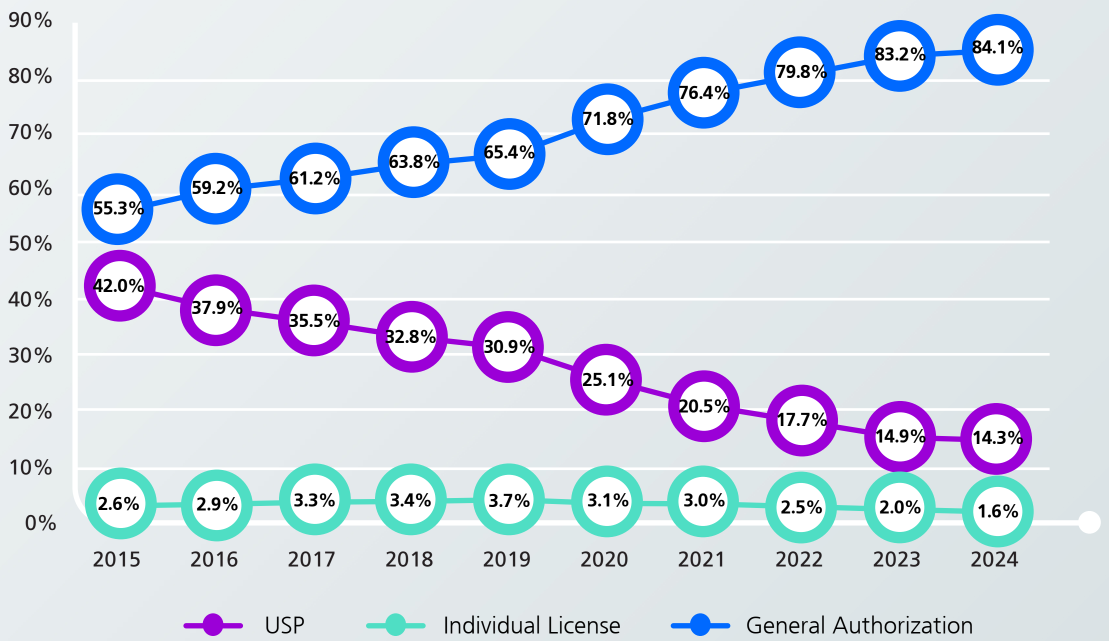
The USP's market share in terms of revenues kept on falling to 14% in 2024 compared to 15% in 2023, while the respective market share of companies under General Authorization steadily increased, reaching 84% compared to 83% in 2023. Finally, the market share of companies with an Individual License remained roughly at 2%, as shown in Chart 2.8.

Chart 2.7: Postal items volume and revenues shares per postal sector, 2024



Source: EETT (based on data provided by postal services providers)

Chart 2.8: Revenues shares per postal sector



Source: EETT (based on data provided by postal services providers)

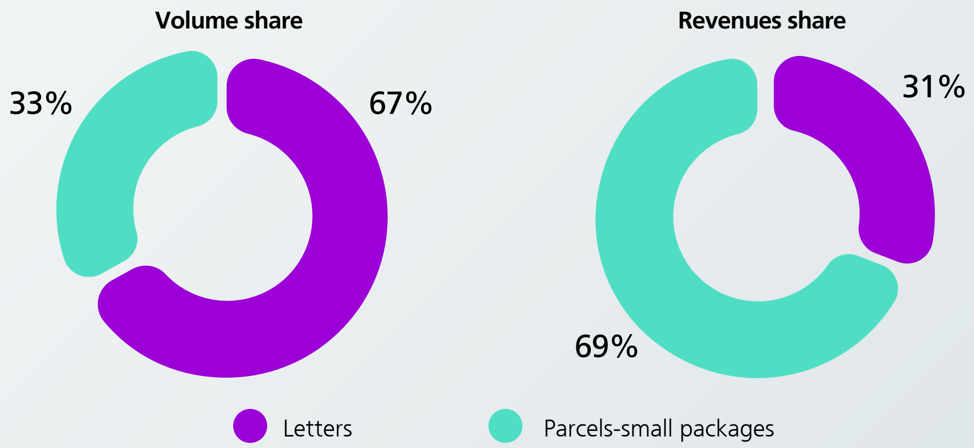
Per postal service

Postal items are classified into letters (including direct mail, newspapers and magazines) and parcels (including small packages). In 2024, the parcels market generated 69% of the total postal market revenues, having handled 33% of the total postal items (Chart 2.9). More specifically, 105 million parcels were handled (a 14.8% increase compared to 2023), generating revenues of 532 million euros, recording an increase of 7.8% compared to the previous year.

In 2024, there was a decrease of 5.4% in the number of handled letters, inspite of constituting 67% of the handled postal items' total volume. More analytically, 212 million letters were handled, generating revenues of approximately 236 million euros, marking a 0.2% minor increase compared to 2023.

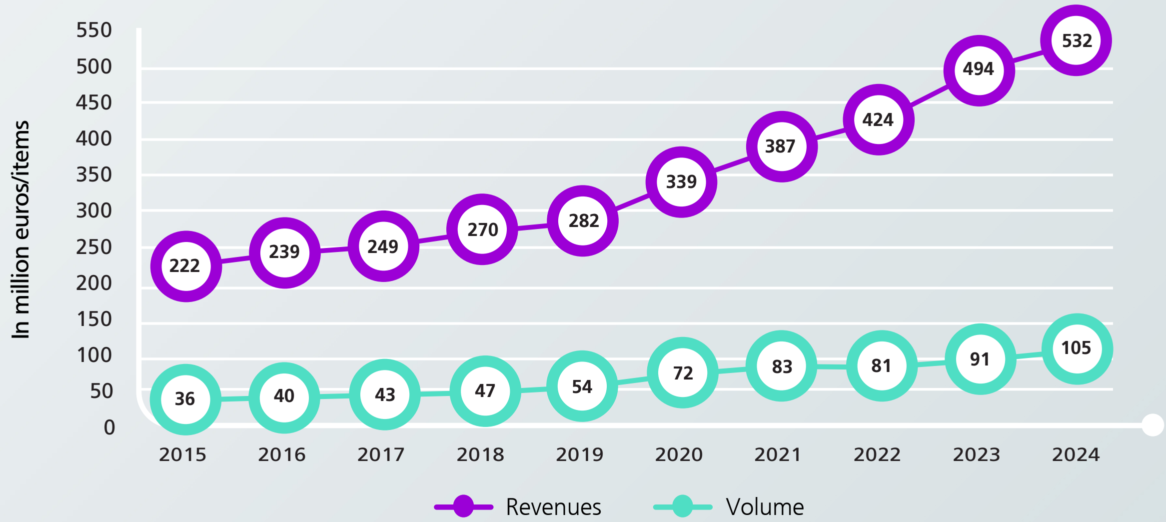
It is important to note that the ever-growing e-substitution of letter mail is the main reason for the decline in the number of handled letters in recent years. The trends in revenues and volume of the two postal services over the last decade are presented in Charts 2.9. and 2.10 respectively.

Chart 2.9: Postal items volume and revenues shares per postal service, 2024



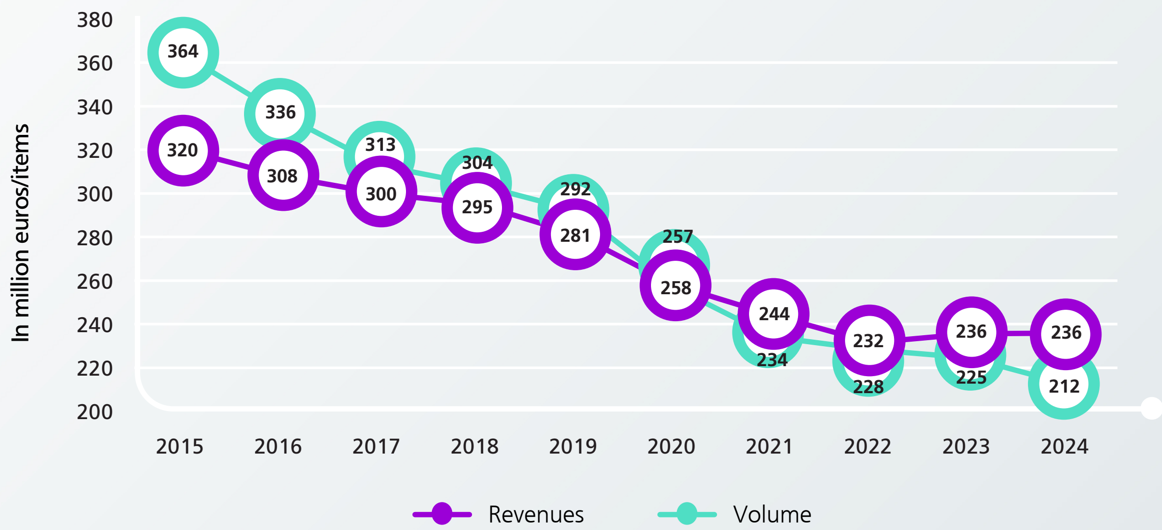
Source: EETT (based on data provided by postal services providers)

Chart 2.10: Volume and revenues of parcels-small packages



Source: EETT (based on data provided by postal services providers)

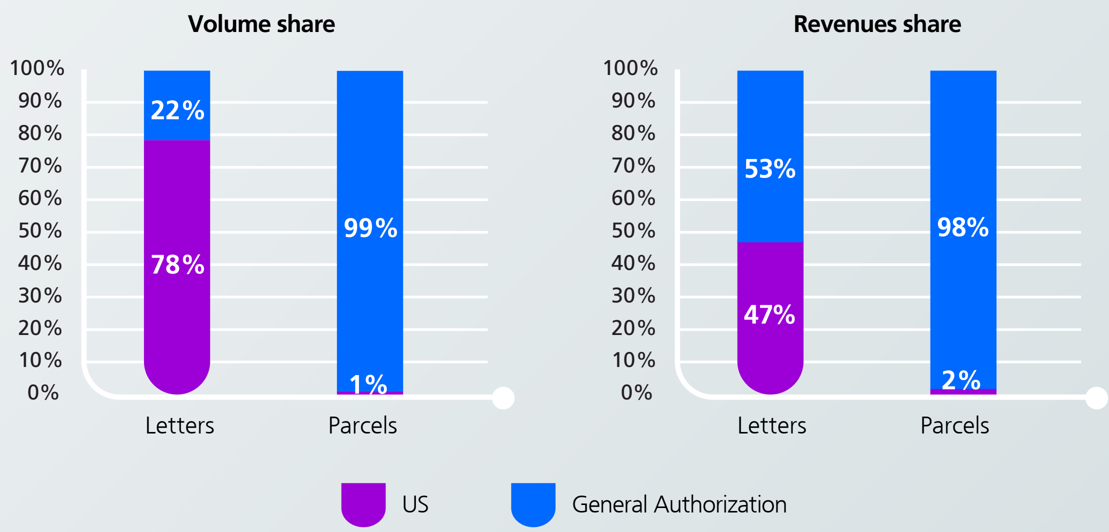
Chart 2.11: Volume and revenues of letters



Source: EETT (based on data provided by postal services providers)

Regarding the services provided in 2024, the US dominated in the letter mail sector[61], accounting for 78% of the volume and 47% of the revenues. In the parcels–small packages sector, courier companies prevailed, handling 99% of the volume and generating 98% of the revenues (Chart 2.12).

Chart 2.12: Volume and revenues shares of letters and parcels per postal sector, 2024



Source: EETT (based on data provided by postal services providers)

61. Including direct mail, books, newspapers and magazines.

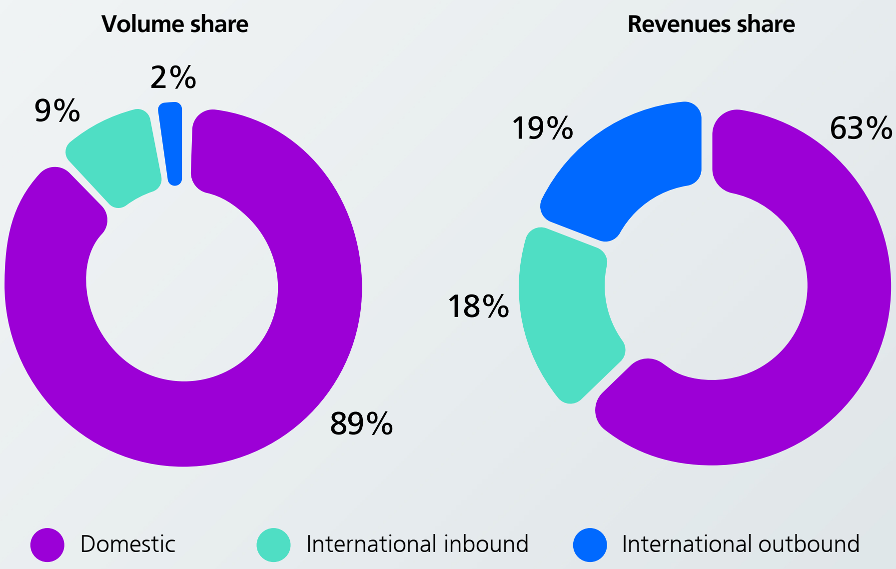
Per destination and origin of shipments

In 2024, 63% of the revenues in the Greek postal market stemmed from domestic traffic, which accounted for 89% of the postal items' total volume. The breakdown of revenues and the volume of domestic, international inbound and international outbound items is shown in Chart 2.13.

The majority of postal items was shipped from Attica (73%) and Macedonia (13%) to both domestic and international destinations. These two regions were also the most popular destinations for items handled domestically and from abroad. More specifically, 44% of postal items was shipped to Attica and 18% to Macedonia (Chart 2.14).

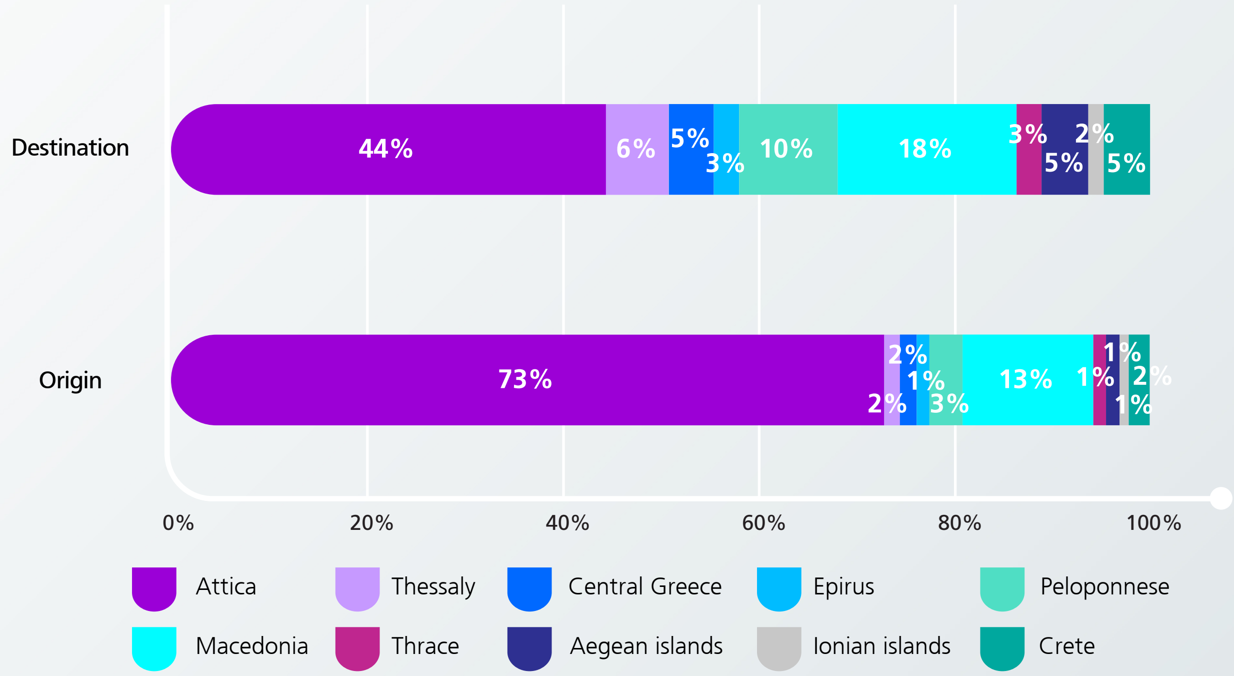
Moreover, the largest volume of postal items delivered to Greece from international destinations originated mainly from the European Union (EU) (90%), Asia (3%), the USA-Canada (3%) and the rest of Europe (3%). Postal items shippments to international destinations were primarily directed to the EU (64%), followed by the USA-Canada (15%) and the rest of Europe (12%) (Chart 2.15).

Chart 2.13: Postal items volume and revenues shares per domestic-international service, 2024



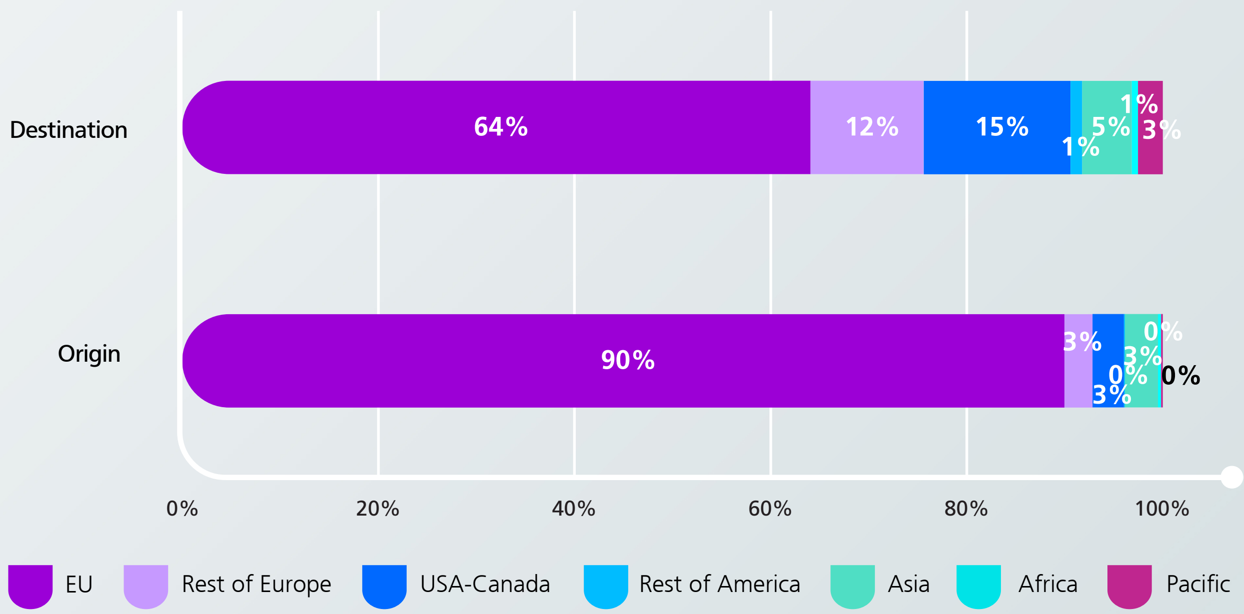
Source: EETT (based on data provided by postal services providers)

Chart 2.14: Origin and destination of domestic postal items shipments per geographic region, 2024



Source: EETT (based on data provided by postal services providers)

Chart 2.15: Origin and destination of international postal items shipments, 2024



Source: EETT (based on data provided by postal services providers)

2.2.2. The Universal Service sector[62]

The provision of the US covers letters, direct mail, newspapers, books, catalogues and magazines weighing up to 2 kg, as well as parcels up to 20 kg. As shown in Table 2.3 below, letters continued to be the dominant postal item in the US sector, accounting for 91.4% of the handled items and generating 84.4% of the sector's annual revenues in 2024.

In 2024, the USP continued to dominate the US sector, generating 83% of the postal items' volume versus 79% in 2023, and 90% of revenues compared to 88% in 2023 (Chart 2.16).

The historical trend of the US sector shares over the last decade shows the gradual increase in the market share of companies with an Individual License, which was interrupted over the last three years, as the USP's market share gradually increased (Chart 2.17). More specifically, in 2024, the companies with an Individual License held a 17% share in terms of the volume of handled items, generating 10% of total revenues. The market shares of all universal services for 2024 are presented in Chart 2.18.

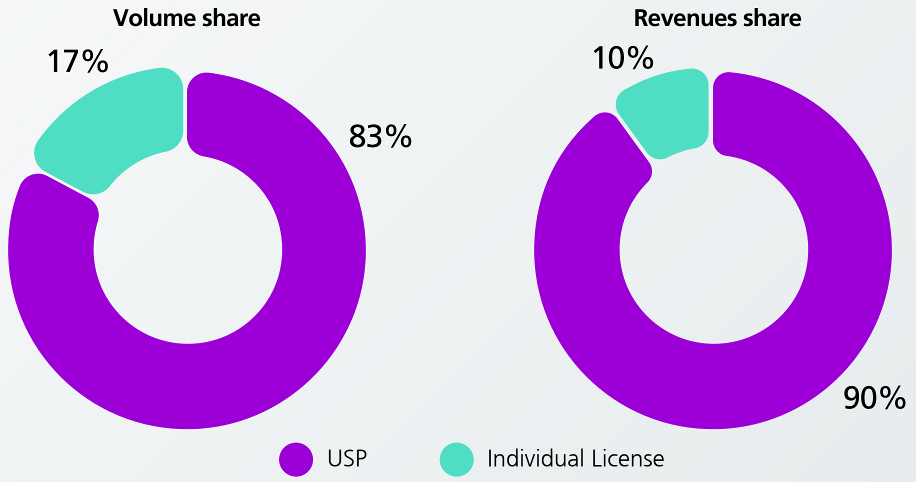
Table 2.3: Volume and revenues shares of postal items within the US sector, 2024

	Volume	Revenues
Letters	91.4%	84.4%
Direct mail	3.5%	2.0%
Newspapers	4.4%	4.6%
Books-catalogues-magazines	0.1%	0.2%
Parcels and small packages	0.6%	8.8%
US total	**100%**	**100%**

Source: EETT (based on data provided by postal services providers)

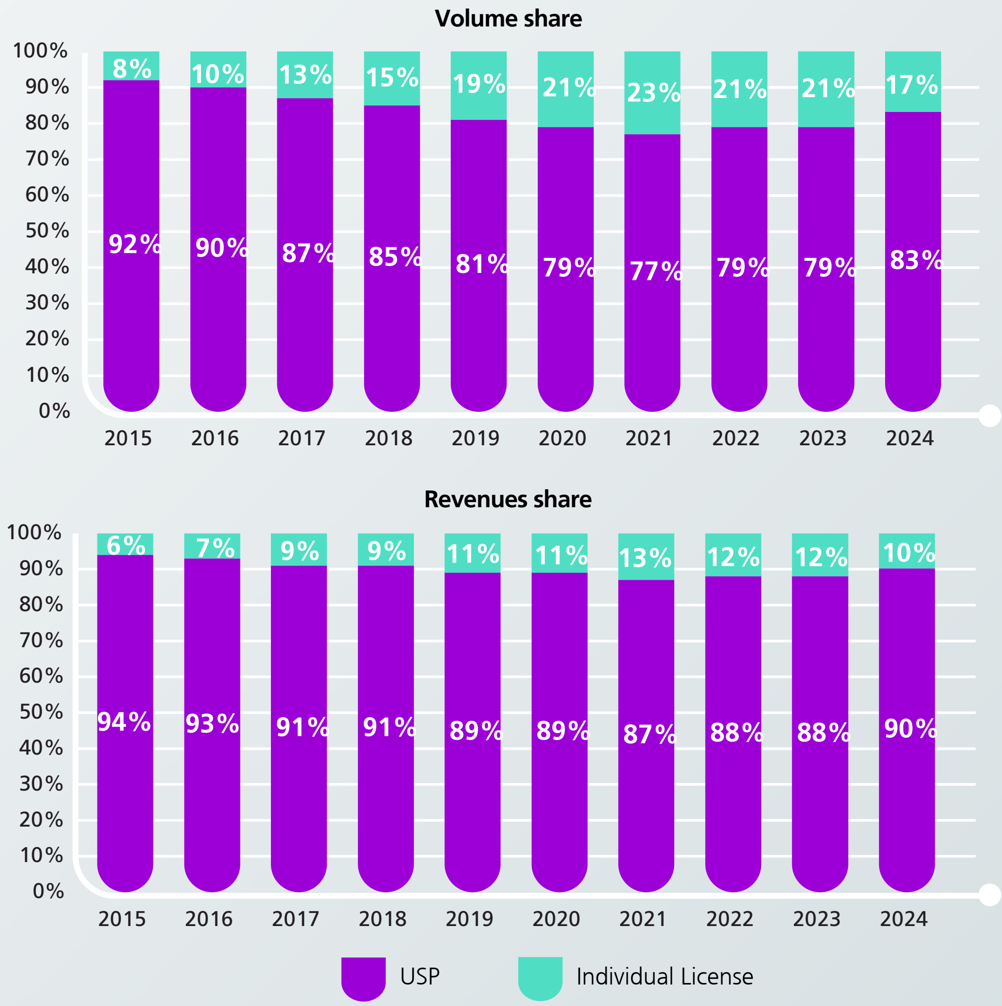
62. The USP and the companies with Individual License are the two types of providers operating in the US sector. According to Law 4053/2012 "Regulation of the operation of the postal market, electronic communications issues and other provisions", Government Gazette 44/A/07-03-2012, ELTA (Hellenic Post) is the USP in Greece and has undertaken the provision of the US for a period of 15 years, since the beginning of the postal market liberalization until 31/12/2028.

Chart 2.16: Postal items volume and revenues shares of postal services providers within the US sector, 2024



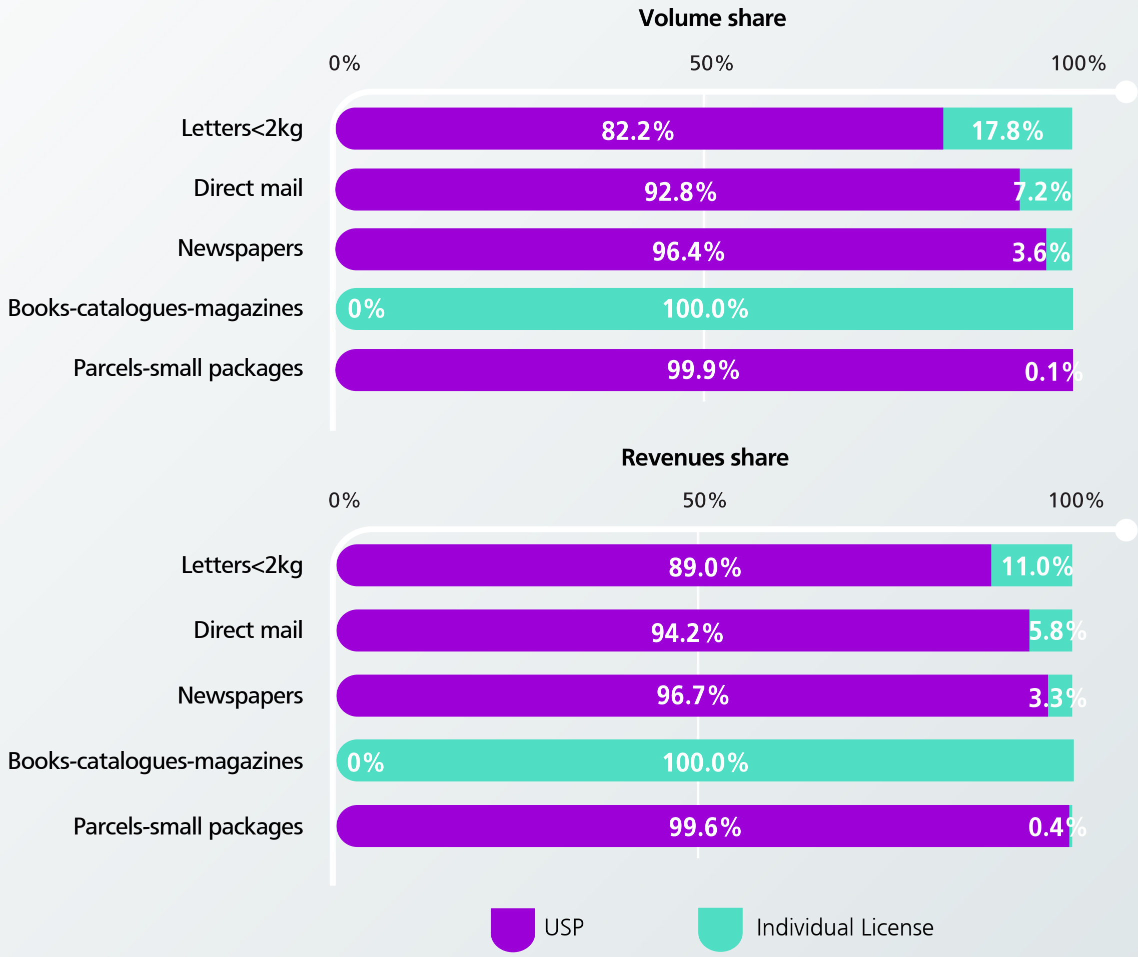
Source: EETT (based on data provided by postal services providers)

Chart 2.17: Evolution of postal services providers market shares within the US sector



Source: EETT (based on data provided by postal services providers)

Chart 2.18: Market shares of postal services by postal items type within the US sector, 2024



Source: EETT (based on data provided by postal services providers)

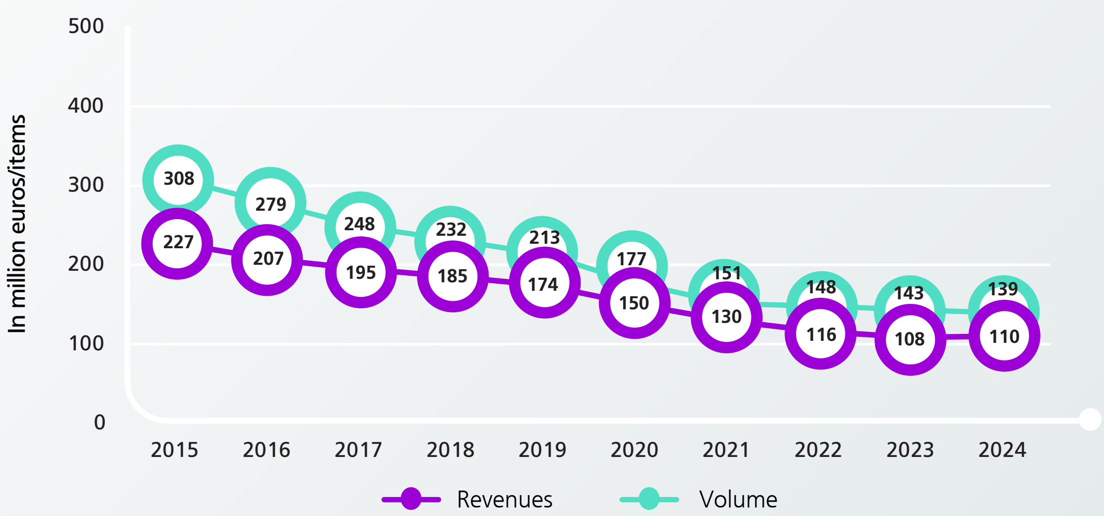
The Universal Service Provider (USP)

In 2024, the USP recorded revenues of 110 million euros, increased by 1.7% compared to 2023 and having handled 139 million postal items, i.e. 2.9% less than the previous year. The historical trend of the USP's revenues and postal items' volume over the last decade is presented in Chart 2.19.

The majority of the USP's revenues (83.3%) stemmed from handling letters up to 2 kg, followed by parcels up to 20 kg (8.6%) and newspapers (4.9%). In 2024, the average revenue grew for all postal item categories, but notably for newspapers and parcels, with increases of 14% and 13% respectively. The total volume of postal items and the corresponding revenues, as well as the average revenue per postal item category are presented in Table 2.4.

The USP's revenues stemmed mainly from contract (55%) and retail (45%) customers. The USP's customer base consisted mainly of public sector companies (19%), banks/assurance companies (15%) and individuals (19%).

Chart 2.19: USP's revenues and postal items volume



Source: EETT (based on data provided by postal services providers)

Table 2.4: USP's revenues and postal items volume shares per service, 2024

	Total volume (%)	Total revenues (%)	Average revenue (in euros)	Difference 2024-2023(%)
Letters	90.3%	83.3%	0.73	5.9%
Direct mail	3.9%	2.1%	0.42	5.9%
Newspapers	5.1%	4.9%	0.75	14.0%
Books-catalogues-magazines	0.0%	0.0%	0.00	0.0%
Small packages	0.2%	1.1%	3.84	5.4%
Parcels	0.5%	8.6%	14.61	13.3%
Total	**100%**	**100%**	**-**	**-**

Source: EETT (based on data provided by postal services providers)

Companies with an Individual License

In addition to the USP, eleven companies with an Individual License[63] were active in the US sector in 2024. 97% of the revenues came from four companies, which handled 99% of the postal items.

In 2024, the companies with an Individual License showed once again a decrease in both revenues and the volume of postal items. Specifically, the revenues of companies with an Individual License amounted to 12 million euros, decreased by 16% compared to the previous year, while the handled postal items were 28 million, having dropped by 28% compared to 2023. The historical trend of revenues and the volume of postal items handled by companies with an Individual License over the last decade is shown in Chart 2.20.

As presented in Table 2.5, in 2024, letter mail handling almost monopolized the sector's activity, as it did in previous years.

63. Particularly, four companies with an Individual License operated in the handling of letters, two in the distribution of direct mail, one in the distribution of newspapers, two in the distribution of books/catalogues/magazines and two in the distribution of parcels.

Chart 2.20: Revenues and postal items volume of companies with Individual License

Source: EETT (based on data provided by postal services providers)

Table 2.5: Postal items volume and revenues per service for companies with Individual License, 2024

	Total volume (%)	Total revenues (%)
Letters	97%	95%
Direct mail	1%	1.18%
Newspapers	1%	1.54%
Books-catalogues-magazines	1%	1.94%
Small packages	0%	0.34%
Total	**100%**	**100%**

Source: EETT (based on data provided by postal services providers)

2.2.3. The Courier services sector[64]

In 2024, 68 new companies entered the courier services sector, bringing the total number of companies under General Authorization to 738 versus 720 in 2023. Their revenues amounted to 646 million euros, increased by 7% compared to 2023, while 150 million postal items were handled, 12% more than the previous year. The upward trend in both revenues and the volume of handled items over the last decade (Chart 2.21) is attributed to the impressive growth of e-commerce, which has positively influenced the handling of parcels and small packages.

Specifically, letters accounted for 31% of postal items handled by courier companies, whereas parcels and

64. The companies in the courier services sector operate under General Authorization and provide courier services, i.e. express delivery of postal items with monitoring and track and trace systems. The activities of the courier companies include the handling of letters up to 2 kg, small packages up to 2 kg, parcels from 2 up to 20 kg and parcels heavier than 20 kg.

small packages accounted for 69%. Respectively, letters generated significantly lower revenues (19%) for companies under General Authorization than parcels and small packages (81%). The breakdown of the volume and revenues of postal items handled by courier companies is shown in Chart 2.22.

Even though that 738 companies were active in the courier sector in 2024, 62% of postal items was handled by only six companies, which accounted for 70% of the sector's revenues (Chart 2.23).

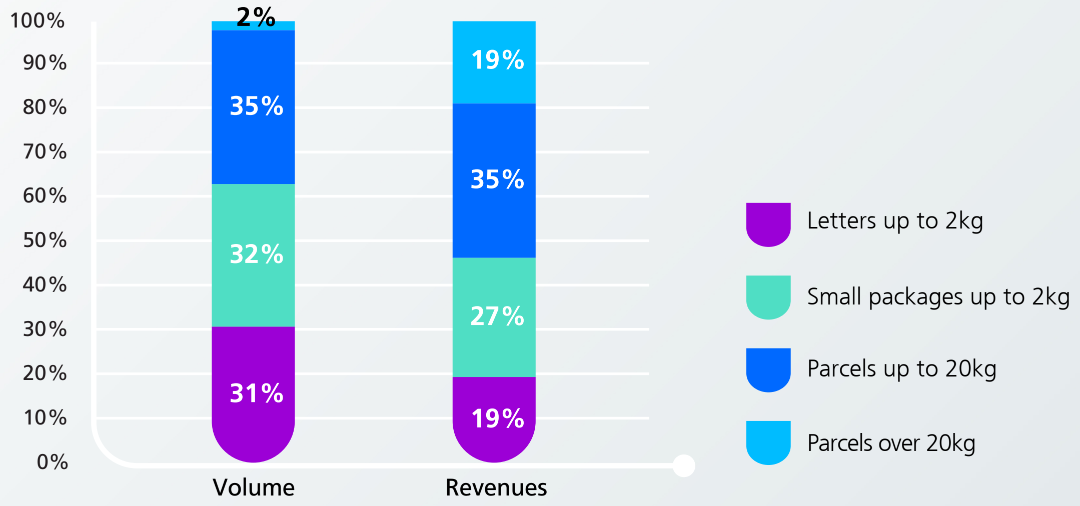
The degree of competition among postal companies is reflected in the Herfindahl-Hirschman Index (HHI)[65], which measures market concentration by indicating the extent to which a small number of companies represents a large share of the market. The higher the HHI, the greater the degree of market concentration. Specifically, an HHI index between 1,000 and 1,800 indicates a moderately concentrated market, while an HHI below 1,000 indicates a non-concentrated, highly competitive market. Similarly to the previous years, the HHI index for the courier services market kept on spiraling down, reaching 1,019 in 2024 (Chart 2.24).

Chart 2.21: Revenues and postal items volume of companies under General Authorization

Source: EETT (based on data provided by postal services providers)

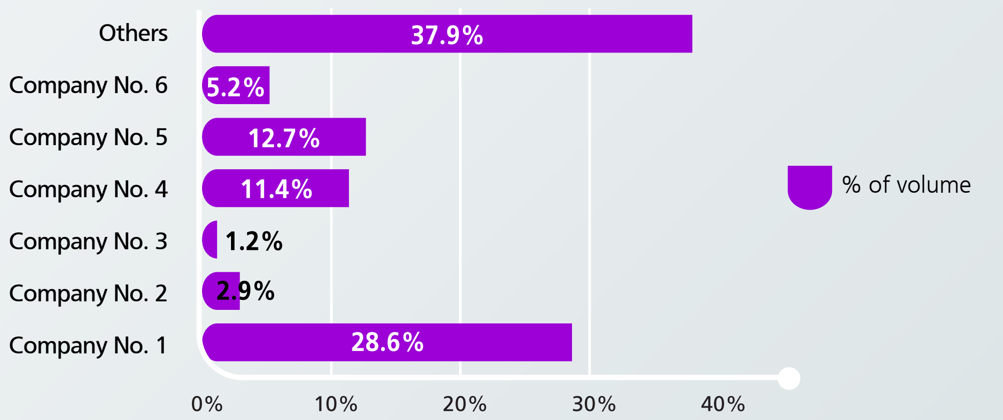
65. Source: Hirschman A. (1945), National Power and the Structure of Foreign Trade, Berkley & Los Angeles: Publications of the Bureau of Business and Economic Research, University of California and Herfindahl, O.C. (1950), Concentration in the U.S. Steel Industry, Columbia University, unpublished Ph.D. thesis. HI=$\sum^{n}$ ι=1 si Ç, where s is the market share of company "i" and n is the number of companies.

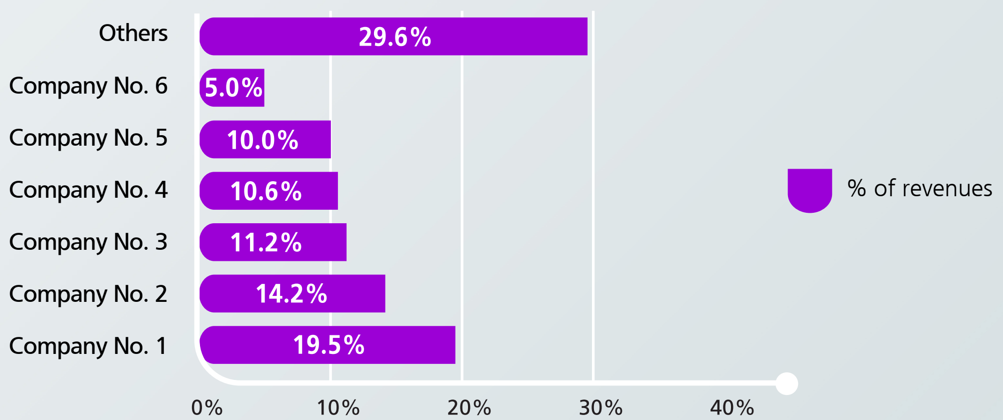
Chart 2.22: Revenues and postal items volume per service in the courier sector, 2024



Source: EETT (based on data provided by postal services providers)

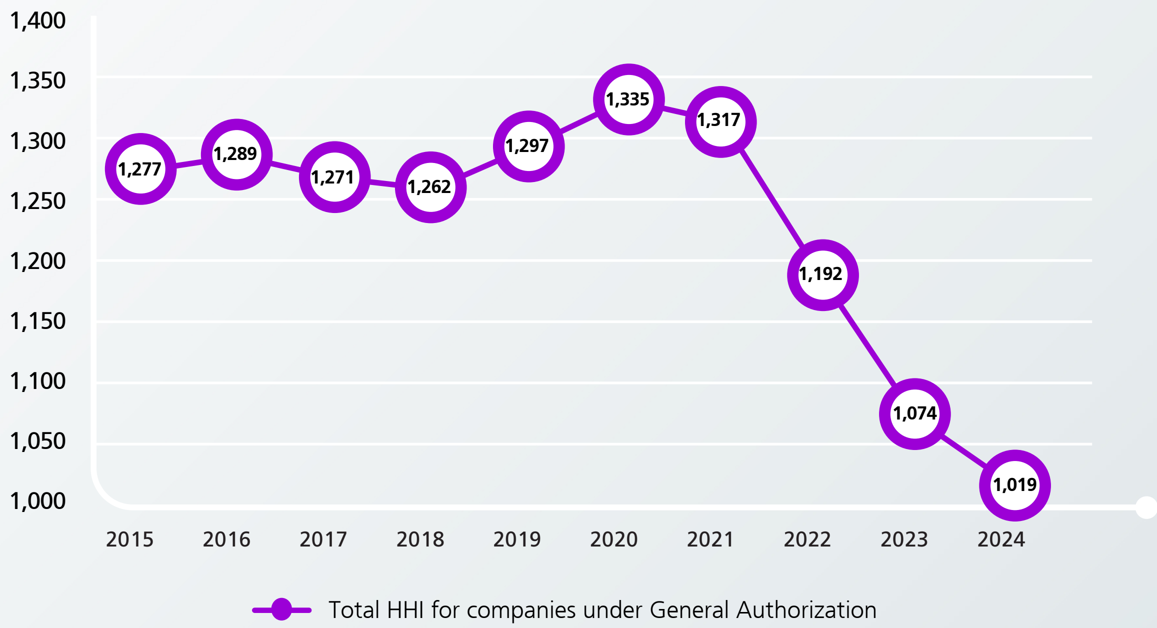
Chart 2.23: Revenues and postal items volume shares of courier companies, 2024





Source: EETT (based on data provided by postal services providers)

Chart 2.24: Herfindahl-Hirschman Index for companies under General Authorization



Source: EETT (based on data provided by postal services providers)

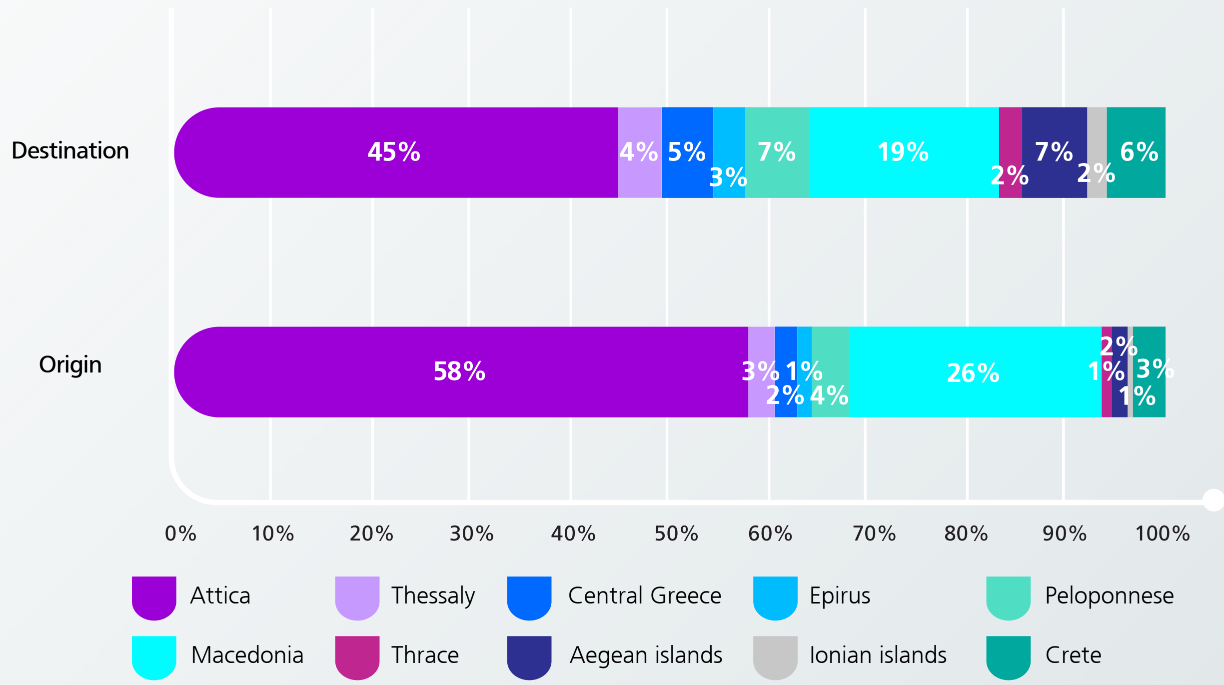
Approximately 83% of postal items was handled from the regions of Attica and Macedonia to both domestic and international destinations, as shown in Chart 2.25. Additionally, 64% of postal items from both domestic and international origins was delivered to the same regions.

It is worth noting that, the cross-border e-commerce boosted the activity of courier operators, with 19% of their revenues generated by international outbound traffic and 19.5% by international inbound traffic. The largest part of outbound traffic was directed to EU countries (69%), USA-Canada (12%) and the rest of Europe (11%), while the majority of inbound traffic originated from the EU (96%), Asia (2%), USA-Canada (1%) and the rest of Europe (1%) (Chart 2.26).

Contract customers accounted for 93% of courier companies' revenues, while 7% stemmed from retail customers. Revenues by customer type are shown in Chart 2.27.

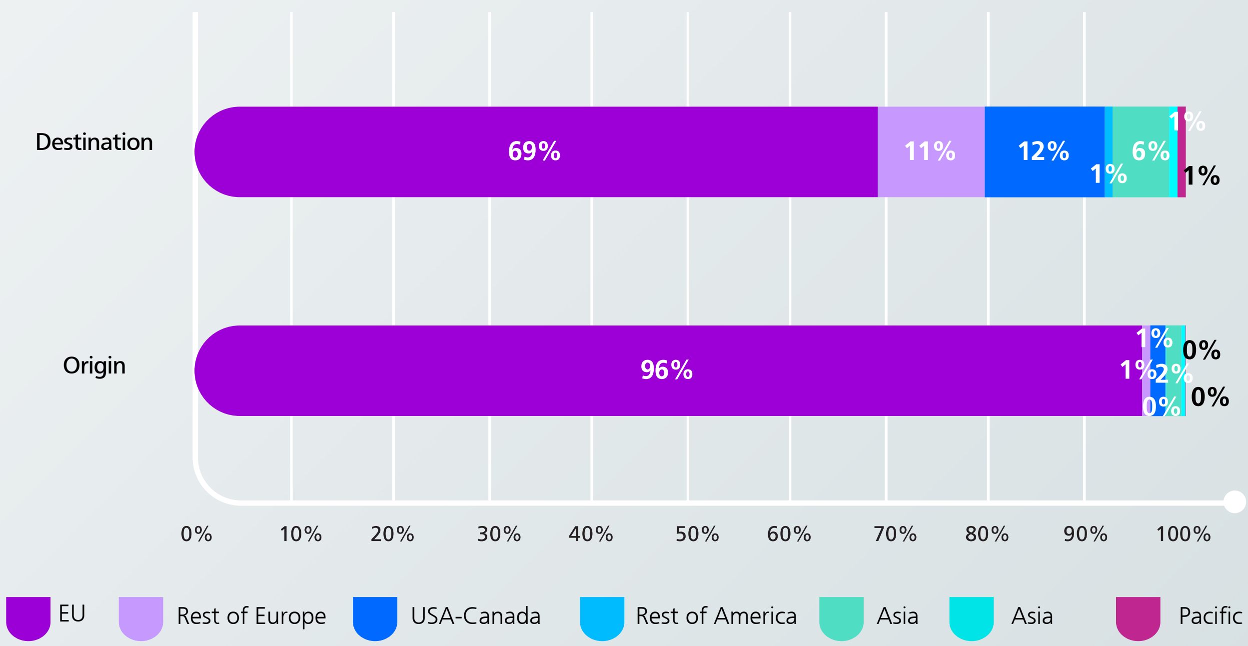
The major clients of courier companies were primarily businesses, mainly from the e-commerce sector (43%), followed by general trade (12%), industry (9%), and the pharmaceutical sector (6%). In contrast, individual customers contributed only 7% to the sector's revenues (Chart 2.28).

Chart 2.25: Origin and destination of courier items shipments per geographic region, 2024



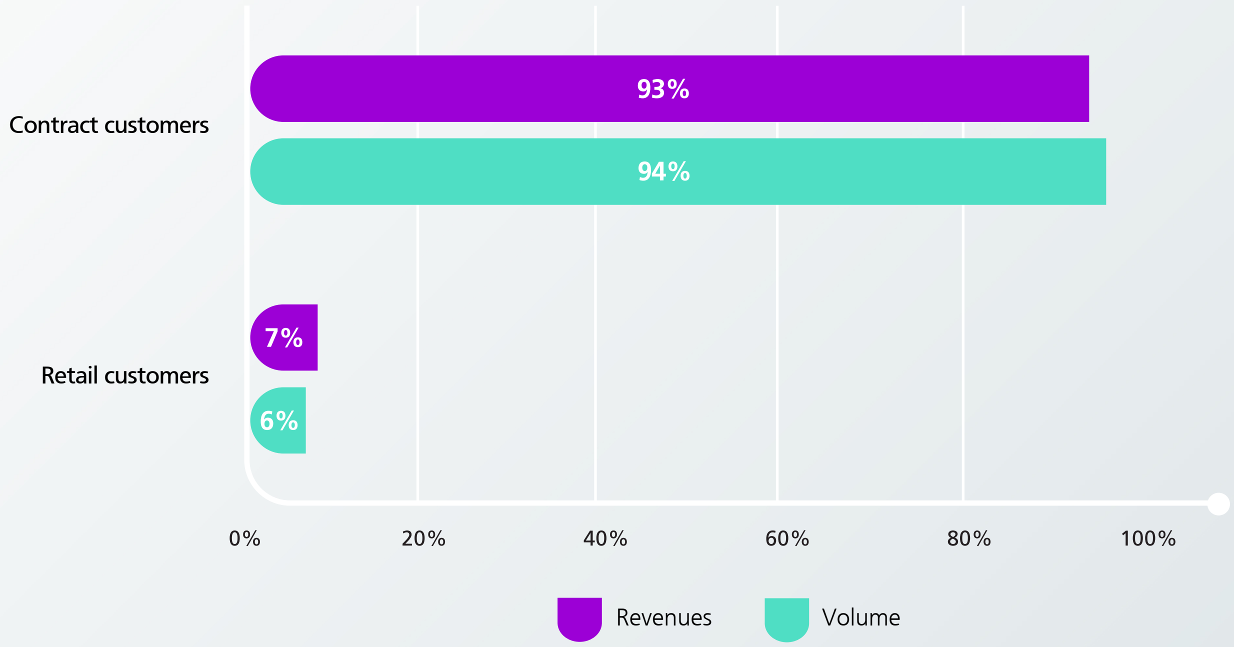
Source: EETT (based on data provided by postal services providers)

Chart 2.26: Origin and destination of cross-border courier shipments per geographic region, 2024



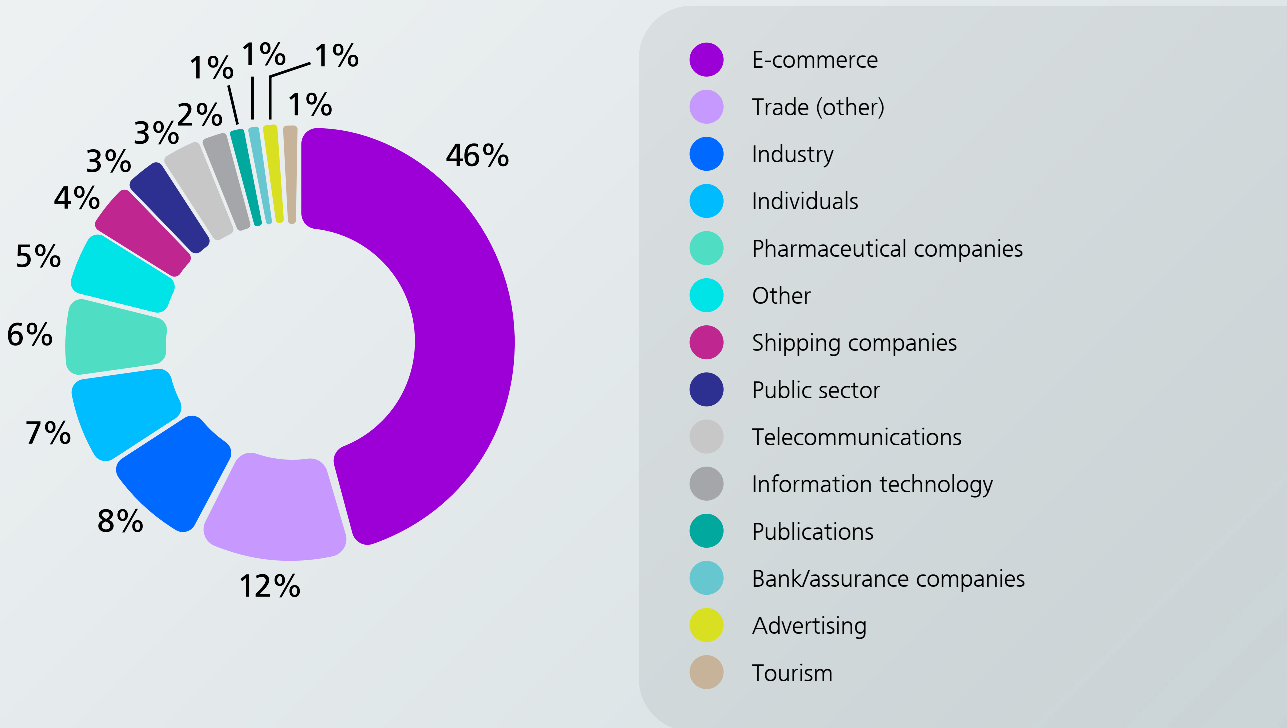
Source: EETT (based on data provided by postal services providers)

Chart 2.27: Revenues and postal items volume of courier companies per customer type, 2024



Source: EETT (based on data provided by postal services providers)

Chart 2.28: Breakdown of courier companies' customer base in terms of revenues, 2024



Source: EETT (based on data provided by postal services providers)

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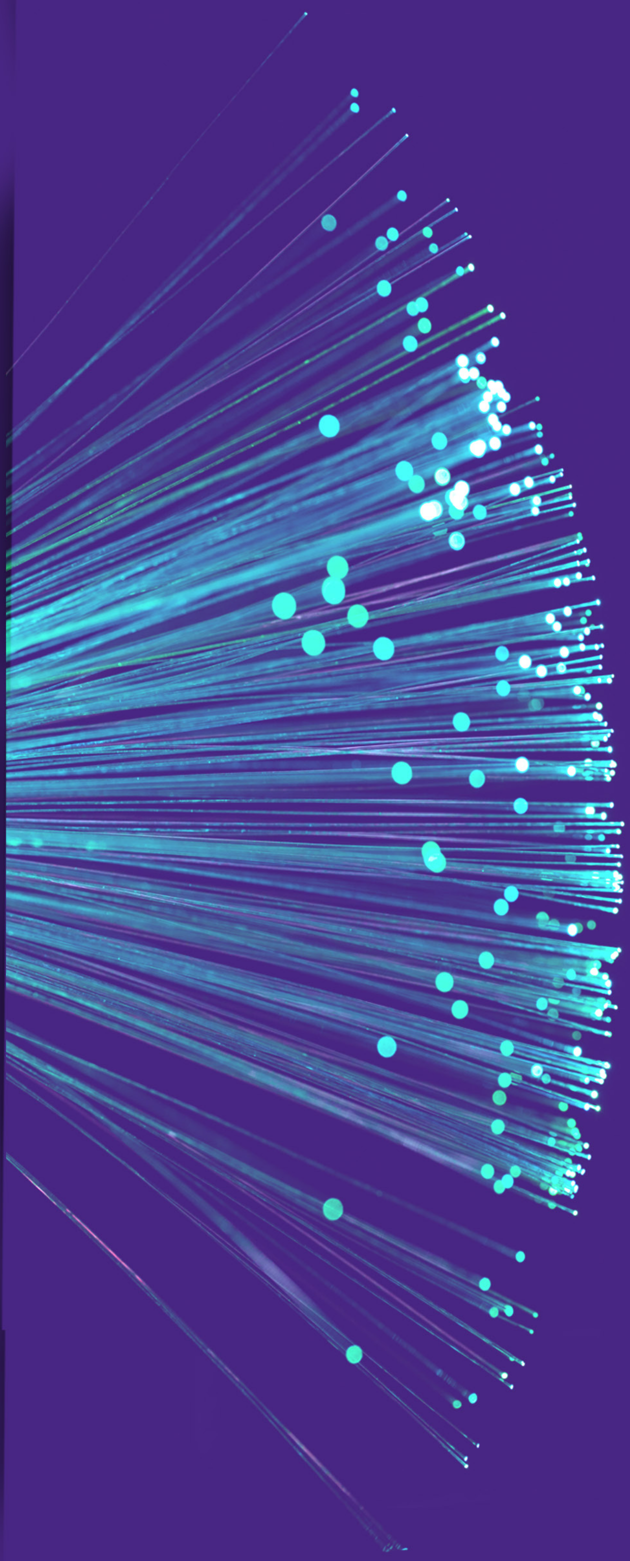

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