

Serbia

Vip mobile



In November 2006 the Telekom Austria Group was the winning bidder for the GSM 900/1800 and UMTS license for the territory of the Republic of Serbia, offered in a tender. Vip mobile, the third mobile communication provider in the Republic of Serbia was launched in July 2007, six months after granting the licence.

The penetration rate in the Republic of Serbia stood at 132.9% - when considering these figures it has to be taken into account that the market leader includes customers in the statistics, who do not meet the criteria for establishing activity.

In only 18 months Vip mobile was able to successfully position itself on the market, winning 907,900 customers and gaining a market share of 9.1%. This success is based on innovative products and solutions as well as the strategic advantages offered by cross-border cooperation with other companies from the Mobile Communication segment and the partnership with Vodafone.

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