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Republic of 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 mobile communication market in the Republic of Serbia is characterized by a steady increase in the percentage of contract customers and a higher than average penetration rate of 134.1%.

In 2010, Vip mobile grew its subscriber base by 17.8% to 1.4 million customers, expanding its market share by 12.0% to 13.7%. Average revenues per user (ARPU) rose by 12.7% to EUR 6.2 largely due to an increased number of contract customers, although the 10% mobile communication tax introduced in 2009 had a negative impact on business development. In the year under review, Vip mobile successfully managed the planned turnaround.

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