



## TELECOMMUNICATIONS MARKET SNAPSHOT: SINGAPORE

### Key Statistics

Population	4,740,737 (July 2011 est.)
GDP	\$292.4 billion (2010 est.)
Per capita GDP	\$57,200 (2010 est.)
Main lines	1.852 million (2009)
Teledensity	38.8% (2009)
Mobile subscribers	6.375 million (2008)
Mobile penetration	132 % (2008)
Internet users	3.370 million (2008)
Internet penetration	70% (2008)
Broadband subscribers	1.003 million (2008)
Spending on telecom equipment and services	\$5.119 million (2010)
U.S. telecom exports to market	\$356.285 million (2010)

Sources: CIA World Factbook, USITC, Worldwide Black Book, and WB

### Market Overview

Since the liberalization of the telecom market in 1992, the telecom industry in Singapore has become highly competitive and very mature. As the mobile market reaches saturation, growth in this market has begun to slow down. The three major operators are Singapore Telecommunications (SingTel), which holds about 45% of the mobile market, followed by StarHub (29%) and MobileOne (M1) (26%). SingTel provides national fixed-line services, mobile services, broadband, IP and internet access, and international telephone services. It operates in more than 20 other countries. StarHub offers fixed-line, mobile, and internet services and operates a broadband network, which supplies cable TV, data, voice and internet access. M1 provides international call services to mobile and fixed-line customers. All three were given 3G licences in April 2001. M1 was first to launch commercial services in February 2005. SingTel Mobile followed in March of that year and StarHub in April. Despite M1's early entrance, SingTel currently holds the largest number of 3G subscribers at 1.34 million by the end of 2009, which may be due to its exclusive agreement with the Apple iPhone handset.

Fixed line penetration has declined over the years as subscribers move to wireless or ADSL technology. The broadband internet market is served by SingTel, which has 1.19 million fixed and mobile subscribers, and StarHub, which serves 412,000 residential subscribers, among others. A new government initiative seeks to provide free wireless internet access through Wi-Fi technologies for the next two years, encouraging growth in mobile broadband services.

### Telecom Trade Agreements

WTO

Singapore has made commitments covering both basic and value-added telecom services in the World Trade Organization (WTO). For a list of the country's commitments, go to [http://www.wto.org/english/tratop\\_e/serv\\_e/telecom\\_e/telecom\\_commit\\_exempt\\_list\\_e.htm](http://www.wto.org/english/tratop_e/serv_e/telecom_e/telecom_commit_exempt_list_e.htm). Singapore is also a signatory to the WTO Information Technology Agreement, which completely eliminates duties on a variety of information communications technology products by January 2000.

### **Leading Service Providers**

M1

<http://www.m1.com.sg>

StarHub

<http://www.starhub.com.sg>

SingTel

<http://www.singtel.com.sg>

### **Contacts**

*Regulatory*

Infocomm Development Authority (IDA)

[www.ida.gov.sg/](http://www.ida.gov.sg/)

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