



هيئة تنظيم الاتصالات  
Telecommunications Regulatory Authority

*News Release*

## **6.5% Growth in Revenues, 11% Increase in Mobile Subscribers and 27% Increase in Broadband Subscribers**

### **TRA Launches its 2010 Annual Report**

Manama, Kingdom of Bahrain - Saturday 6 August 2011

The Telecommunications Regulatory Authority (TRA) has published recently its 2010 Annual Report which covers TRA's achievements and activities for the year 2010.

In his opening statement TRA's Chairman Dr. Mohammed Ahmed Al Amer said: "In 2010 we have reached a very significant milestone in our journey as a regulator as we can now say that parts of our telecommunications market are fully competitive. Consumers, investors in the sector and the national economy are all beginning to experience the many benefits this brings."

Dr. Al Amer went on to say: "TRA continues to receive international recognition regarding its approach to the regulation of the Kingdom's telecommunications sector. Our commitment to achieving an open access model and the transparency with which decisions are reached gives clear direction and confidence to both operators and investors in the market. It has resulted in continuing inward investment in the Kingdom, not least in the third mobile network operated by Viva that launched its services in March 2010. We now have a highly competitive mobile market, comparable to the best in the world, delivering choice, lower prices and diversity of services for the consumer."

2010 witnessed a 6.5% growth in revenues of the telecommunications sector, an 11% increase in mobile subscribers and a 27% increase in broadband subscribers. These continued positive growth trends were supported by decreasing prices for broadband services accompanied by the launch of the third mobile operator and the introduction of faster broadband services. These represent key measures of the success of the Kingdom's regulatory policy.

TRA's General Director Mr. Mohamed Bubshait said: "In an increasingly competitive market, well-informed consumers are not only better aware of the range of services available but are also able to make the right choices for their individual needs. Those choices continued to grow, particularly boosted by the launch of Mobile Number Portability and the increase of competition between licensed operators."

Mr. Bubshait also said: "We will continue to be open and transparent, and adhere to international best practice in all we do. We are confident that the telecommunications sector is enhancing the life for residents as well as businesses and economic growth to progress towards realising the objectives of the Kingdom's 2030 Economic Vision."

To view the annual report and read the full achievements and activities of TRA visit TRA's website at [www.tar.org.bh](http://www.tar.org.bh)

## **About TRA**

Since its establishment in 2002, the Telecommunications Regulatory Authority of the Kingdom of Bahrain (TRA) has been working with government, consumers, operators and investors to develop a communications environment that enriches the social and commercial fabric of the Kingdom of Bahrain. As an exemplary Regulator for the region, TRA independently carries out its duties in a transparent and non-discriminatory manner. More information about TRA can be viewed at [www.tra.org.bh](http://www.tra.org.bh)