



THE BCG STRATEGY CUP 2017

Case solution

proximus

Recap of the case questions



Proximus asked you to reflect on connectivity in the Millennial generation

In these slides, you will find the answers to the quantitative questions of this case

1. What is the total mobile data consumption of all Millennials in Belgium?
2. What is the Millennial telecom market size in Belgium?

1 Estimating mobile data consumption of Millennials

Proximus management has asked you to answer the following questions:

Question 1.a:

What was the total mobile data consumption of all Millennials in 2016 in Belgium (in TB)?

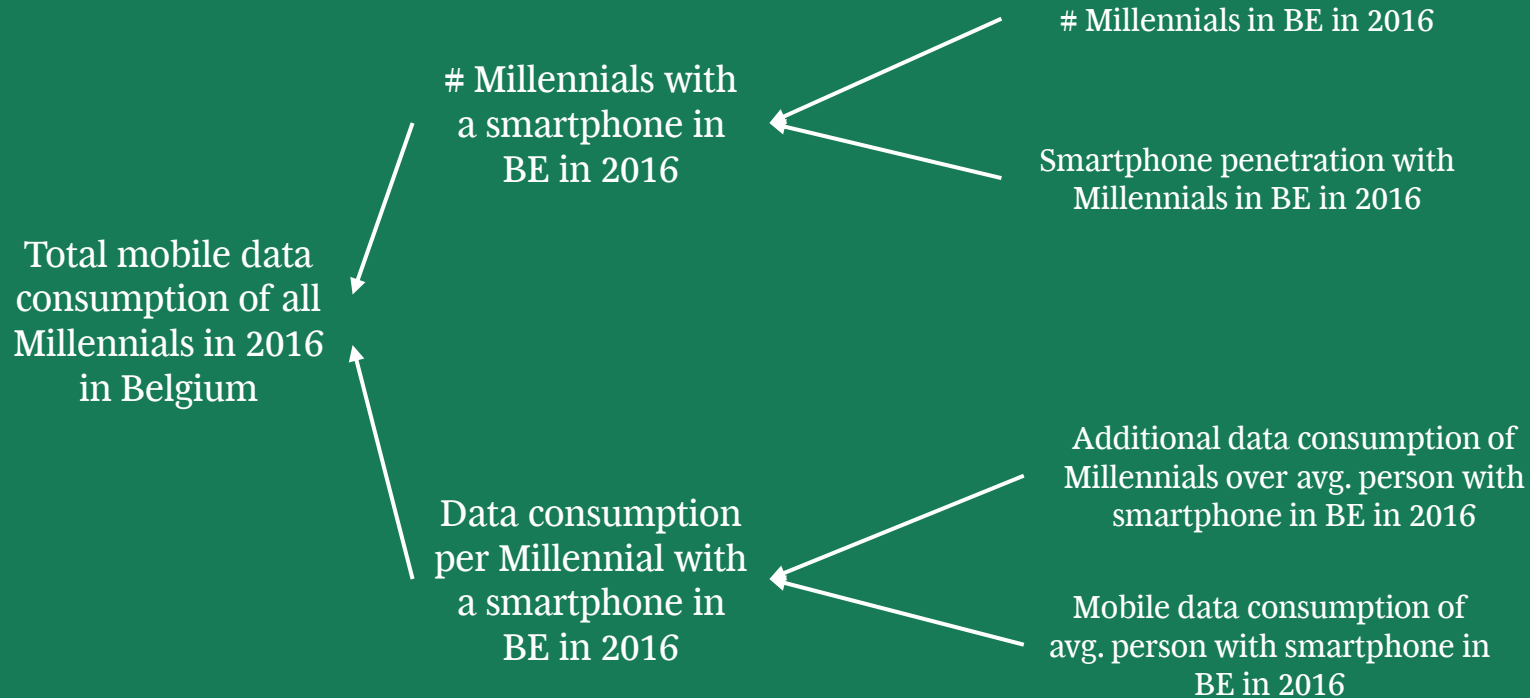
Question 1.b:

What will be the total mobile data consumption of all Millennials in 2020 in Belgium (in TB)?

1 Mobile data consumption of Millennials

Question 1.a:

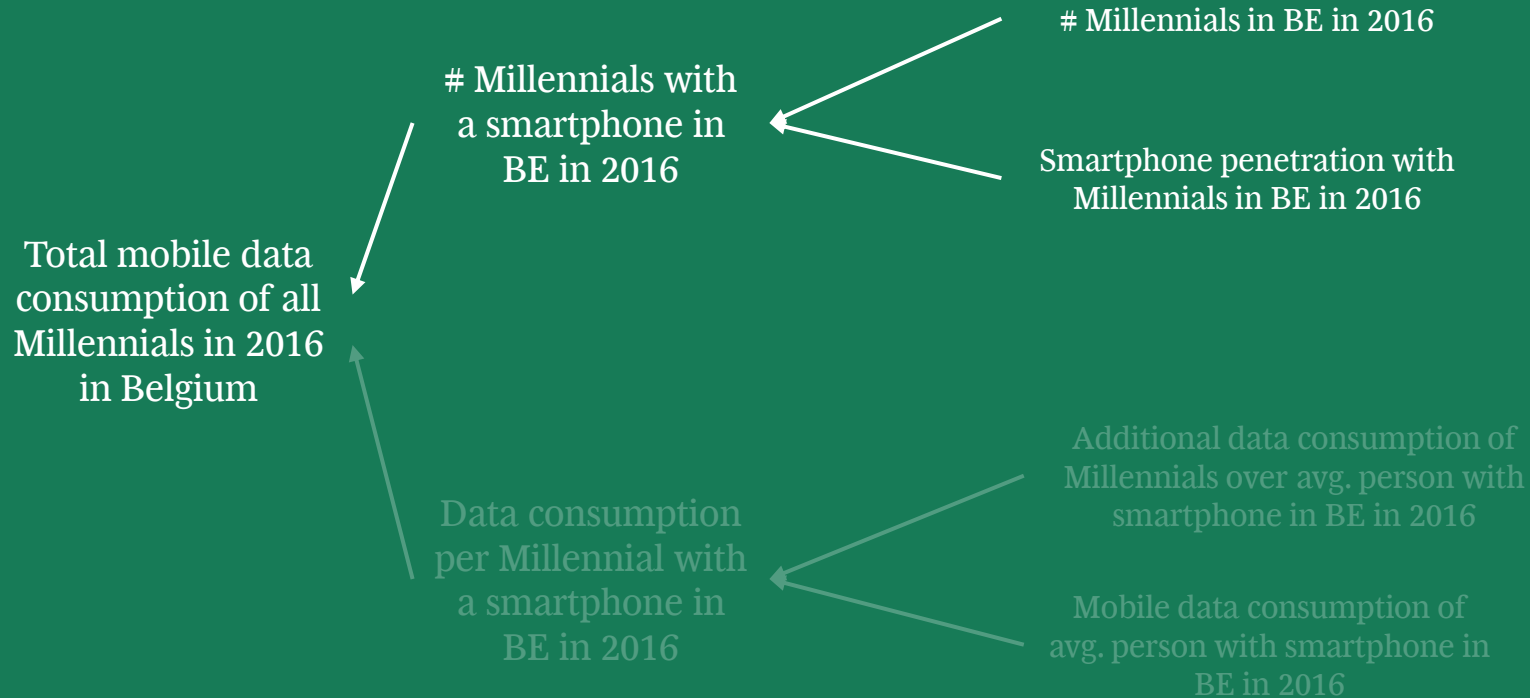
What was the total mobile data consumption of all Millennials in 2016 in Belgium (in TB)?



1 Mobile data consumption of Millennials

Question 1.a:

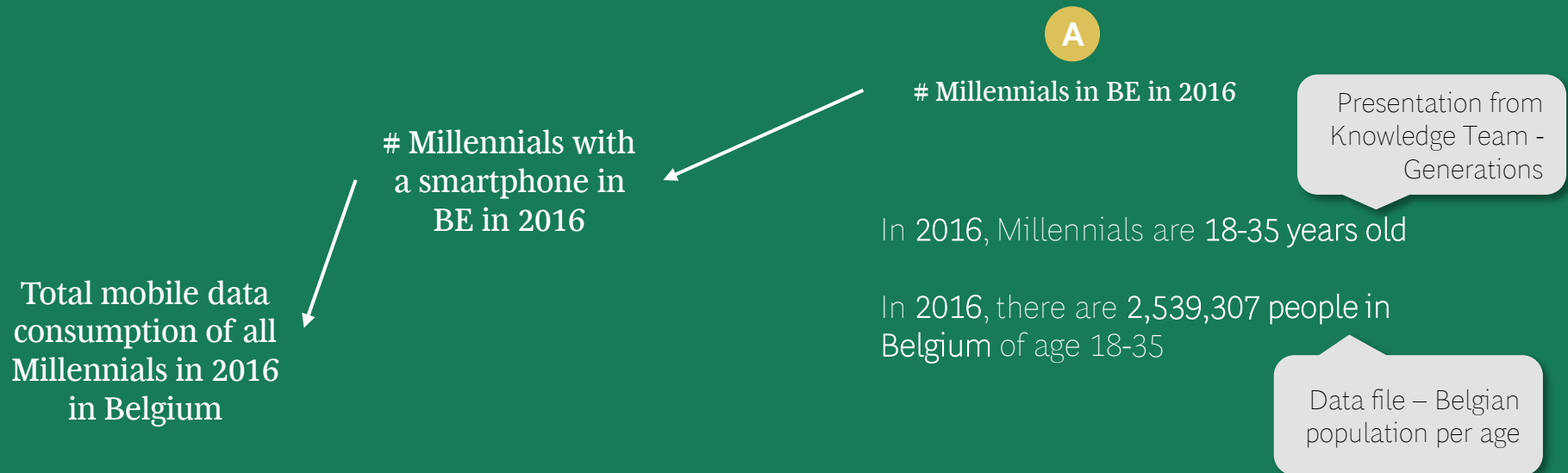
What was the total mobile data consumption of all Millennials in 2016 in Belgium (in TB)?



1 Mobile data consumption of Millennials

Question 1.a:

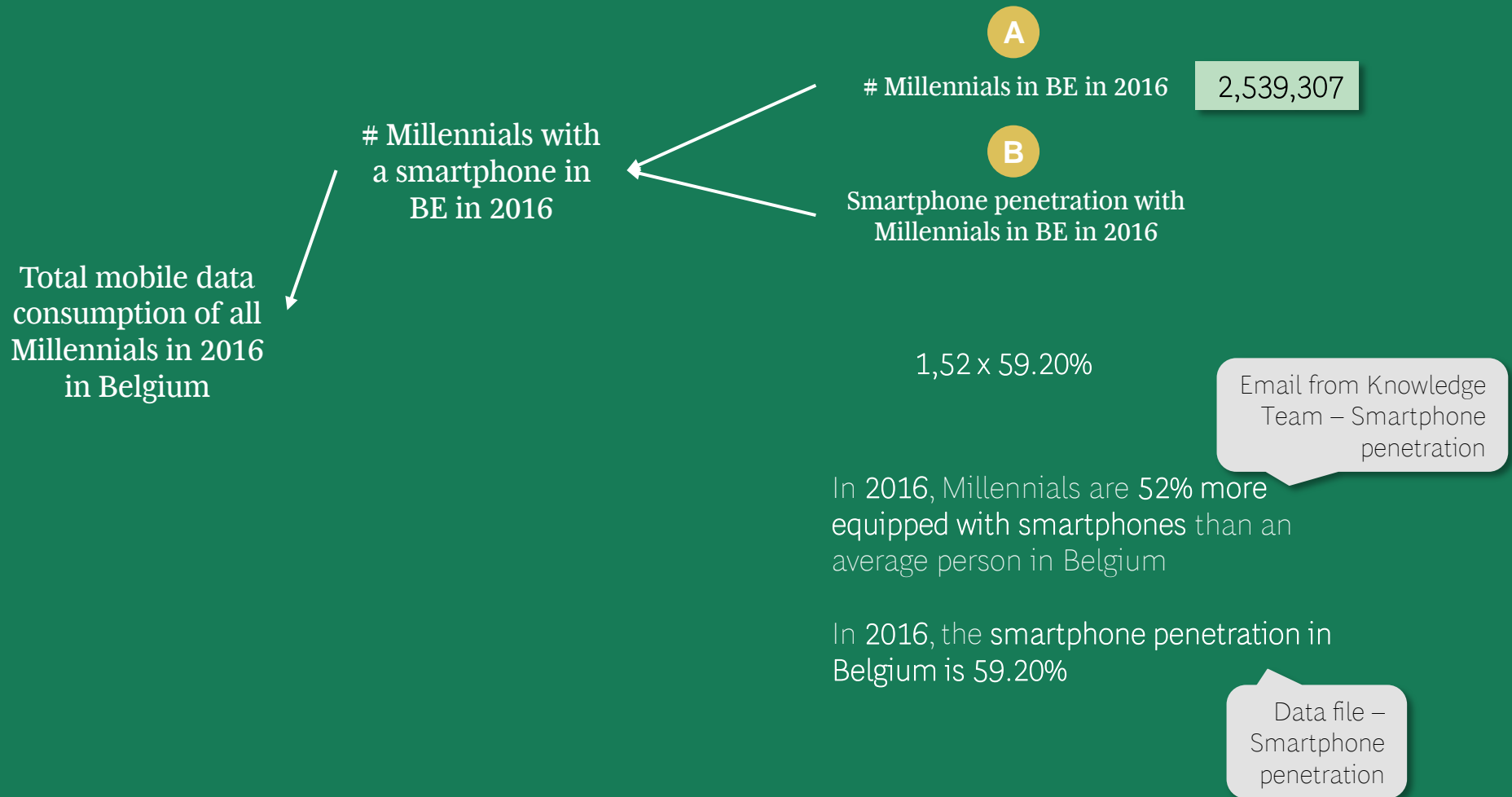
What was the total mobile data consumption of all Millennials in 2016 in Belgium (in TB)?



1 Mobile data consumption of Millennials

Question 1.a:

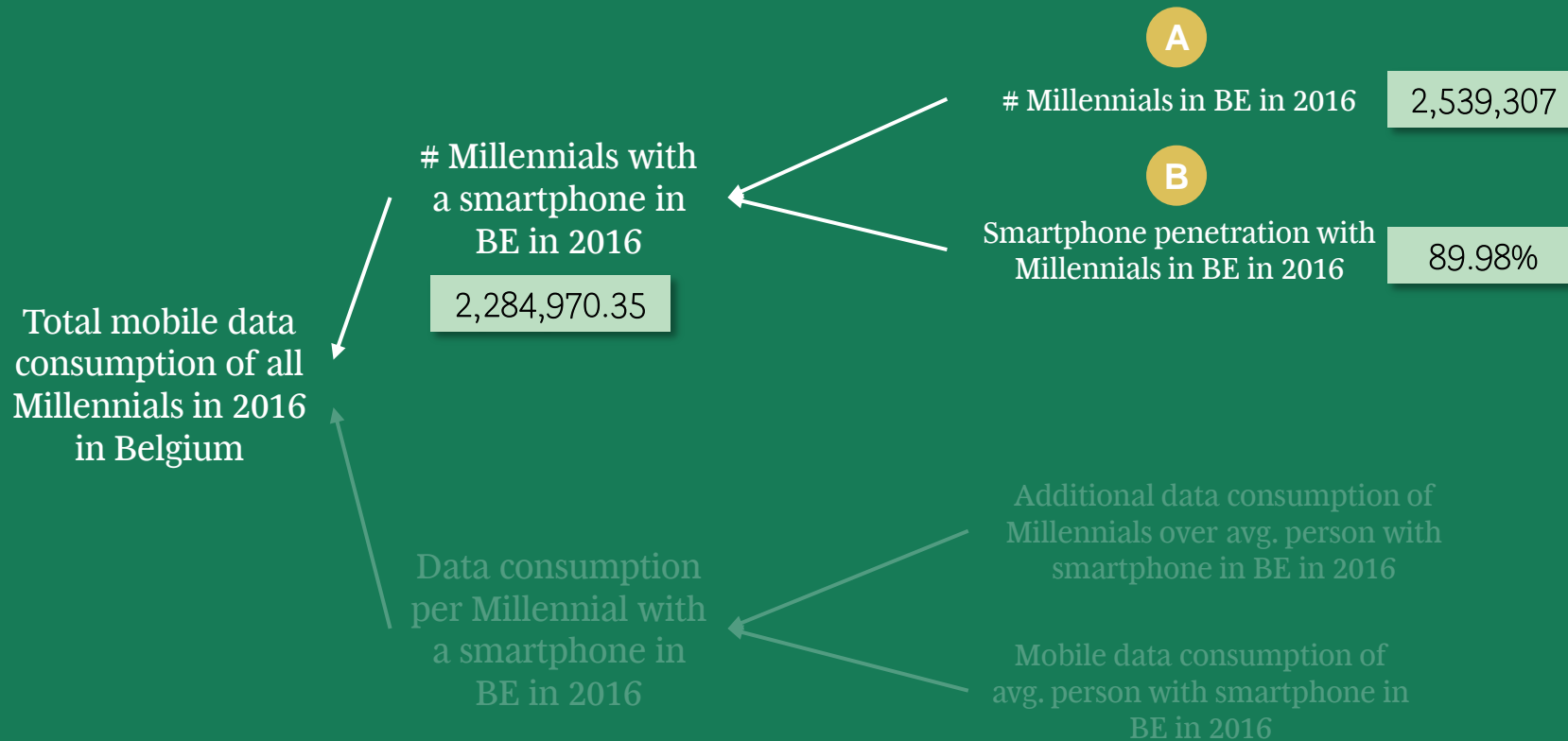
What was the total mobile data consumption of all Millennials in 2016 in Belgium (in TB)?



1 Mobile data consumption of Millennials

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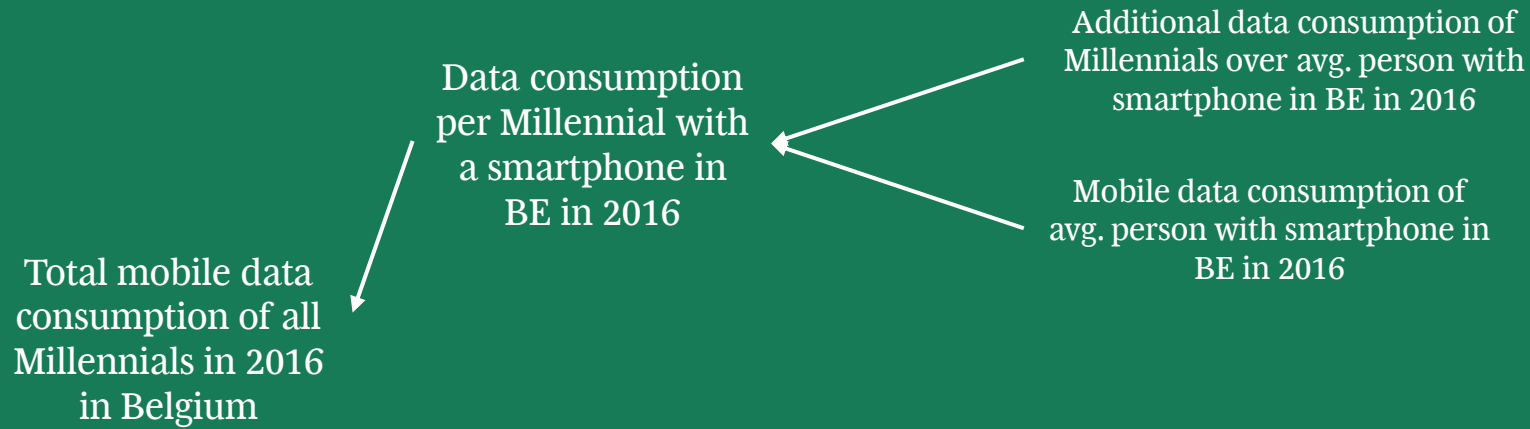
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1 Mobile data consumption of Millennials

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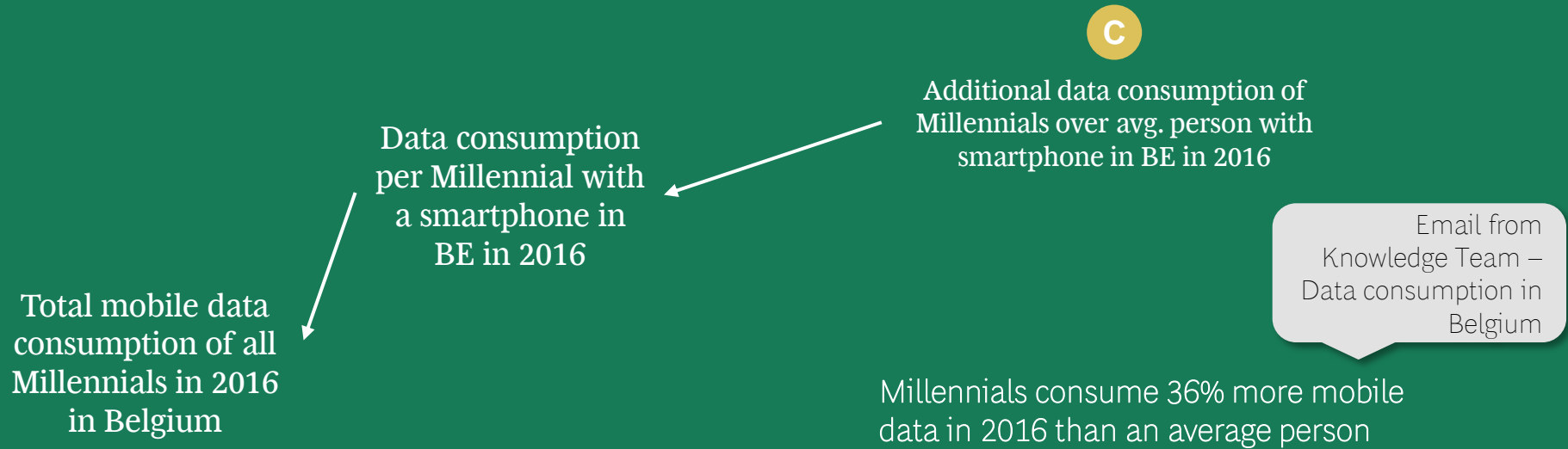
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1 Mobile data consumption of Millennials

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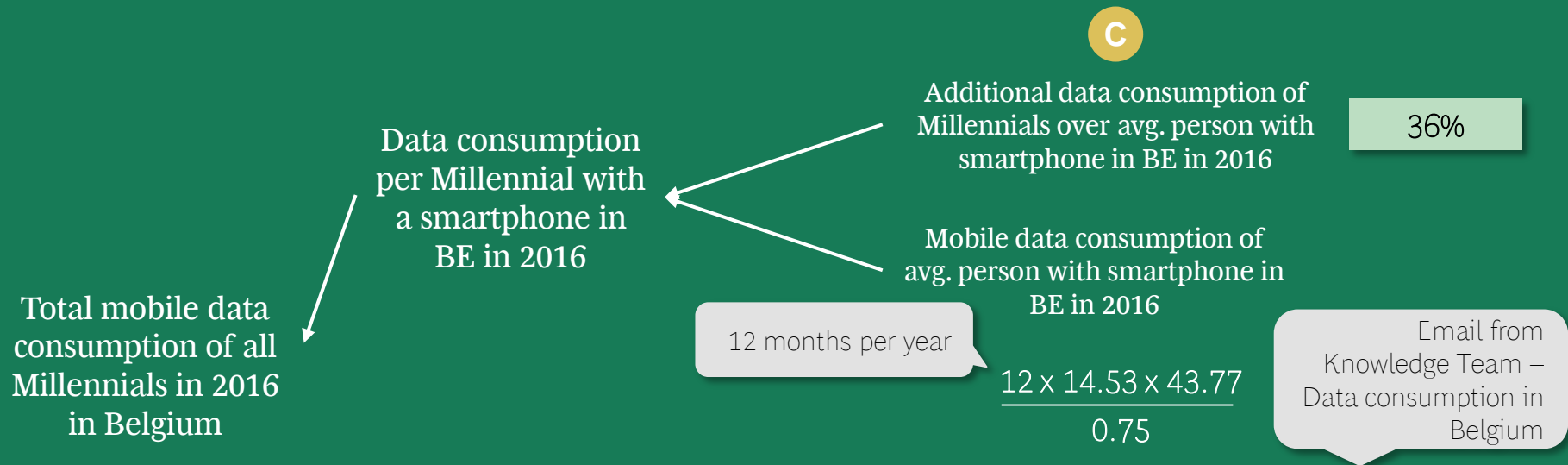
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1 Mobile data consumption of Millennials

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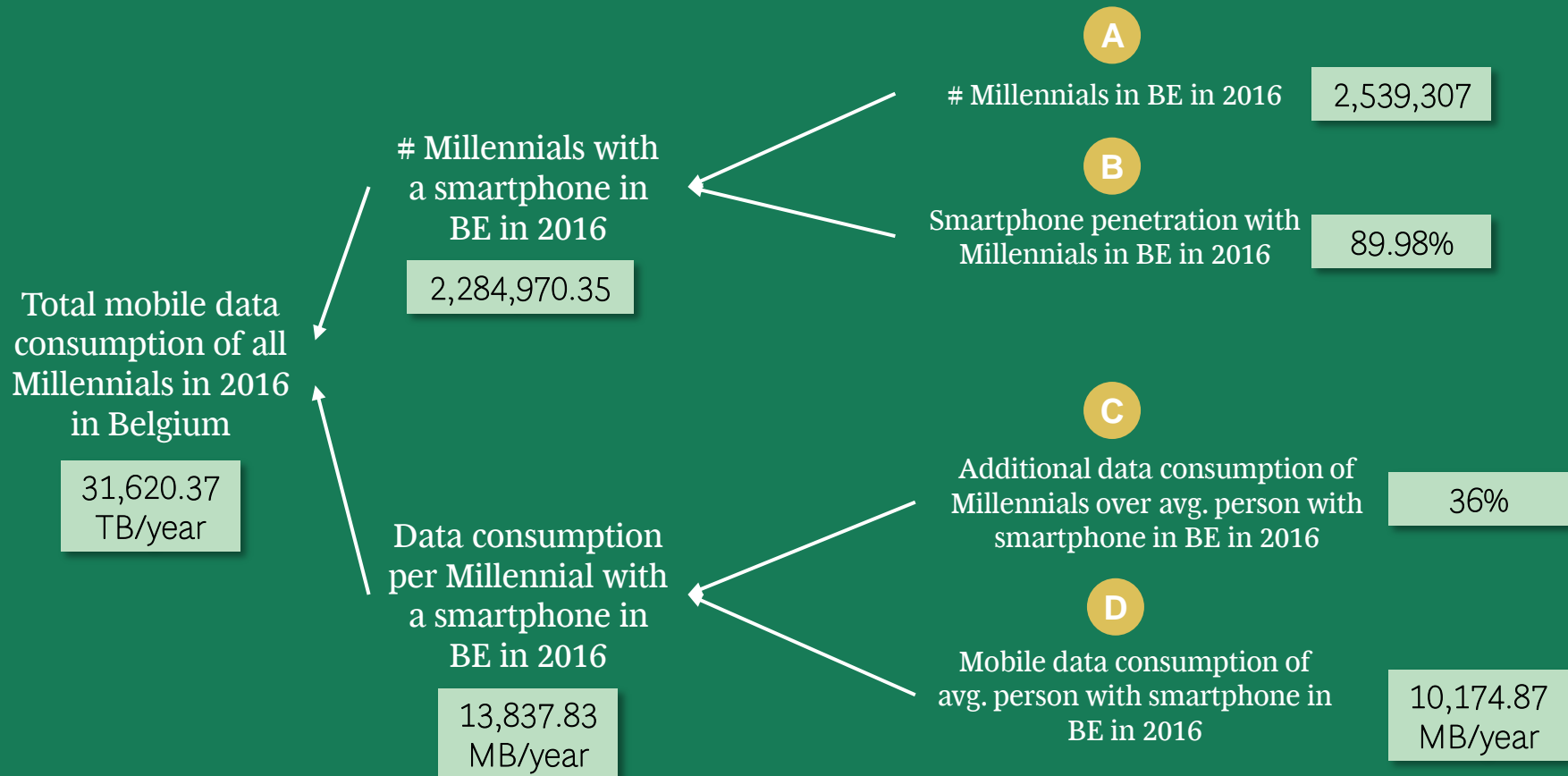


We have found for Belgium that 75% of total mobile data consumption is content from Youtube and 25% from other sources. An average MP4 format Youtube video consumes 14.53 MB/minute and an average smartphone user watches 43 minutes and 46 seconds of Youtube content on mobile every month.

1 Mobile data consumption of Millennials

Question 1.a:

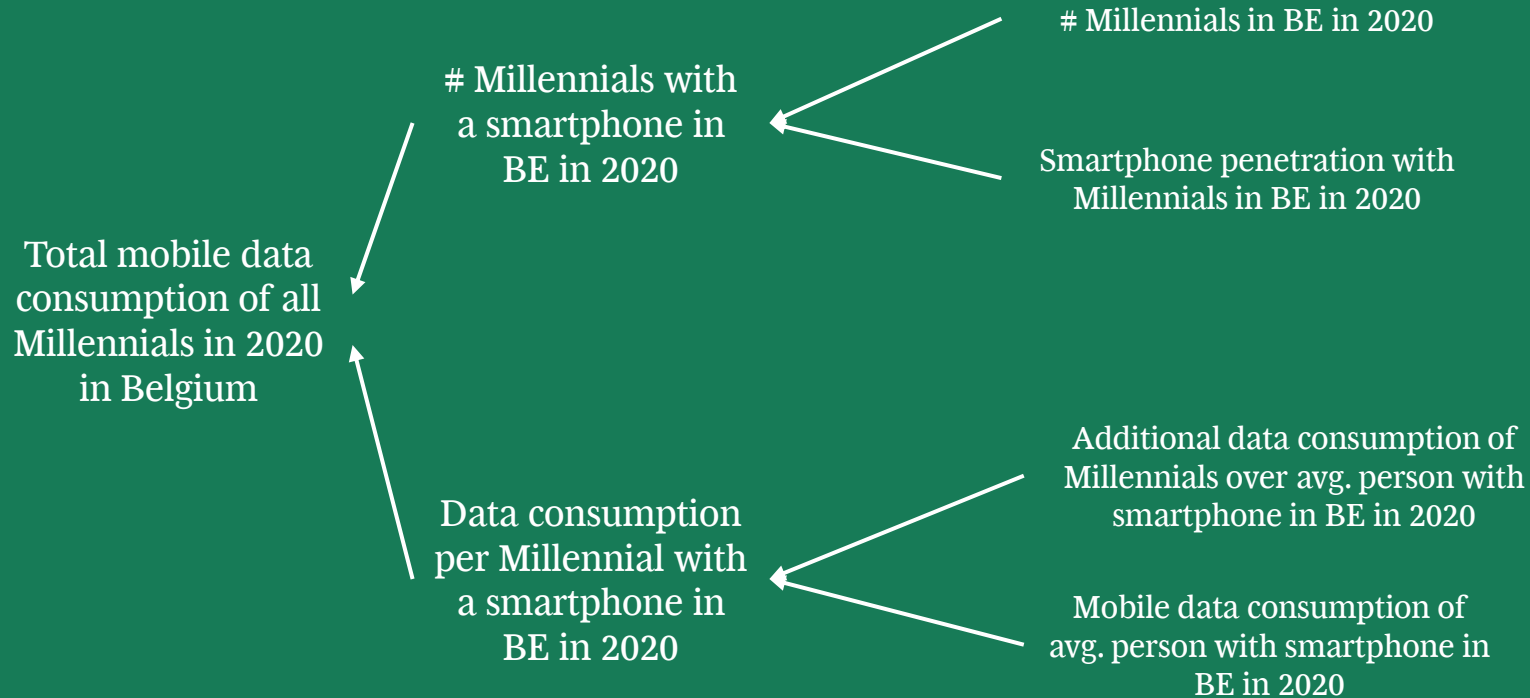
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1 Mobile data consumption of Millennials

Question 1.b:

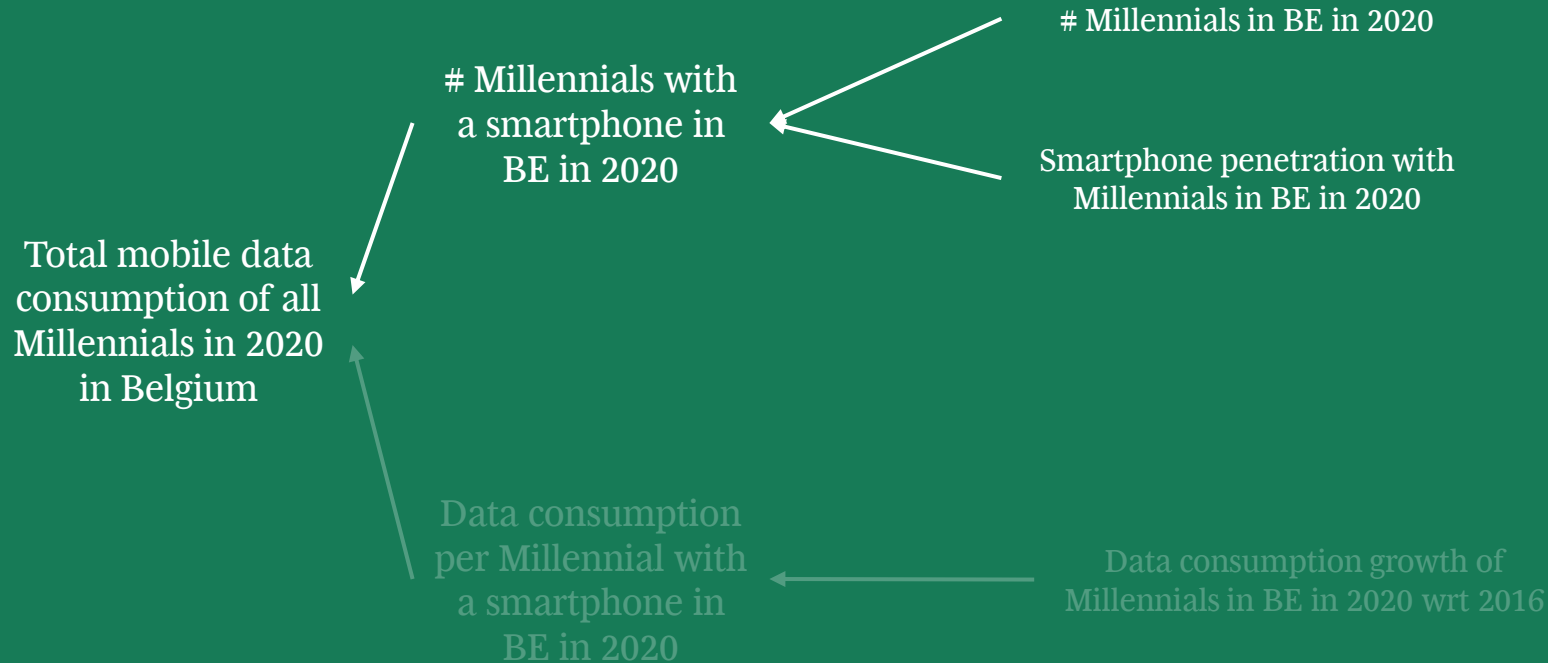
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1 Mobile data consumption of Millennials

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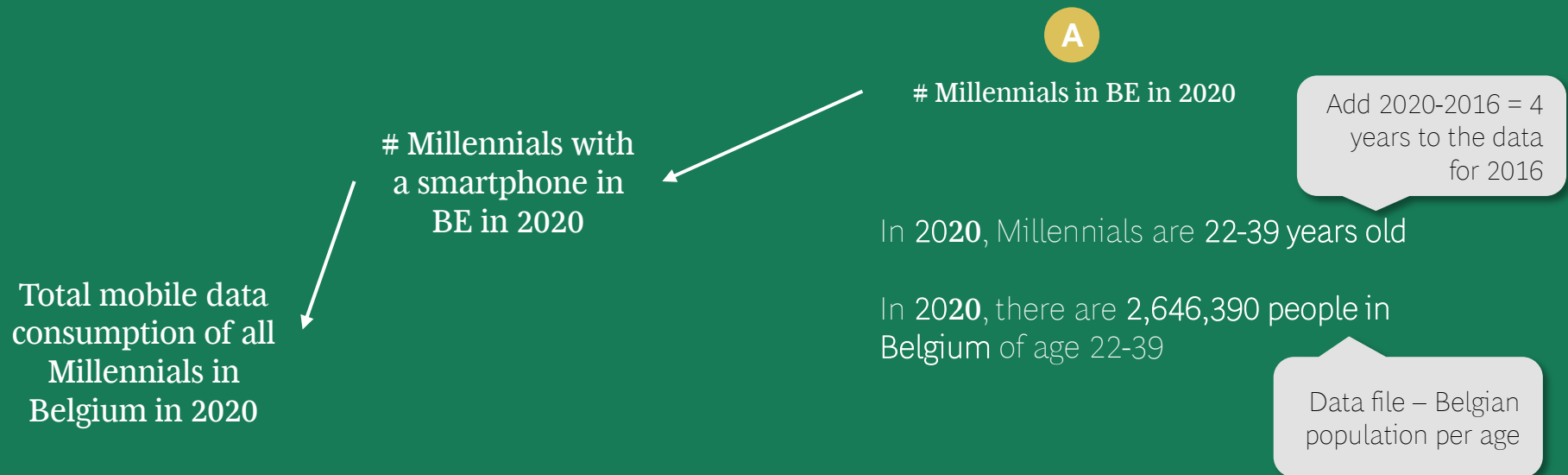
What was the total mobile data consumption of all Millennials in 2020 in Belgium (in TB)?



1 Mobile data consumption of Millennials

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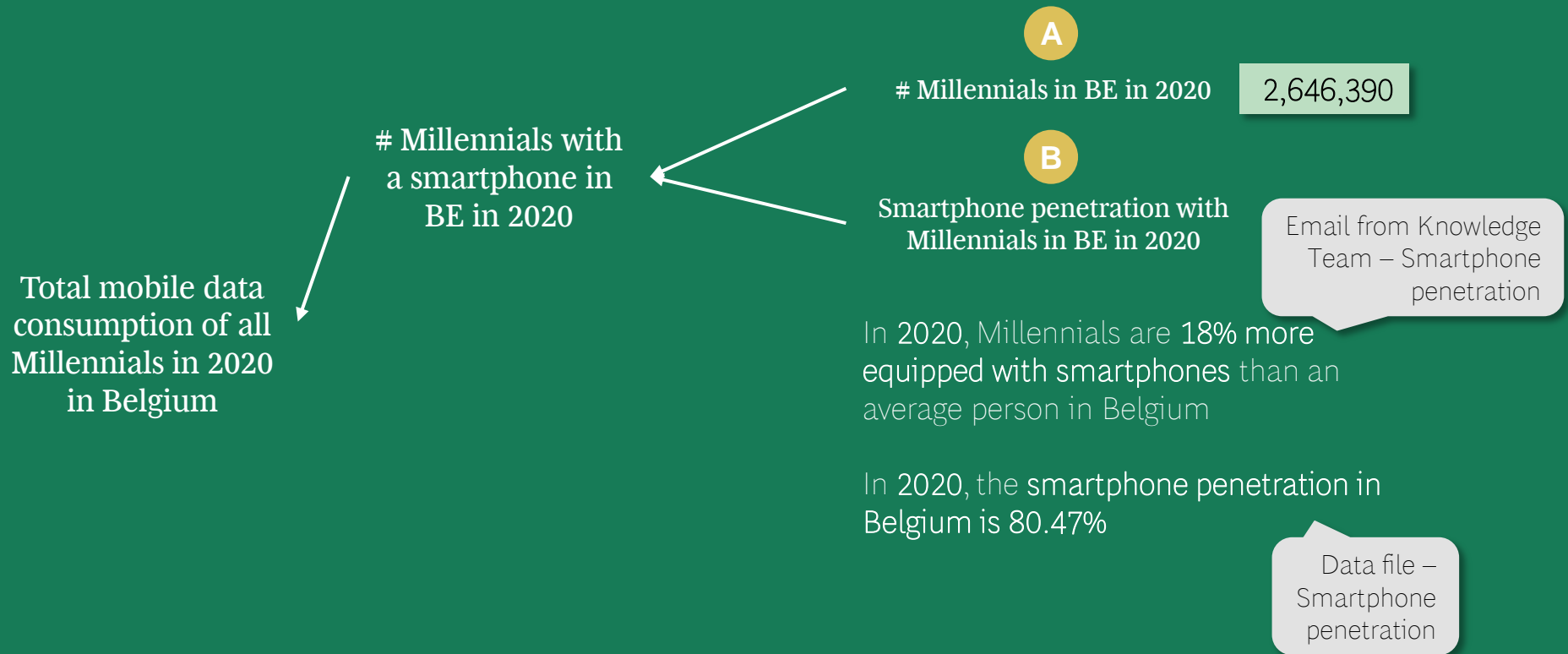
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1 Mobile data consumption of Millennials

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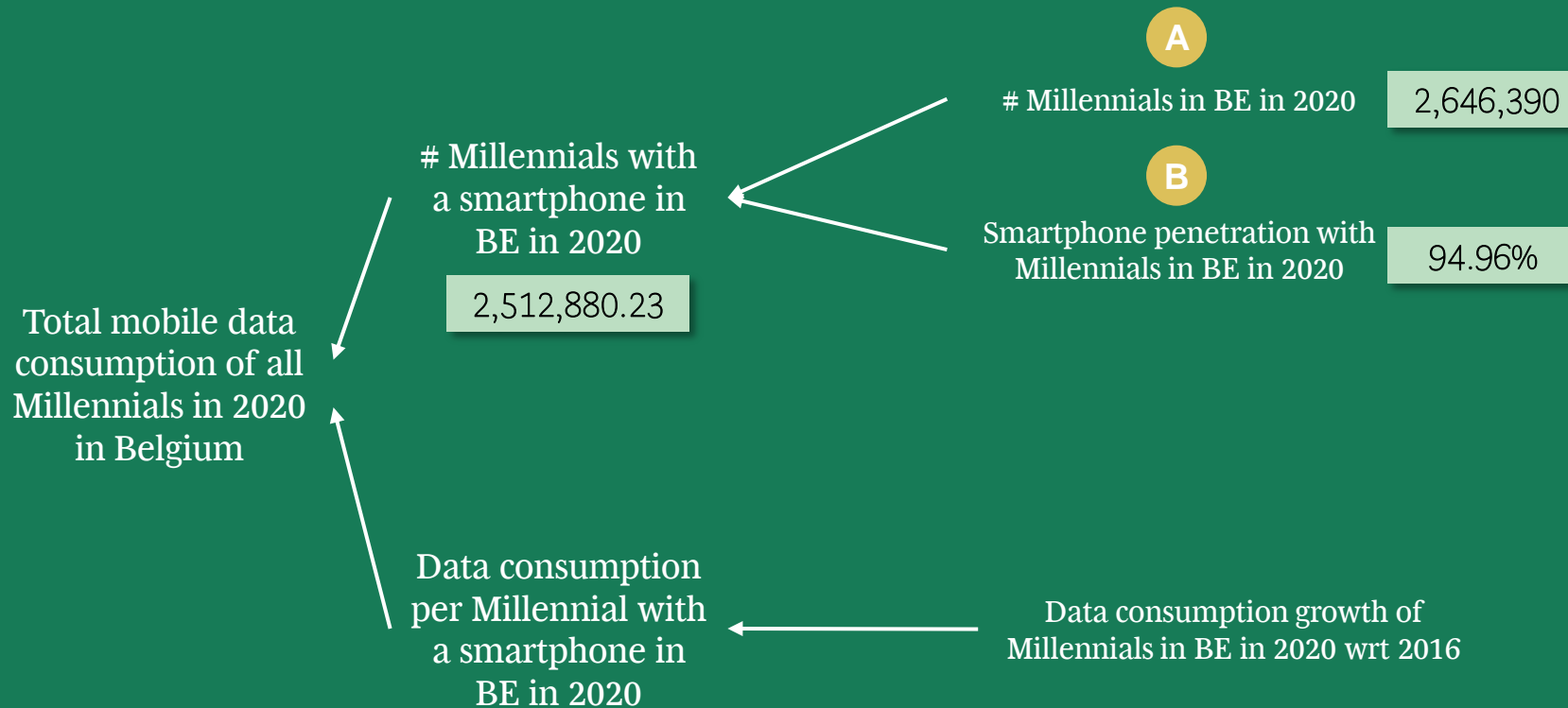
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1 Mobile data consumption of Millennials

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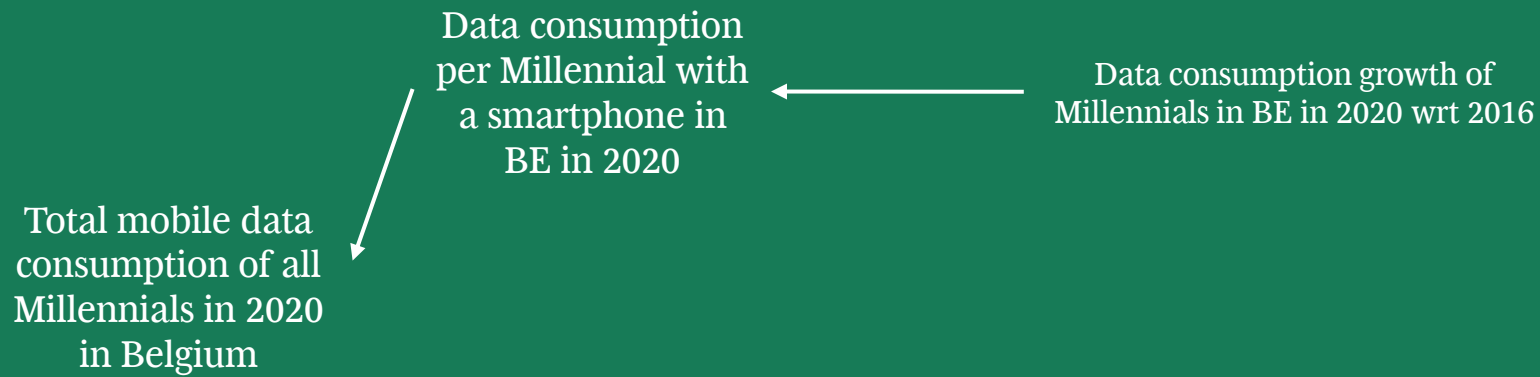
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1 Mobile data consumption of Millennials

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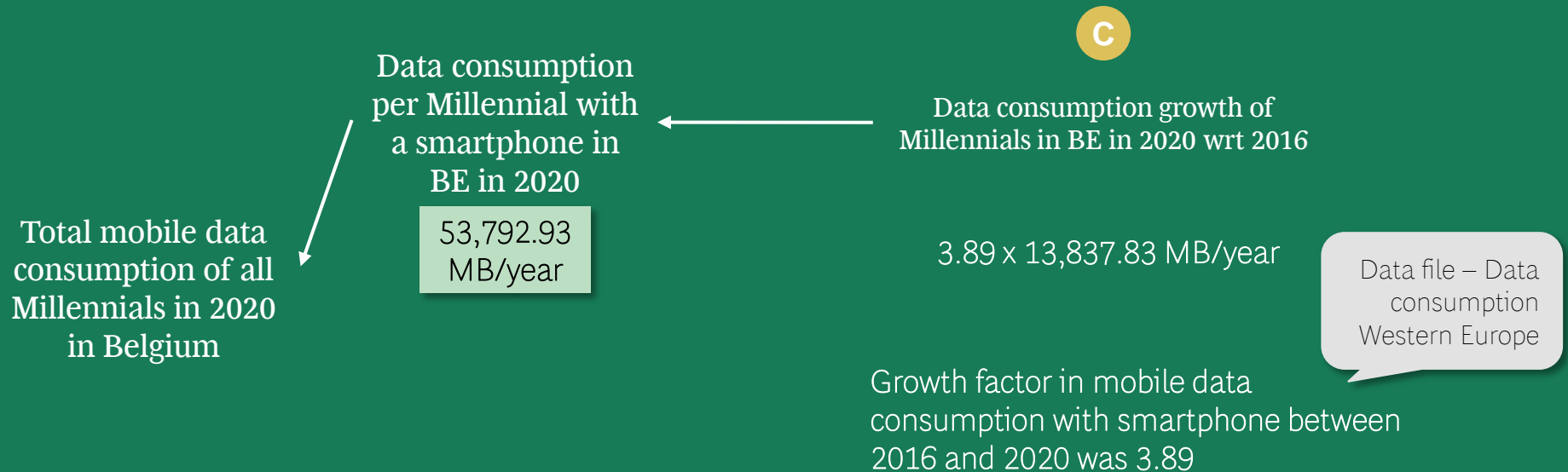
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1 Mobile data consumption of Millennials

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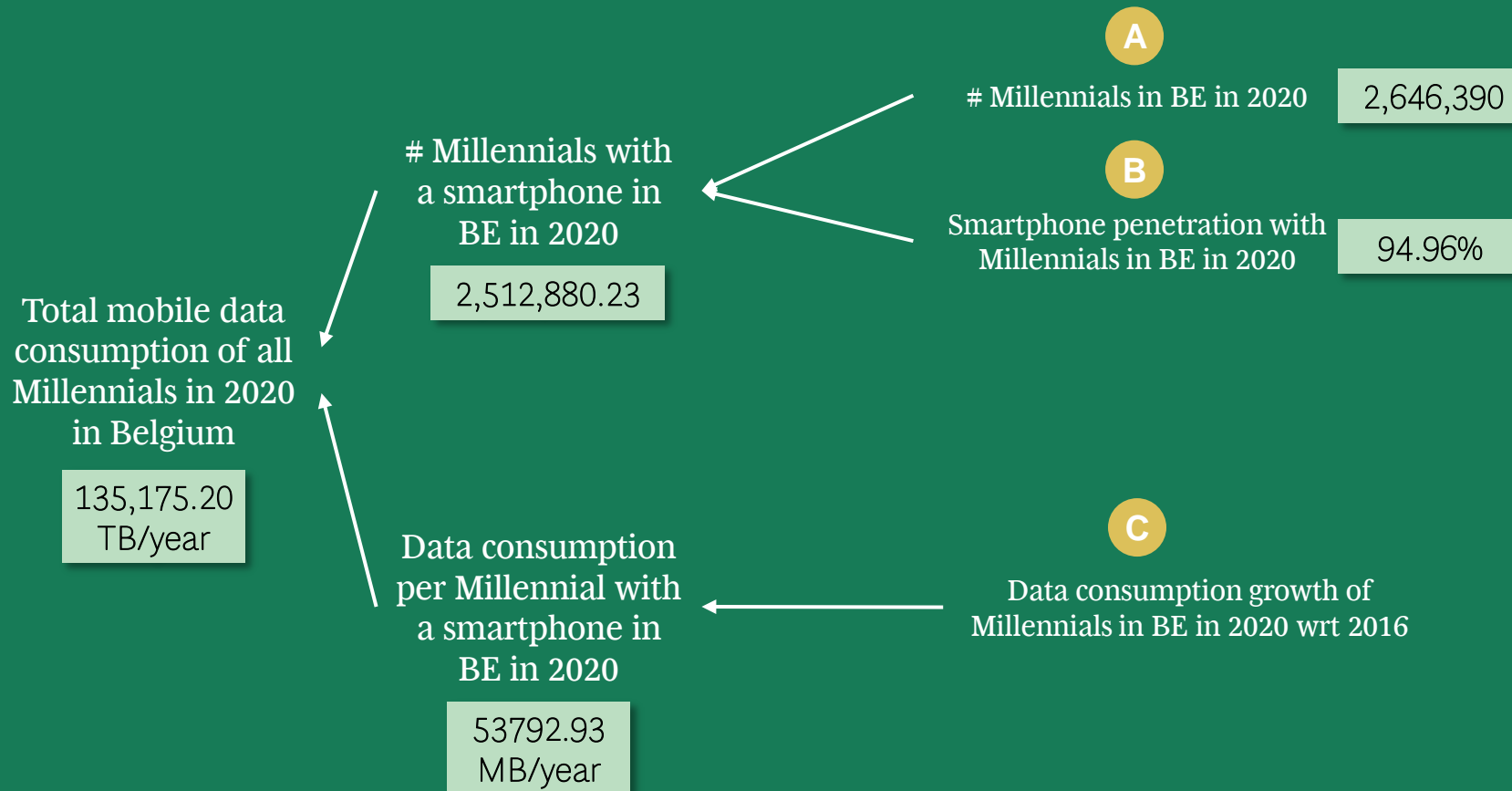
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1 Mobile data consumption of Millennials

Question 1.b:

What was the total mobile data consumption of all Millennials in 2020 in Belgium (in TB)?



2 Total Millennial market size in Belgium

In the second part, you are asked to answer the following questions:

Question 2.a:

How large was the Belgian Millennial fixed services market in 2016 (in €)?

Question 2.b:

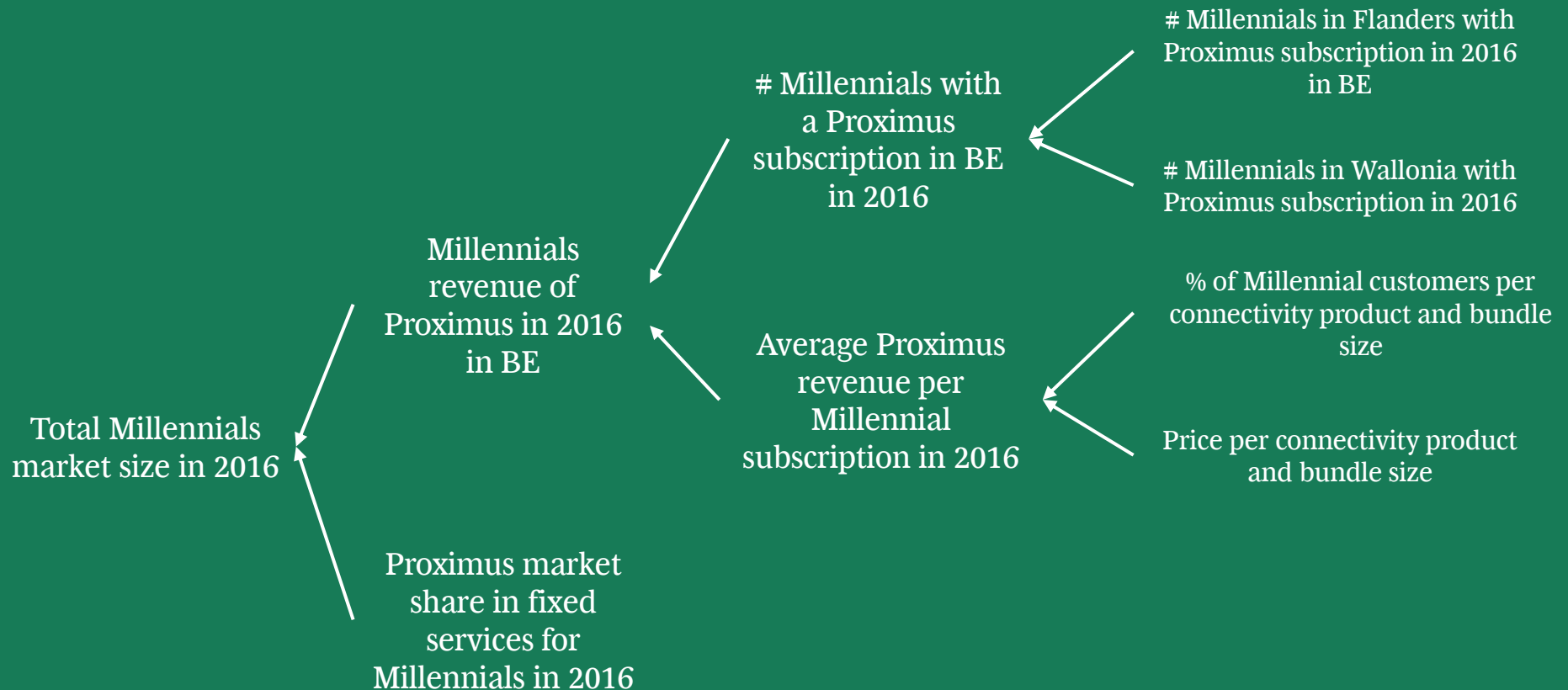
How large was the Belgian Millennial mobile services market in 2016 (in €)?

Question 2.c:

What was the total Millennials telecom market size in Belgium in 2016 (in €)?

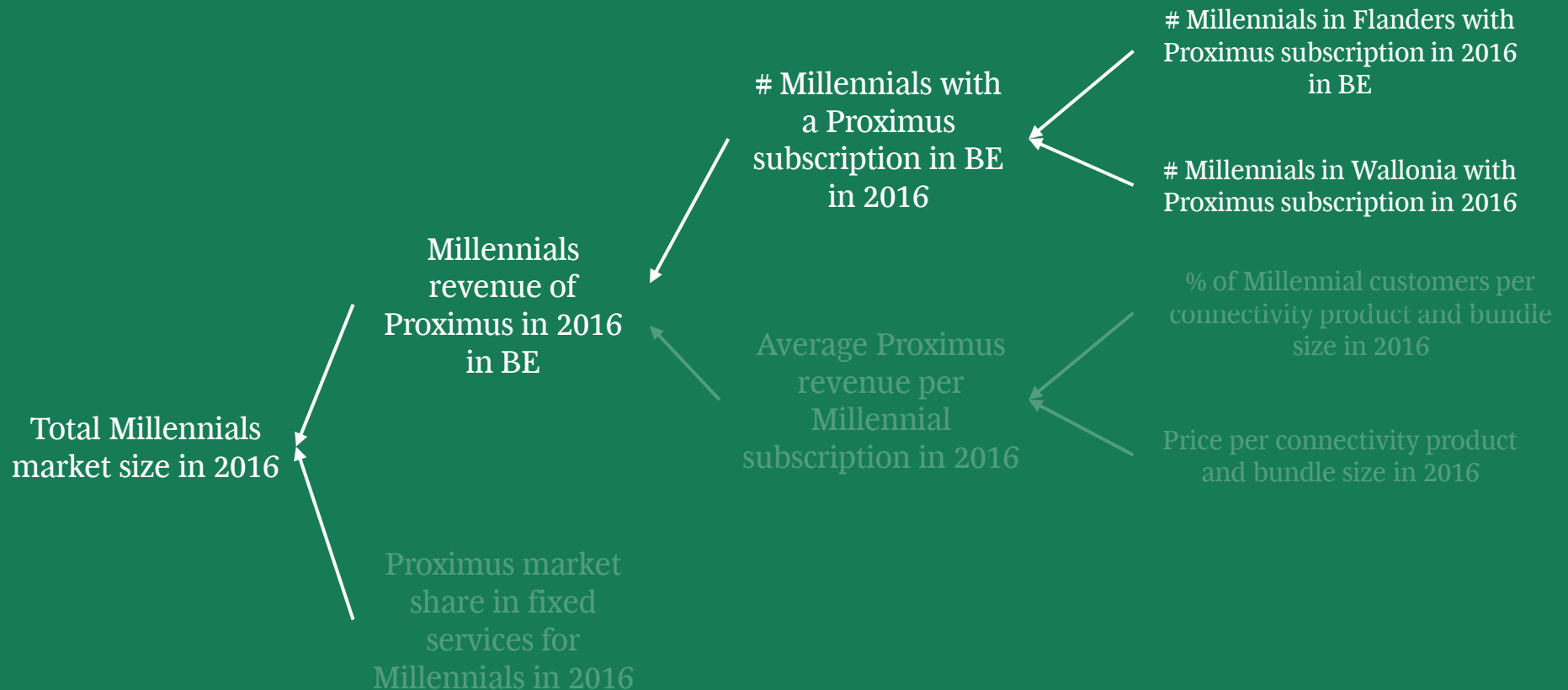
Question 2.a:

How large was the Belgian Millennial fixed services market in 2016 (in €)?



Question 2.a:

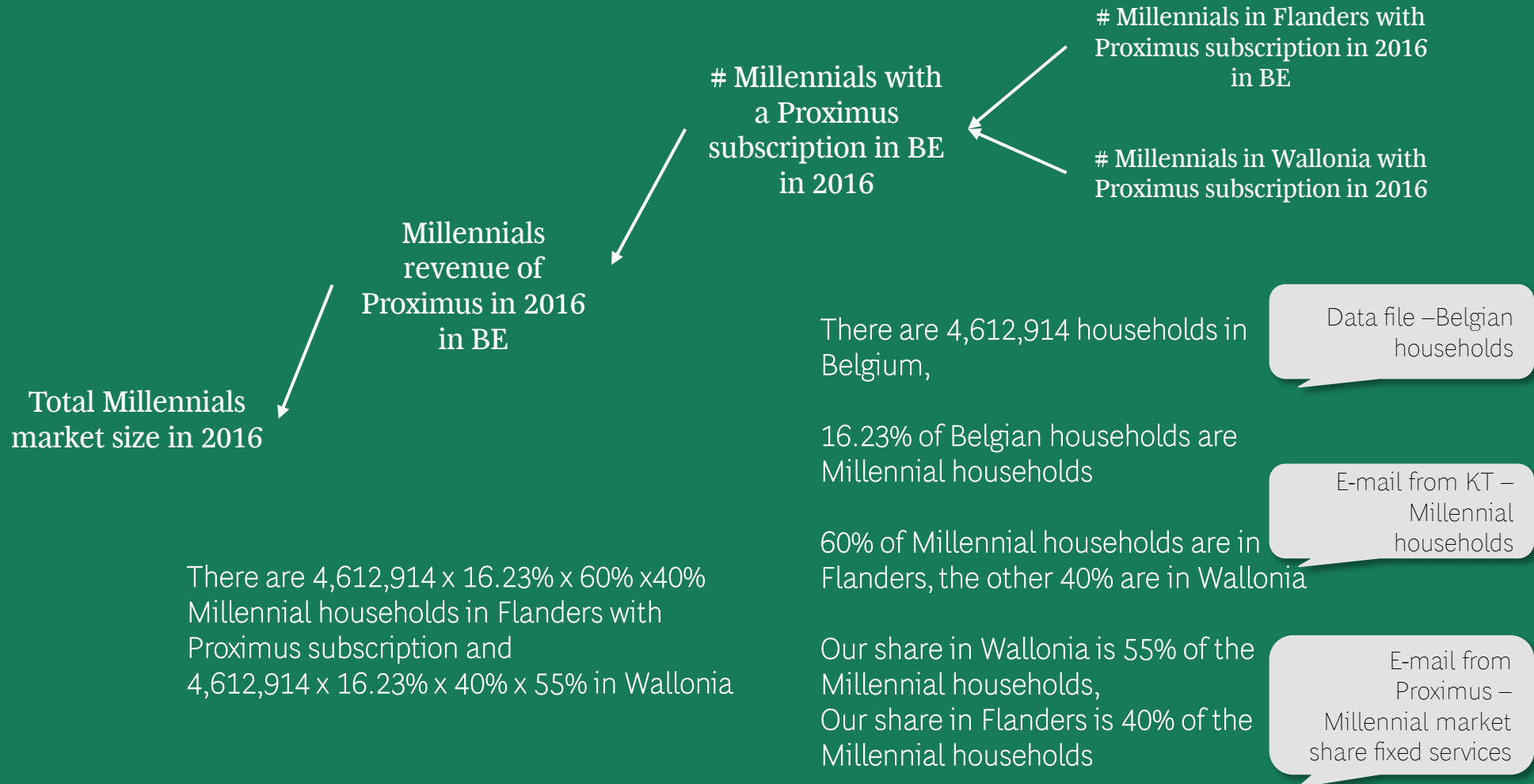
How large was the Belgian Millennial fixed services market in 2016 (in €)?



2 Millennials market size

Question 2.a:

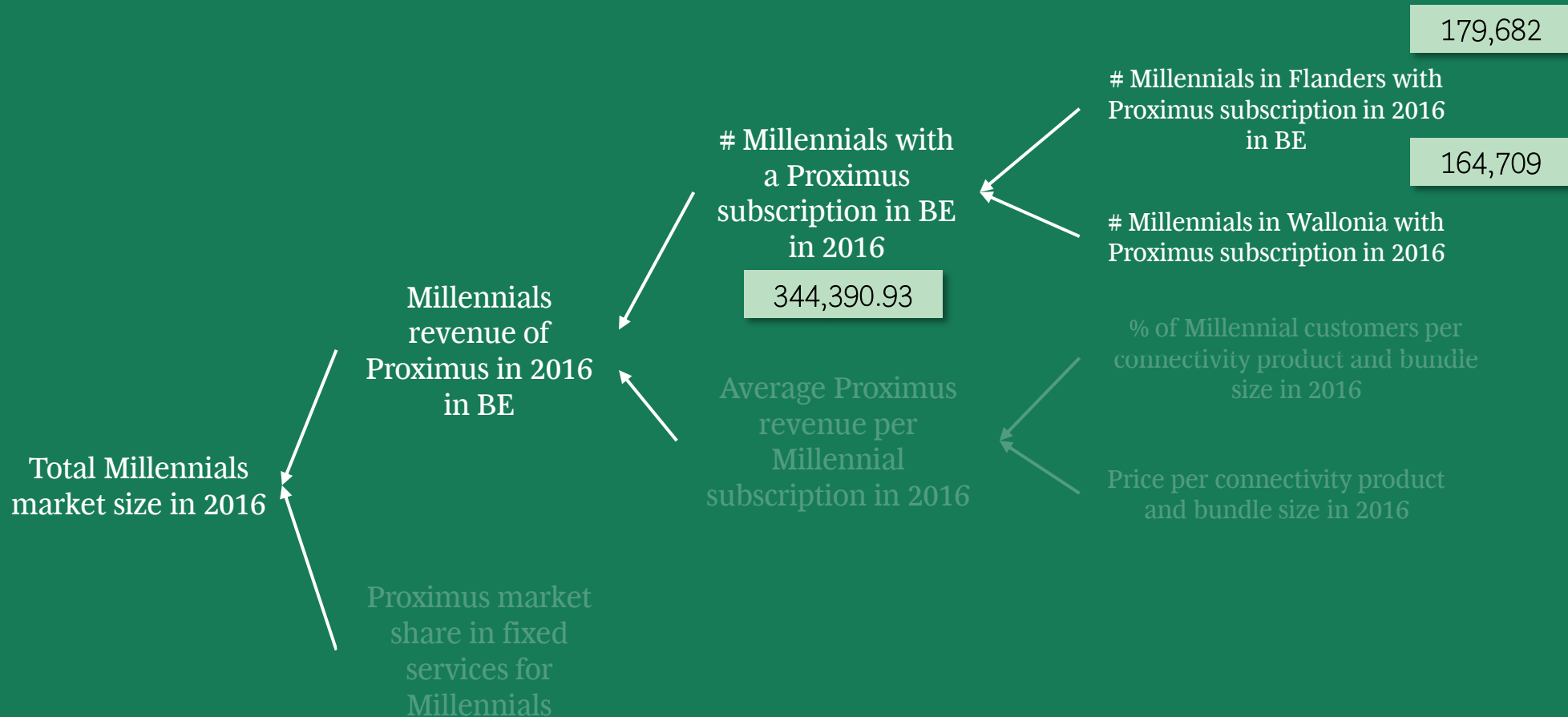
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2 Millennials market size

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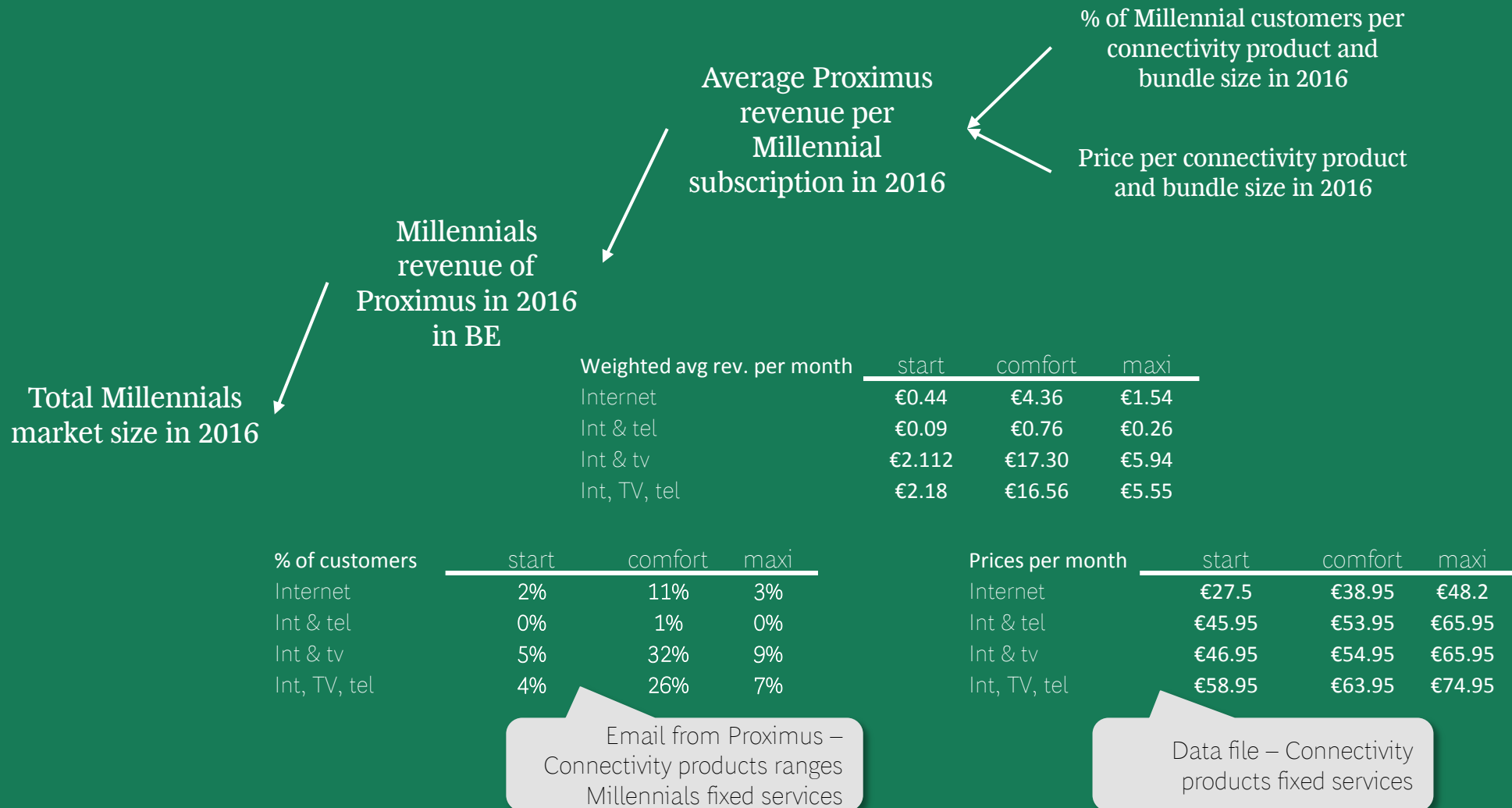
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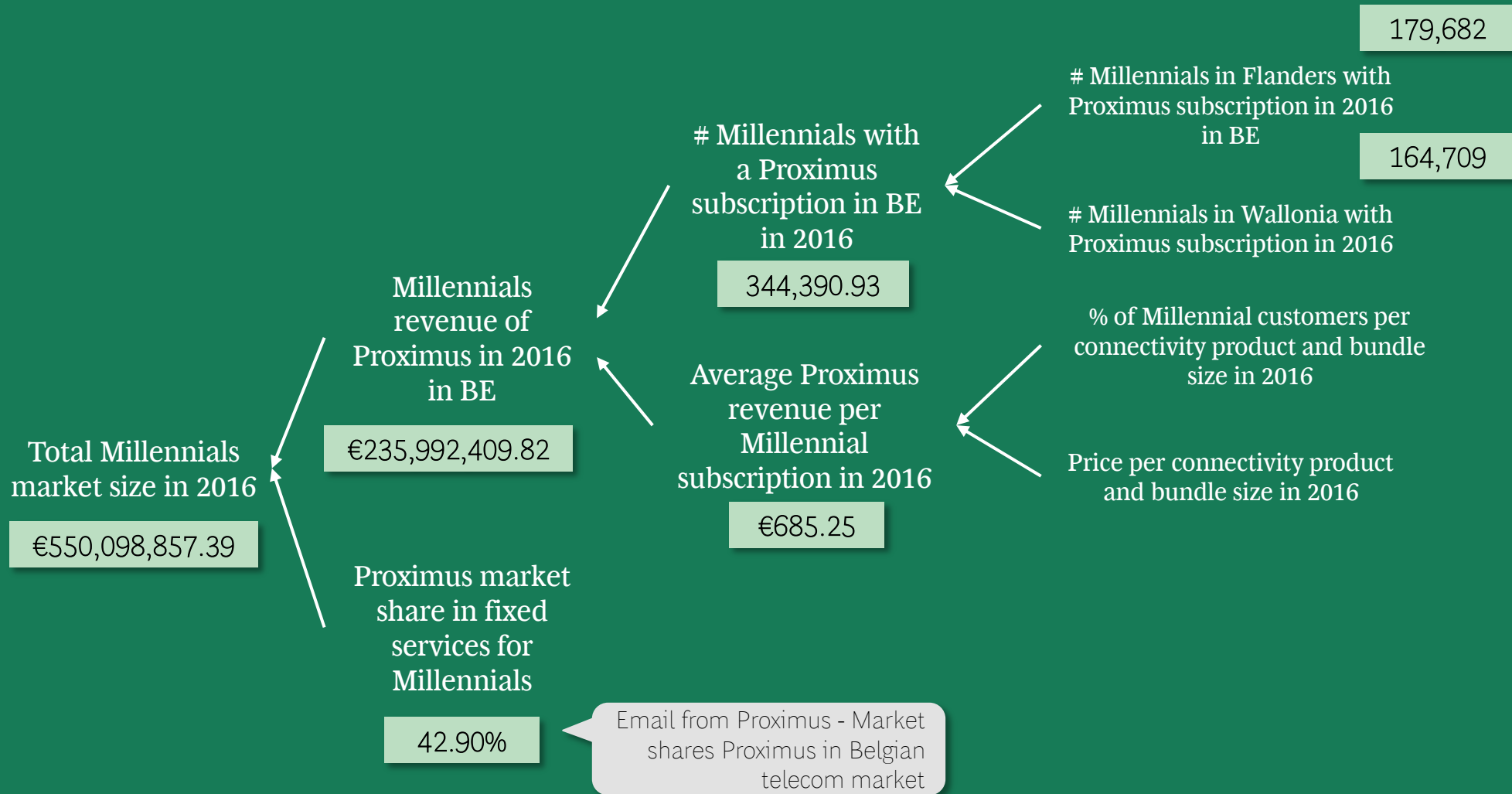
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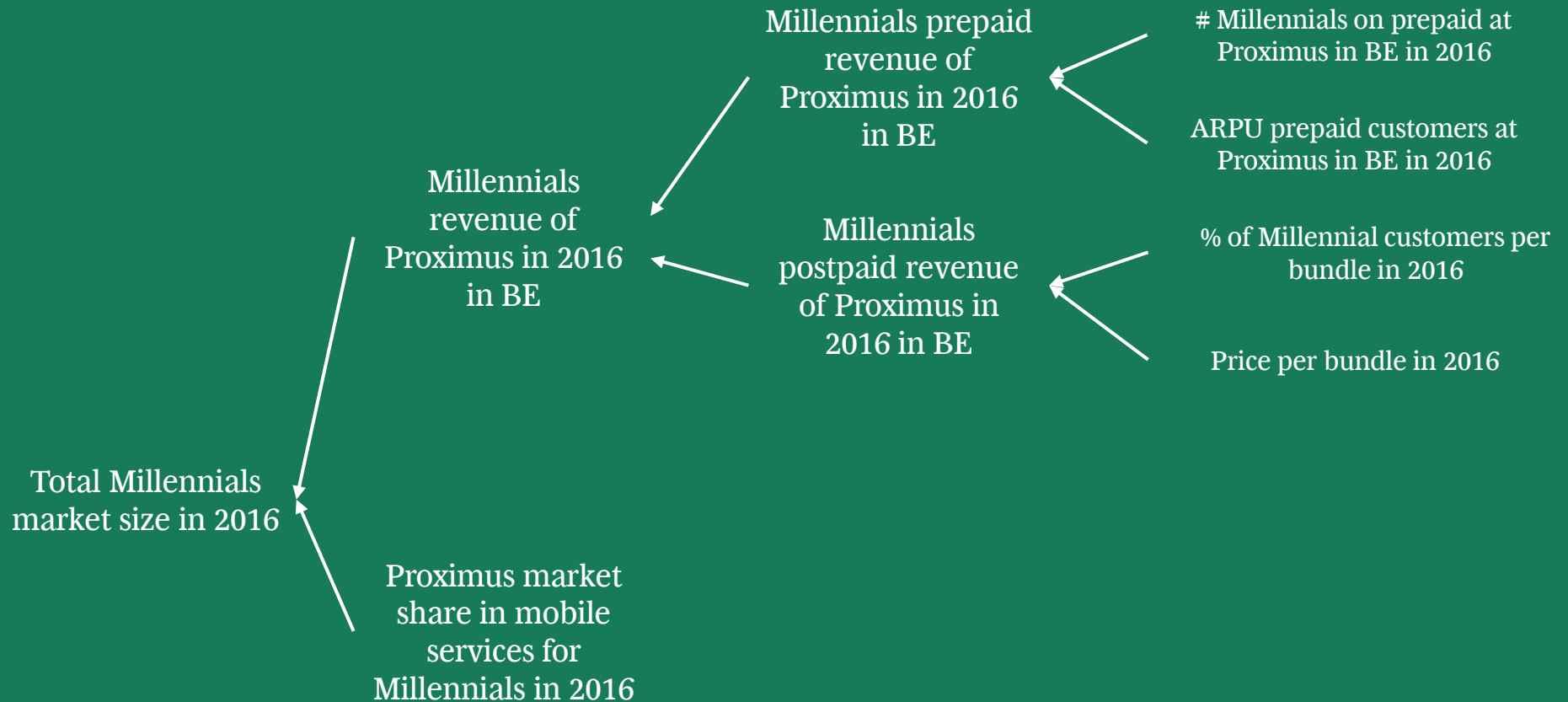
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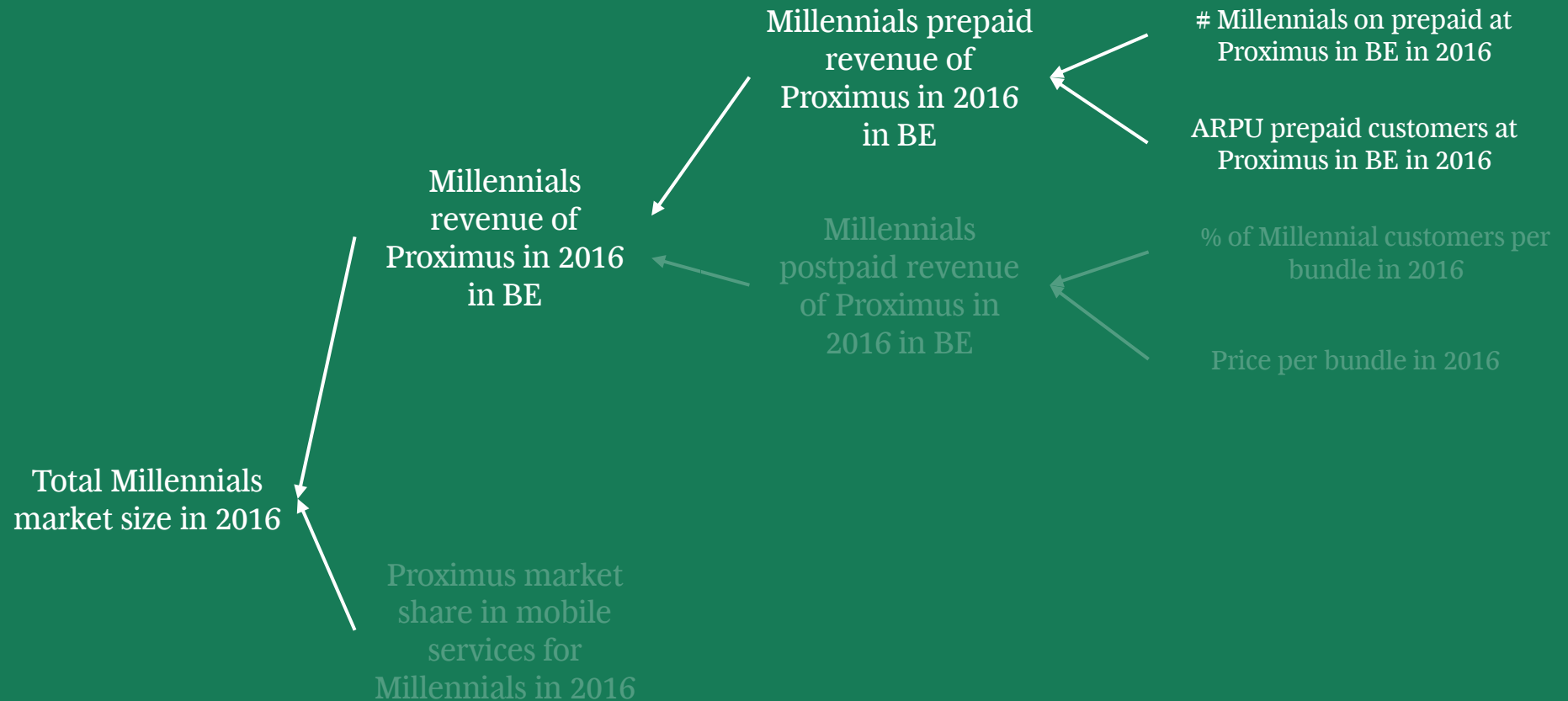
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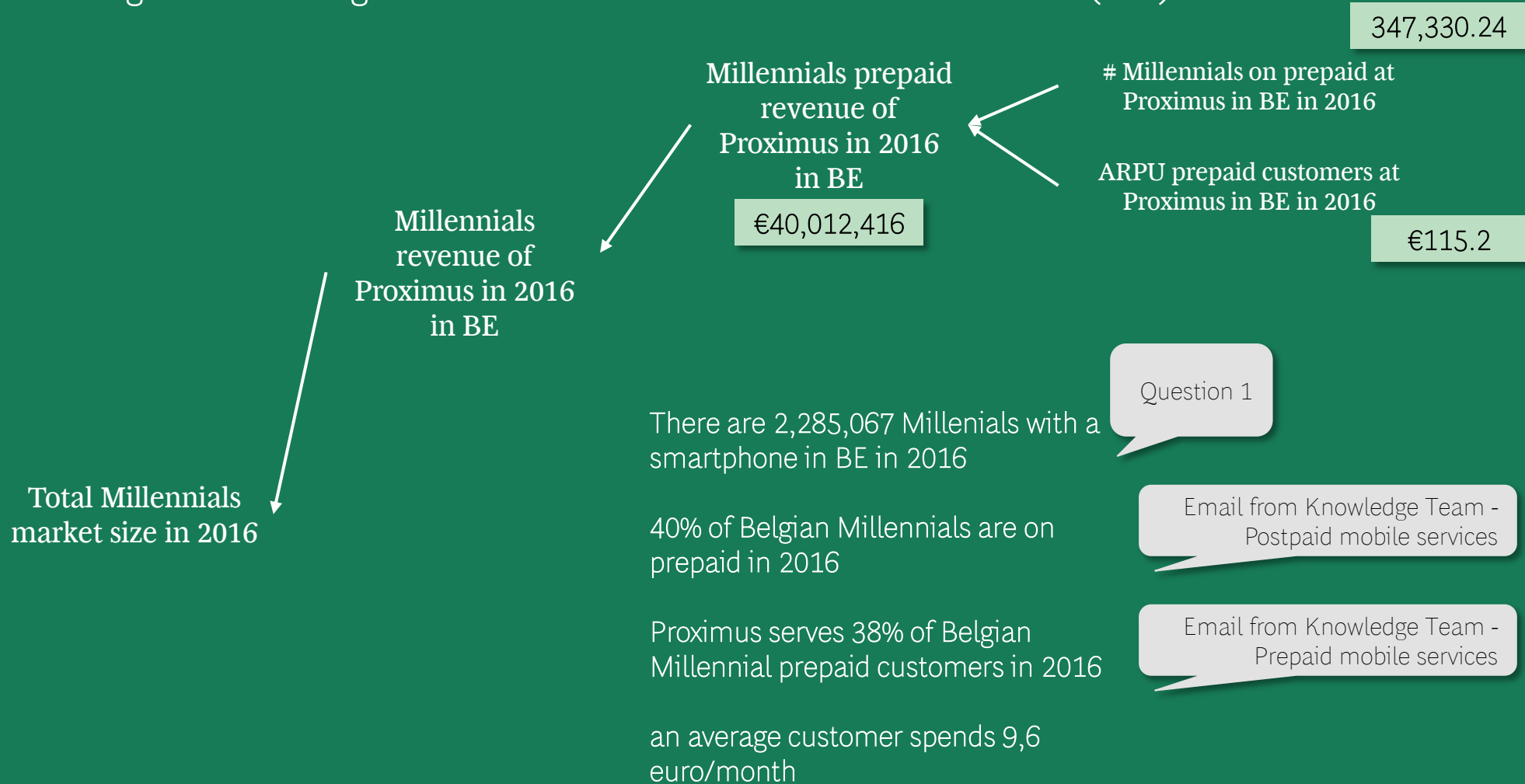
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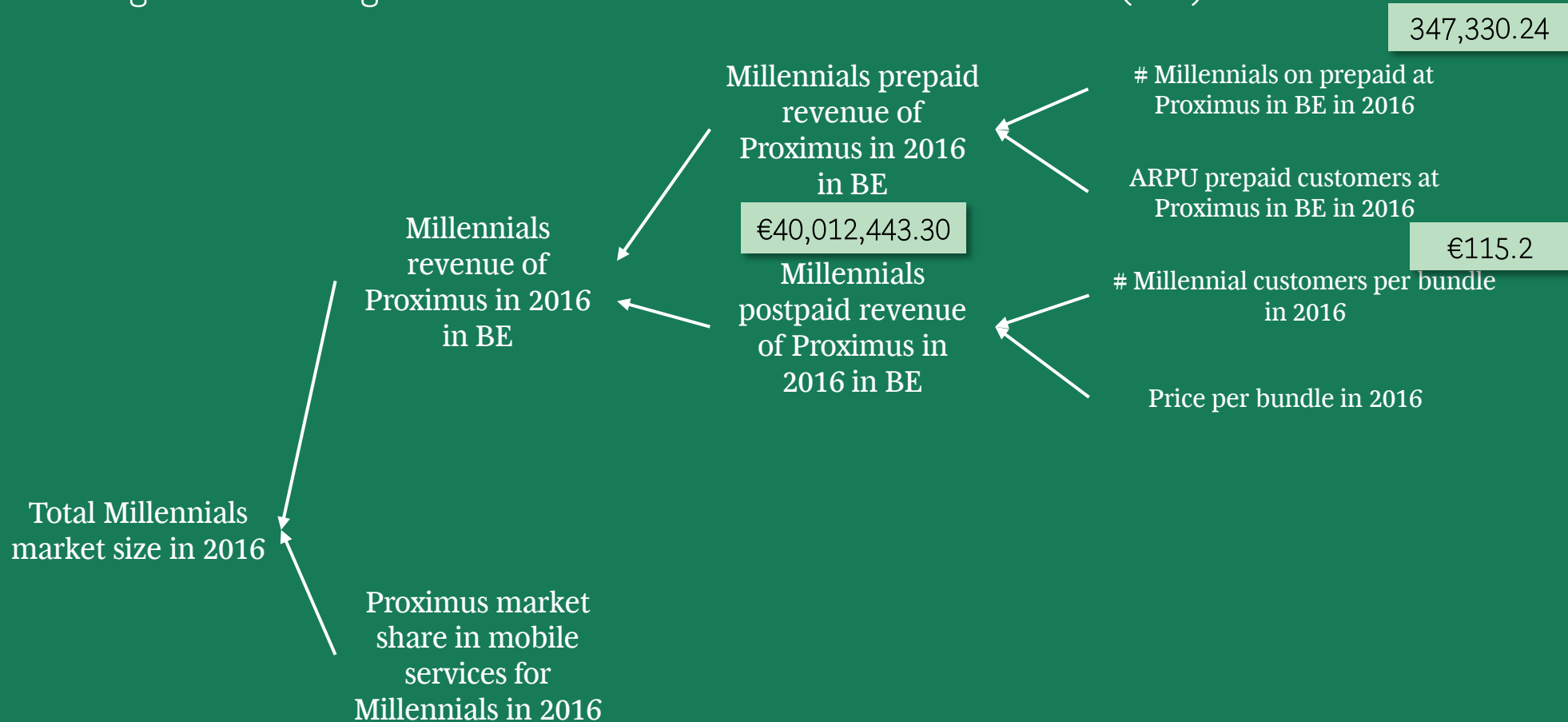
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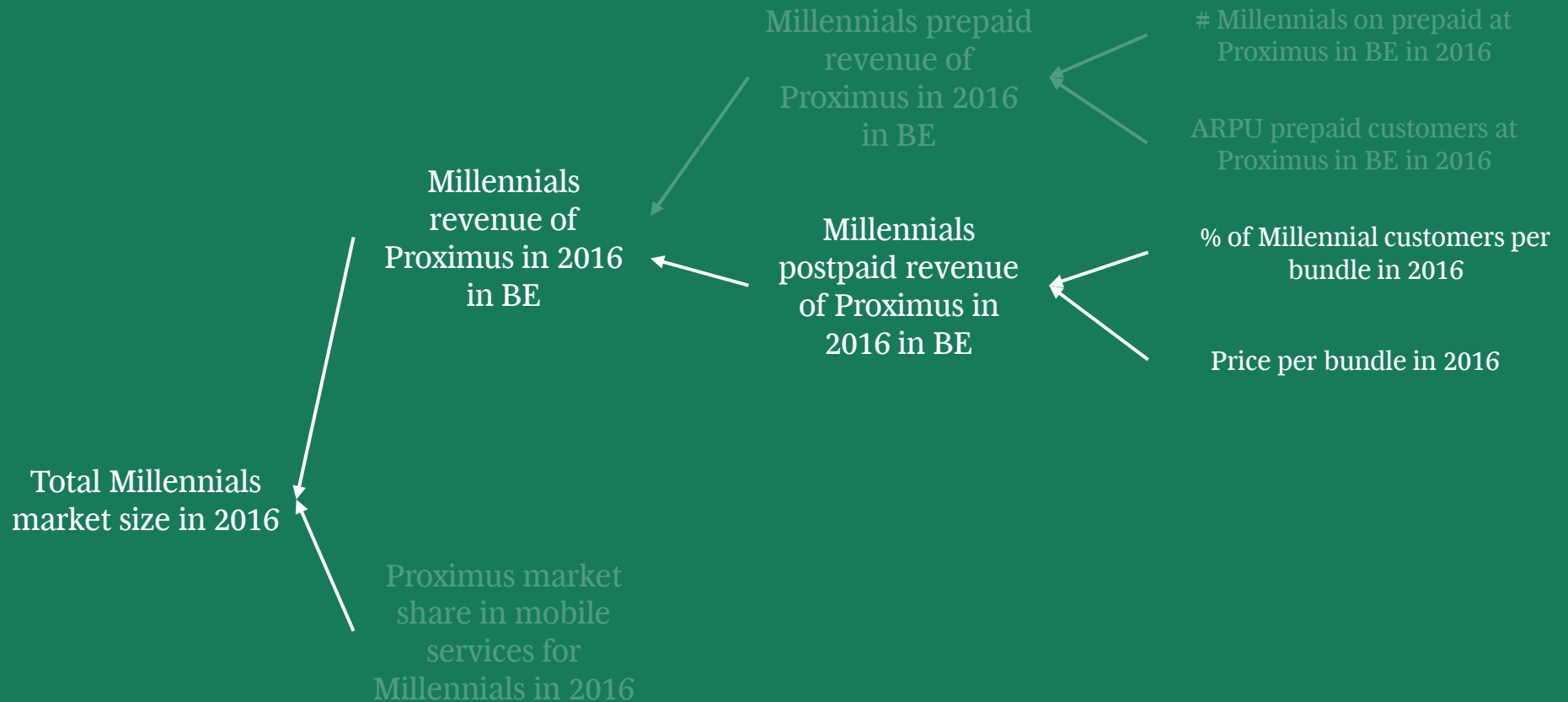
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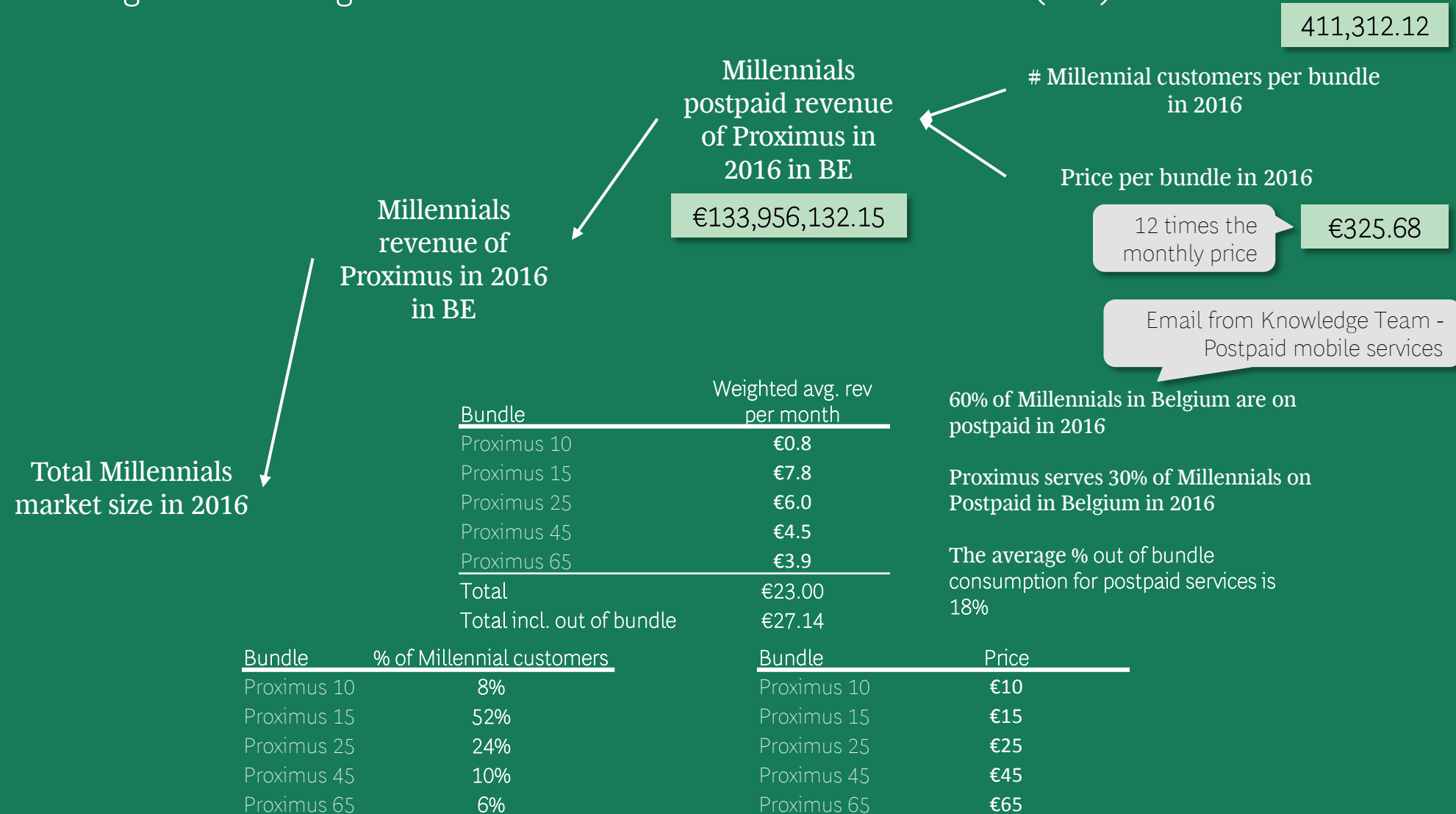
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