



MALTA COMMUNICATIONS AUTHORITY

Market Developments for Electronic Communications and Post

A Review of Outcomes for Q1 2025

MCA publication reference: MCA/R/25-5680

23 July 2025

 (+356) 2133 6840  info@mca.org.mt  www.mca.org.mt

 Valletta Waterfront, Pinto Wharf, Floriana FRN1913, Malta

The first quarter of 2025 highlighted a telecoms and postal sector with evolving consumer requirements, network upgrades and digital behaviours that are redefining how electronic communication services are consumed.

Internet access is becoming increasingly faster, driven both by the migration of existing customers to higher-speed plans, and by organic demand for fast and ultra-fast connectivity - enabled by the availability of very high-capacity fibre and cable networks. In the mobile segment, the market continues to shift towards value-rich post-paid plans, as more users move away from traditional pre-paid services. While fixed telephony usage among households continues to decline, this trend largely reflects the widespread adoption of mobile services, which offer greater flexibility and functionality. At the same time, fixed telephony maintains a strong foothold in the business segment, where advanced, high-value solutions continue to support operational needs. Meanwhile, the steady rise of IPTV is reshaping the pay-TV landscape, offering a more flexible, app-based, and on-demand viewing experience.

In the postal sector, the impact of e-commerce is increasingly visible, as parcel volumes are growing outside the universal service, even as traditional letter mail continues its steady decline.

Overall, the Maltese market is steadily aligned with broader European trends, where consumers demand speed, customisation, and convenience, while service providers are actively reshaping their service models in response.

Fixed broadband

Fixed broadband continues to expand steadily, with subscriptions rising by 1.5% year-on-year to 240,629 by end Q1 2025. Both fibre and cable technologies play a central role in delivering fast and ultra-fast connectivity to end users. While fibre connections have now slightly overtaken cable as the most common access technology, both technologies remain critical in supporting Malta's growing demand for higher-speed internet.

Ongoing network upgrades have reshaped the fixed broadband market by driving stronger uptake of higher-speed internet tiers. Subscriptions in the 300–500 Mbps range grew markedly - from 5.9% to 26.1% - while gigabit connections now represent 21.7% of all fixed broadband lines. This shift toward premium speed tiers has also contributed to an increase in average revenue per user (ARPU), rising from €65.78 in Q1 2024 to €68.31 in Q1 2025.

Mobile telephony

Mobile subscriptions grew by 2.0% to 769,805, equating to a penetration rate of 133.3% of the population. This growth is underscored by a clear shift towards post-paid, data-rich plans, which now make up 54.4% of all mobile connections.

Usage patterns are also evolving, with periodical upswings or downswings that do not necessarily translate into definite outcomes when comparing figures on an annual basis. For the first quarter of 2025, outgoing mobile voice calls and minutes dropped by 7.8% and 6.9% respectively, when compared to volumes in the first quarter of 2024. Data usage declined by 6.5% from 35,472 million MB to 33,182 million MB. Despite this, mobile ARPU remained stable at €37.61 in Q1 2025, compared to €37.30 in the same quarter a year earlier.

Pay-TV

The pay-TV segment saw a 2.8% increase in subscriptions, reaching 196,628 by end of last March, driven entirely by IPTV uptake. IPTV now makes up 48.3% of the market, reflecting consumer demand for flexibility, on-demand viewing, and app-based content delivery. Cable retains a lead in overall share of the subscriber base, at 51.7%, although this lead over IPTV services has shrunk over time. These changes also helped lift pay-TV ARPU slightly, from €41.62 to €42.39.

Fixed telephony

Fixed telephony subscriptions declined by 1.7% to 255,586, continuing a long-term trend. While most consumers now see fixed voice as secondary, in view of the observed decline in voice traffic volumes, the business segment tells a different story. Take-up of enhanced fixed services - mainly used by businesses - rose by 15.7%, pushing their share of total subscriptions up to 15.1%.¹

This shift helped drive a modest increase in fixed telephony ARPU, from €23.81 to €24.16.

Bundles

Bundled telecoms services remain the norm, in part due to commercial strategies that favour bundles over stand-alone offerings. Fixed broadband continues to be the most commonly bundled service (90.6%), followed by fixed telephony (87.8%) and pay-TV (82.7%). Mobile services remain mostly standalone, though this is also shaped by the way bundles are marketed and structured.

GO and Melita users typically opt for triple-play bundles, while Epic – having entered the pay-TV market in 2023 – still leans heavily on double-play options. Between Q1 2024 and Q1 2025, double-play subscriptions fell by 4.7%, while triple-play bundles increased by 2.7%. Revenues per subscriber rose in both cases, with ARPU reaching €85.45 for double-play and €109.03 for triple-play.

High quality dedicated connections

Leased lines and other high-quality connections - forming the high-speed and guaranteed connectivity backbone for Malta's business sector - registered modest growth. Retail leased line subscriptions increased slightly from 1,047 to 1,064 between Q1 2024 and Q1 2025. Most national connections remained concentrated in the 100–500 Mbps range, while international links were predominantly above 1 Gbps, reflecting the robust data needs of global-facing enterprises.²

This reflects steady demand from sectors like finance, gaming, and public services for guaranteed-speed, low-latency connections.

¹ **Note:** The fixed telephony data for the years prior to 2025 has been revised.

² **Note:** The MCA now includes connections offered alongside traditional leased line segments and other legacy or more traditional services within the dedicated business connectivity category.

Post

Total mail volumes declined from 6.9 million in Q1 2024 to 6.1 million items in Q1 this year, mainly due to falling traditional letter mail volumes, especially under the universal service. All subcategories of this service, including single-piece letters, bulk, registered, and parcels, saw a contraction in mail volumes.

By contrast, mail outside the universal service grew by 15.6%, particularly in lighter parcels linked to e-commerce. Inbound parcel volumes (notably from cross-border sellers) rose by nearly 19%, showing how online shopping is reshaping the sector.

Notes

- (1) Data cut-off date: 23rd June 2025.
- (2) Data is preliminary and subject to change.



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