Bold touches accentuate market leadership

2018 was another good year for Orange Luxembourg, as the company continued its upward path in the marketplace.

In 2018, Orange Luxembourg carried the 'bold challenger' banner into the sector's highly competitive landscape, again gaining mobile market share, which is now up to about 20%.

In March, the company celebrated its one-year anniversary of Love – and the year was marked by more progress on the convergent side of the business. Orange Luxembourg is now selling fixed connectivity on the B2B market.

BOOMing business

In November, the company made a bold move by launching its BOOM offer without engagement for one month: no handset, but plenty of gigabytes (Unlimited!) for a truly attractive price. This initiative helped boost Orange Luxembourg to the #1 position in mobile number portability.

During the year, in the context of the company-wide digital transformation programme, Orange Luxembourg began to upgrade its IT production chain, simplifying and streamlining to serve customers even better. The upgrade is scheduled to go live in 2019.

In addition, in 2018, the NB-IoT network was activated in Luxembourg and the company installed a smart-parking product for its office, as a use case demonstration.

The best mobile network in Luxembourg

In 2018 Orange was again recognised as the 'best mobile network in Luxembourg' by the independent benchmarking and testing organisation, Systemics-PAB. The results of the survey placed Orange as having the best results in quality of experience of mobile services in Luxembourg for:

- Best mobile network
- Best overall results for mobile internet
- Best overall results for mobile voice

Network demand is increasingly growing. Within the last 30 months the mobile internet grew from 20 to 90 Terabytes per week on 4G/4G+, therefore coverage completion, capacity increase and quality of service requires continuous investments including new equipment to prepare 5G in Luxembourg.

Ecological projects and 5G preparations planned for 2019

One of Orange Luxembourg's goals is to further develop its network so that it has the lowest CO_2 footprint of the networks in the country. To this end, Orange built a wind- and solar-powered antenna that is energy neutral – a premiere in Luxembourg and only the second one in Europe. The pylon is a producer of renewable energy. In total, the combined wind, solar and optimized parameterization of the radio can cover up to 54% of the energy consumption of the pylon and its operations.

In line with the country's Digital Luxembourg programme to speed up the entry of 5G into Luxembourg, Orange is exploring working relationships with industry partners to tackle this gigantic undertaking and ensure 5G's timely arrival. Bold progress is anticipated in 2019!

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~20%

Market share in 2018