

01/21/2025

Barometer of mobile Internet connections in Bulgaria

01/01/2024 - 12/31/2024



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**nPerf Network
assessment**



Expert in the telecom network optimization

nPerf is an independent French company based in Lyon (France). For over a decade, nPerf has been a trusted partner for both fixed and mobile operators, providing comprehensive network testing solutions and analysis. Our mission is to accurately measure, evaluate, and enhance the understanding of Internet connectivity around the world.

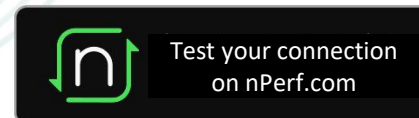
 **300k+** tests daily worldwide.

 **26Md+** coverage scans in total.

 **3k+** servers all around the world.

Test your Internet connection with nPerf!

nPerf allows you to test the quality of your fixed, mobile, or Wi-Fi Internet connections up to 10 Gb/s! Download our app or visit our website!



2. Executive Summary



The subscribers of A1 enjoyed the best mobile Internet performances in 2024.

Mobile Internet connections in Bulgaria

	A1	Vivacom	Yettel
Download bitrates (Mb/s)	195,42	110,54	121,19
Upload bitrates (Mb/s)	29,24	18,83	22,38
Latency (ms)	36,66	41,31	40,58
Web browsing (%)	74,95	73,17	76,76
Youtube streaming (%)	86,23	84,74	85,86
nPerf Score (nPoints)	106 413	92 751	98 050

Source : nperf.com



Best mobile Internet performance in 2024



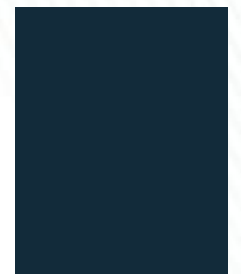
Source : nperf.com



VIVACOM




Yettel.



Source : nperf.com

The subscribers of A1 enjoyed the best 5G Internet performances in Bulgaria in 2024.

5G mobile Internet connections in Bulgaria

	A1	Vivacom	Yettel
▼ Download bitrates (Mb/s)	374,22	206,87	213,96
▲ Upload bitrates (Mb/s)	47,98	28,44	33,49
◀▶ Latency (ms)	31,01	36,53	36,18
🌐 Web browsing (%)	80,45	76,90	81,86
📺 Youtube streaming (%)	87,59	86,11	84,51
 nPerf Score (nPoints)	125 457	108 226	112 117

Source : nperf.com

Introduction

In 2024, the mobile sector in Bulgaria has seen significant competitive dynamics, especially with a focus on 5G technology. A1 has maintained its position as the leader, continuing from previous years, indicating a consistent performance without any new leaders emerging. A1 stands out as the Global Winner for the current year. The sector showcases strong competition particularly in the 5G segment, where A1 remains dominant.

Noteworthy achievements in the KPIs include A1's leadership in Download speed, Upload speed, and Latency. However, Yettel has emerged as a strong contender in Browsing with the highest score, and it also shares the top spot in Video streaming with A1. These trends highlight the strengths in connectivity and service quality that these operators bring to the sector.

A1: Leader of the with exceptional performances.

For the period analyzed, A1 demonstrates outstanding leadership with a remarkable score. The operator excels in Download speed, Upload speed and Latency, reinforcing its position as the top performer in these areas. In the 5G focus, A1 maintains its leadership, showcasing its prowess in mobile technology advancements.

Yettel: Co-leader and domination in Browsing and Video streaming.

Yettel stands out with a strong performance, particularly in Browsing, where it leads the sector. It also shares leadership in Video streaming with A1, indicating its robust

service offerings in these categories. Yettel's advancements in these key areas highlight its competitive edge.

Vivacom: Excellence in service quality.

Although not a leader, Vivacom provides excellent service quality with a strong overall score. It shows commendable performance in Download speed and Latency, contributing positively to the sector's competitive landscape. Vivacom's focus on improving user experience ensures it remains a strong competitor in the mobile internet space.

Conclusion

A1 continues to dominate the Bulgarian mobile sector as the Global Winner, with exceptional performance in Download, Upload, and Latency. Yettel emerges as a co-leader with significant strengths in Browsing and Video streaming. The mobile sector in Bulgaria remains highly competitive, with each operator contributing to the overall advancement and quality of mobile internet services. This competitive environment fosters innovation and ensures high-quality service offerings for consumers.

4. Methodology



nPerf provides a free application to assess Internet connection quality via its website and mobile apps (Android, iOS). Daily, thousands of people rely on nPerf for speed tests in their country, contributing to a comprehensive crowdsourced database covering all operators.

The study employs a strong filtering method to reflect real customer experiences on a specific network (mobile or fixed line). Measures are taken to prevent probes and measurement robots from affecting the results.

We assess:

▼ Download bitrate

Indicates the amount of data your connection can receive in one second from the nPerf server. The highest the measured value, the best is the bitrate of your connection.

▲ Upload bitrate

Indicates the amount of data your connection can send in one second to the nPerf server. The highest the measured value, the best is the bitrate of your connection.

◀▶ Latency (ping)

It indicated the delay a small packet of data requires to make a round-trip from your computer to the nPerf server. The shorter the delay, the most reactive your connection is. The main is the minimum value

🌐 Browsing performance

The browsing test assesses the load time of the fully loaded pages, including images, javascript, CSS, and fonts, for the five most popular sites. This indicator reflects the perceived quality by the user.

📺 Streaming performance

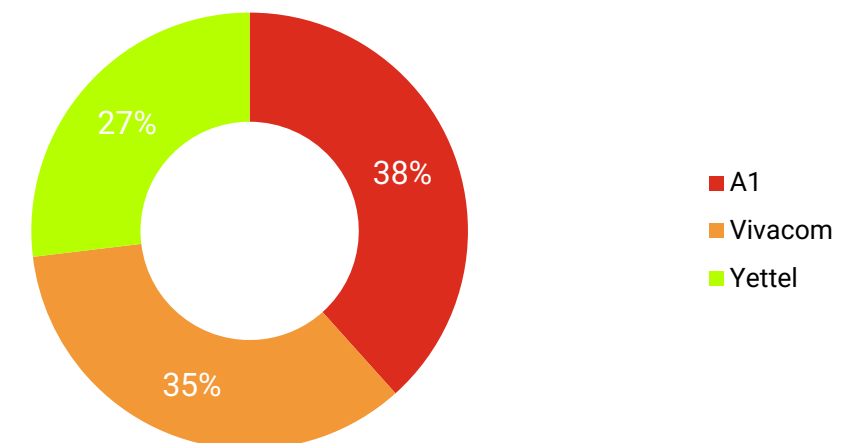
The video streaming test gauges the load time of a fully loaded video in three resolutions on YouTube, considering stalls during playback. This indicator reflects the perceived quality by the user.

Statistical precision is crucial in accurately determining winners. At nPerf, we prioritize test quality, precise reporting, and transparency. Analyzing a large volume of tests in this study, we've achieved 3% precision for absolute values, highlighting the reliability and accuracy of our data.

For a more comprehensive understanding of the user experience, our report features test results during both Busy hours (6 PM to 11 PM) and Idle hours (the rest of the day). Busy hours, marked by network strain, can impact user experience through congestion. This approach helps in understanding how network performance fluctuates throughout the day.

We only include national Internet service providers with test share above 5% share. The chart below shows the overall test distribution for each service provider.

Overall distribution of the tests per provider (ISPs Share)



Source : nperf.com



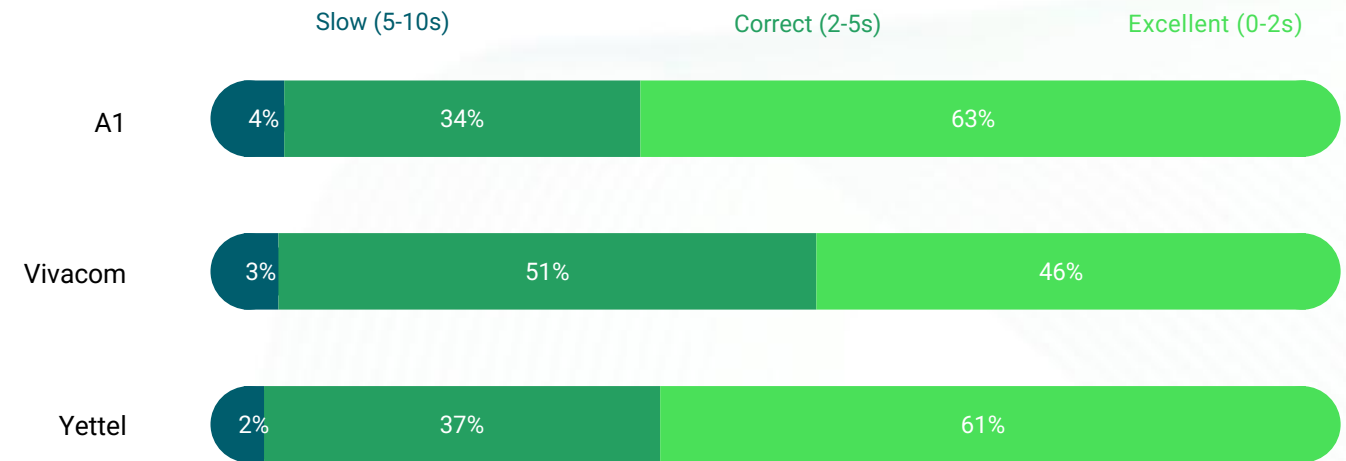
Browsing Performance rate (average)



Source : nperf.com

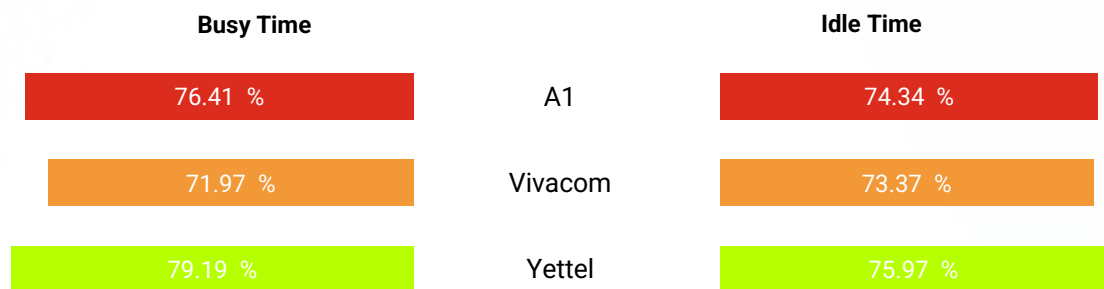
The subscribers of Yettel enjoyed the best mobile Internet Internet browsing performance in 2024.

Browsing Performance results ventilation (average)



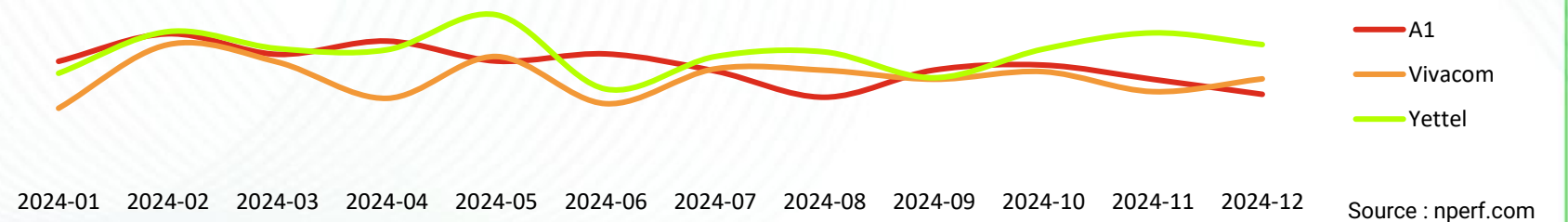
Source : nperf.com

Browsing Performance rate (average)



Source : nperf.com

Browsing performance rate (average) evolution over the year





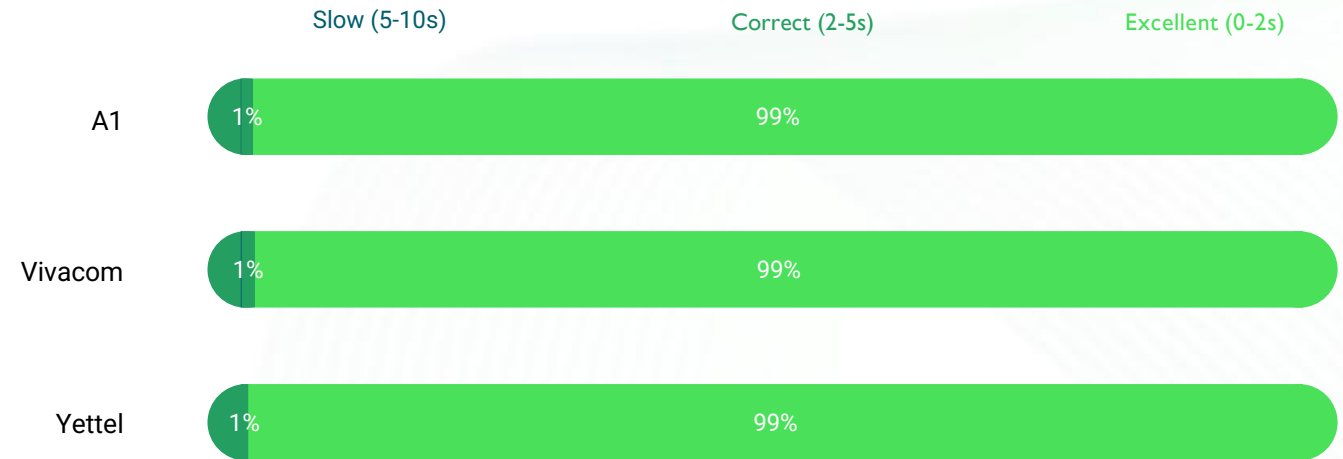
Streaming Performance rate (average)



Source : nperf.com

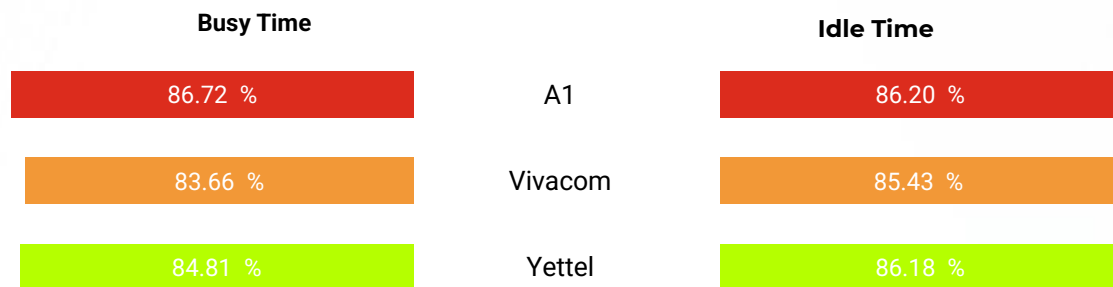
The subscribers of A1 and Yettel enjoyed the best mobile Internet streaming performance in 2024.

Streaming Performance results ventilation (average)



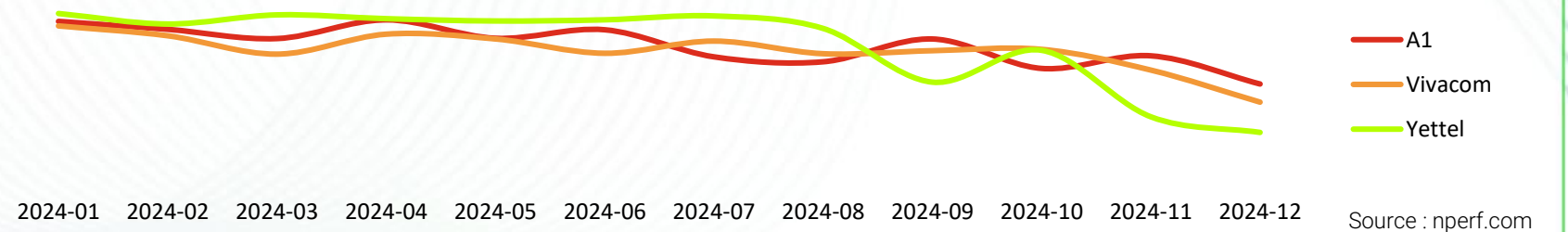
Source : nperf.com

Streaming Performance rate (average)



Source : nperf.com

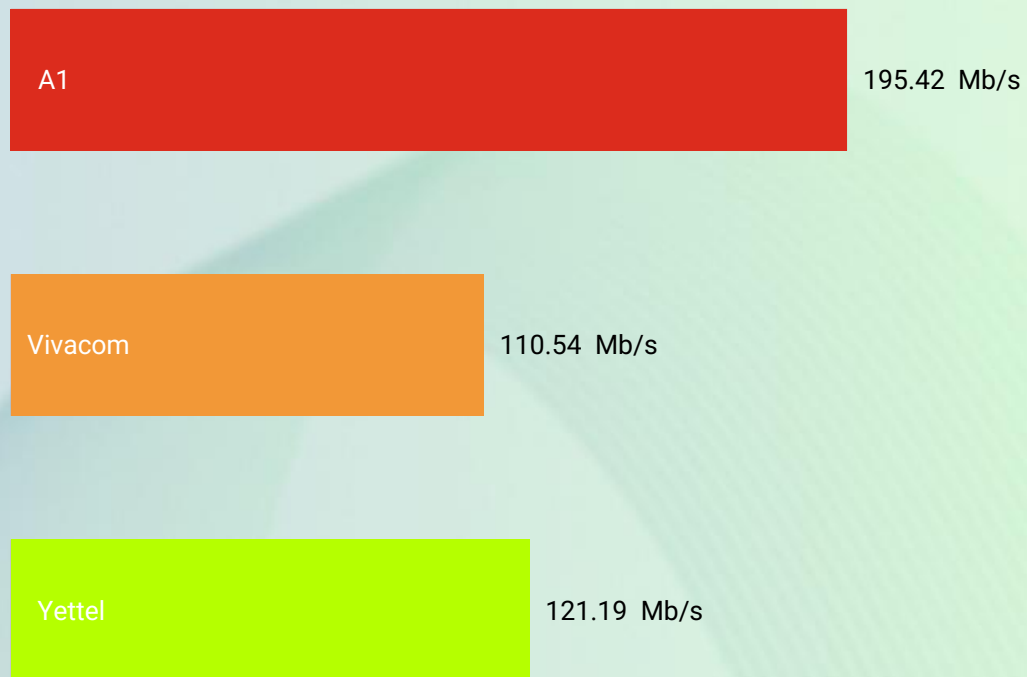
Streaming performance rate (average) evolution over the year



Source : nperf.com



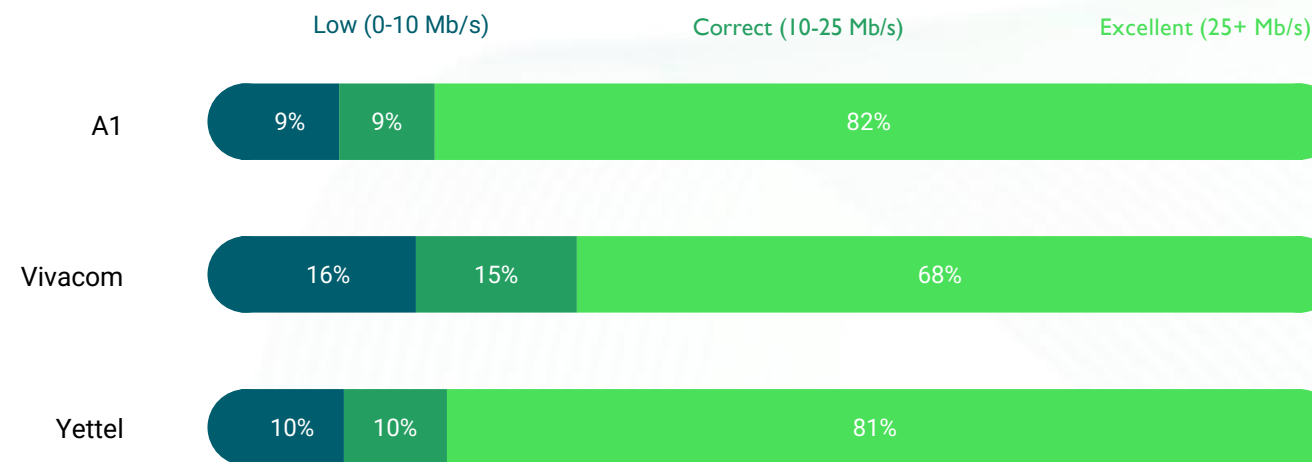
Download Speed (average)



Source : nperf.com

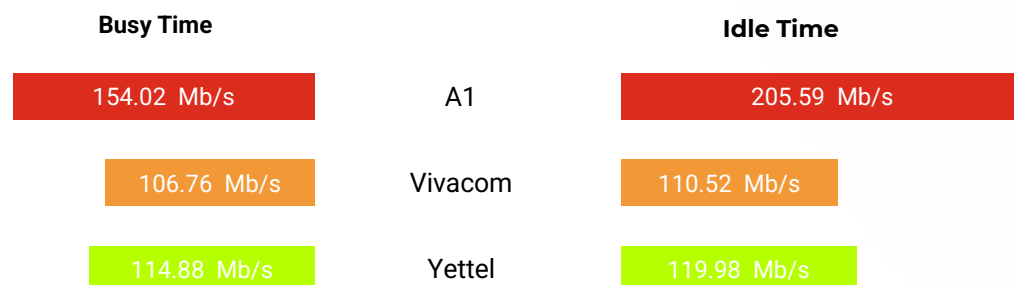
The subscribers of A1 enjoyed the best average mobile Internet download speed in 2024.

Download Speed results ventilation (average)



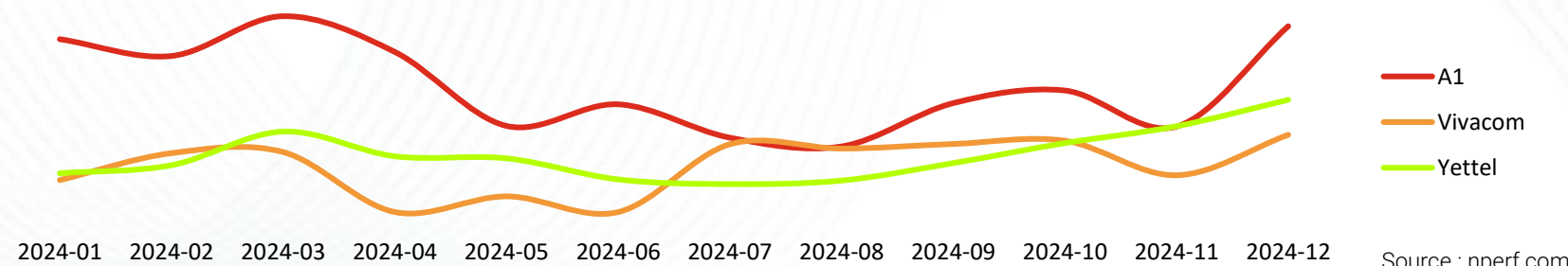
Source : nperf.com

Download Speed (average)



Source : nperf.com

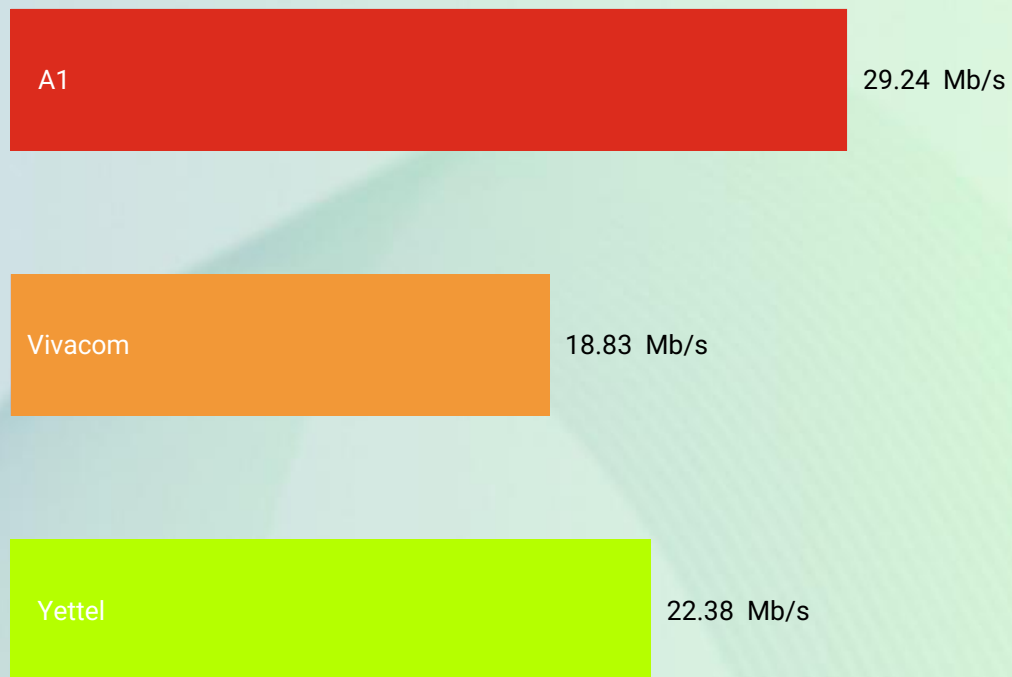
Download Speed evolution over the year (average)



Source : nperf.com



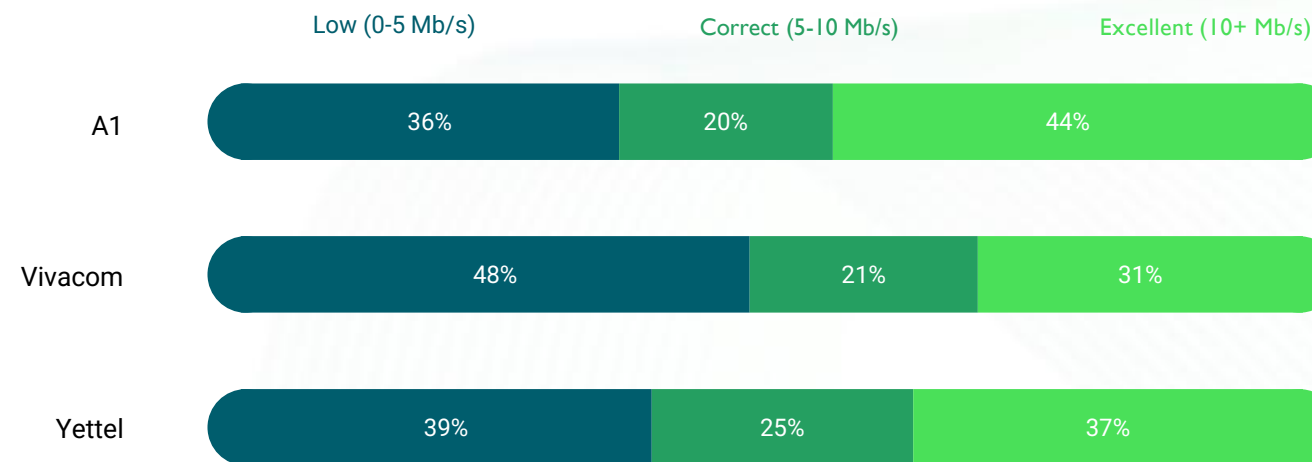
Upload Speed (average)



Source : nperf.com

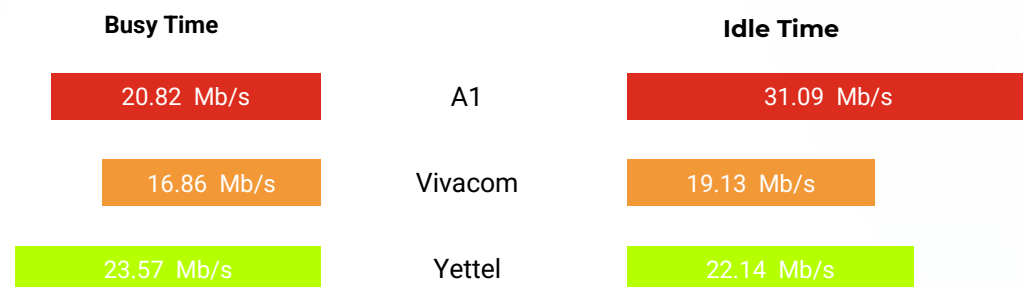
The subscribers of A1 enjoyed the best average mobile Internet upload speed in 2024.

Upload Speed results ventilation (average)



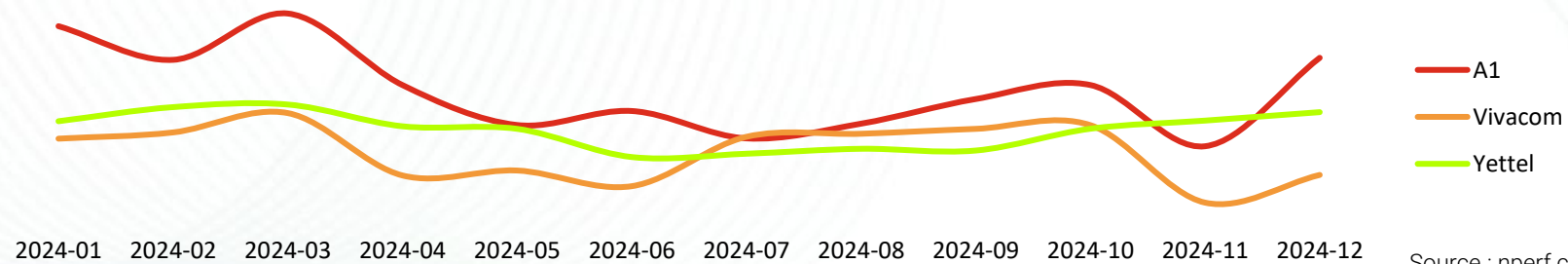
Source : nperf.com

Upload Speed (average)



Source : nperf.com

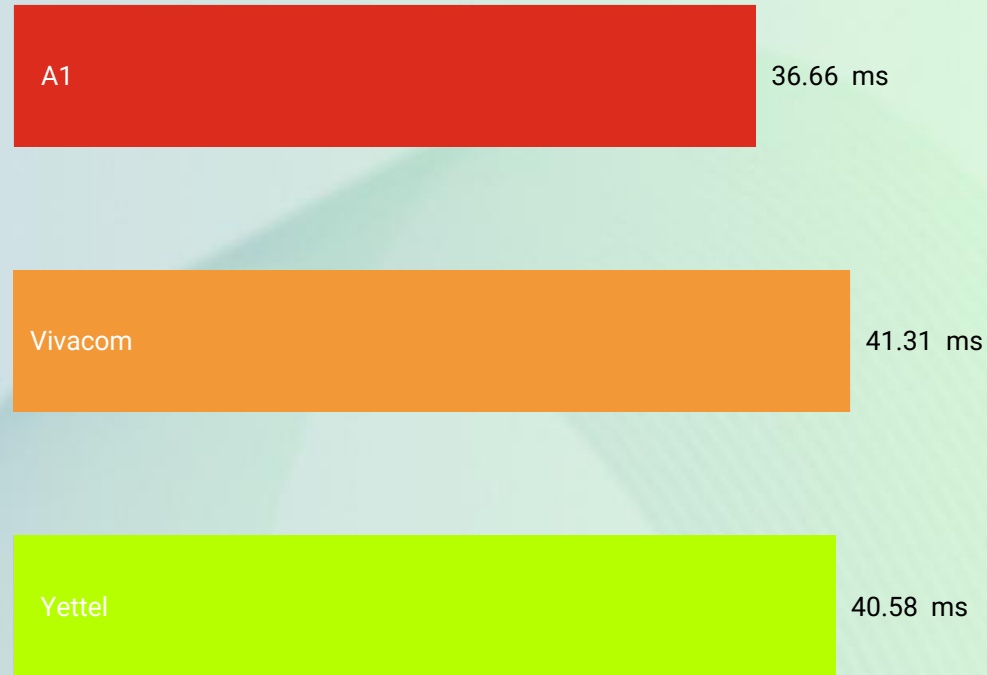
Upload Speed evolution over the year (average)



Source : nperf.com



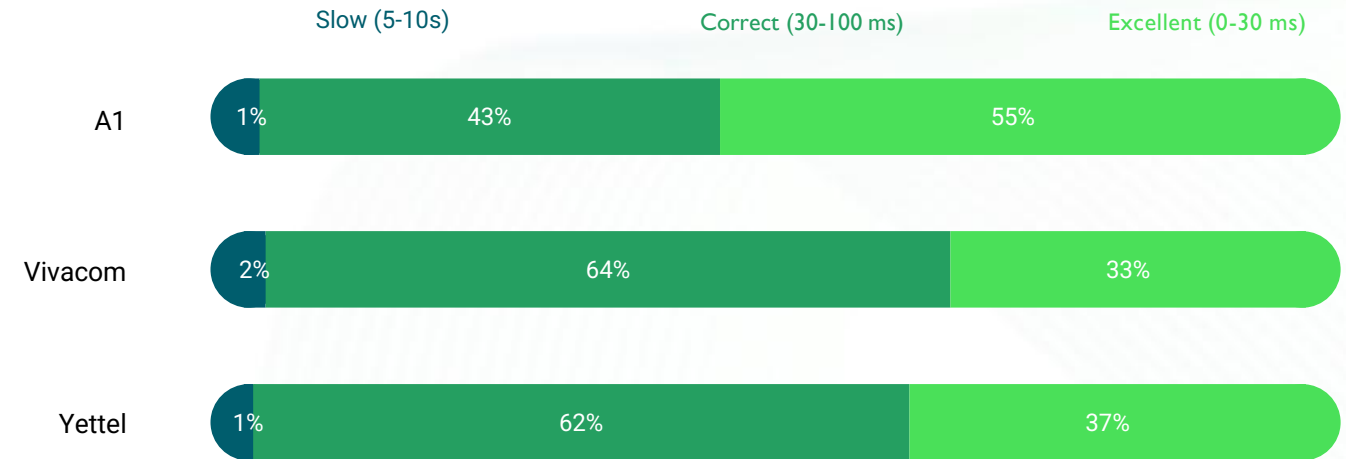
Latency Speed (average)



Source : nperf.com

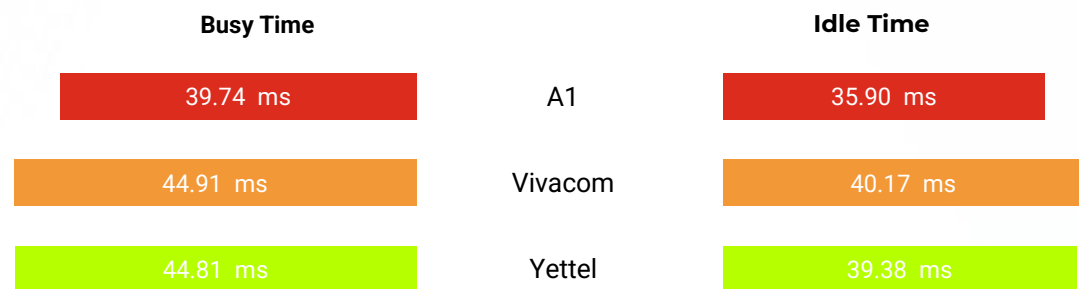
The subscribers of A1 enjoyed the best average mobile Internet latency speed in 2024.

Latency Speed results ventilation (average)



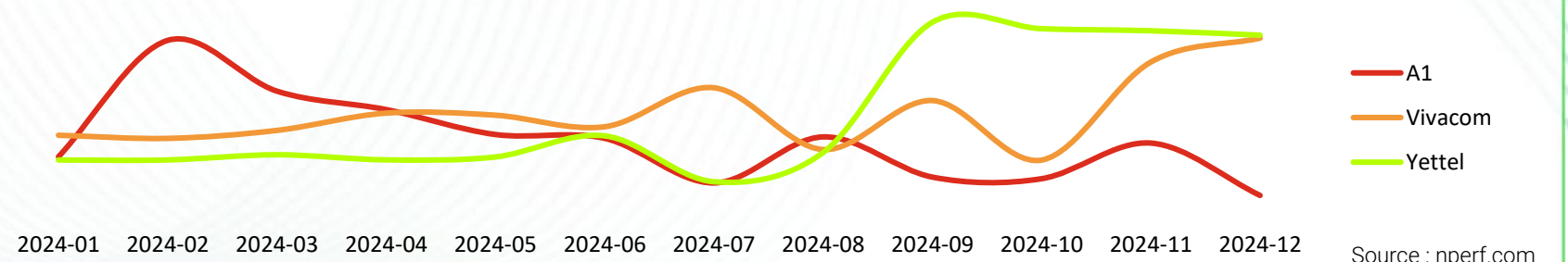
Source : nperf.com

Latency Speed (average)



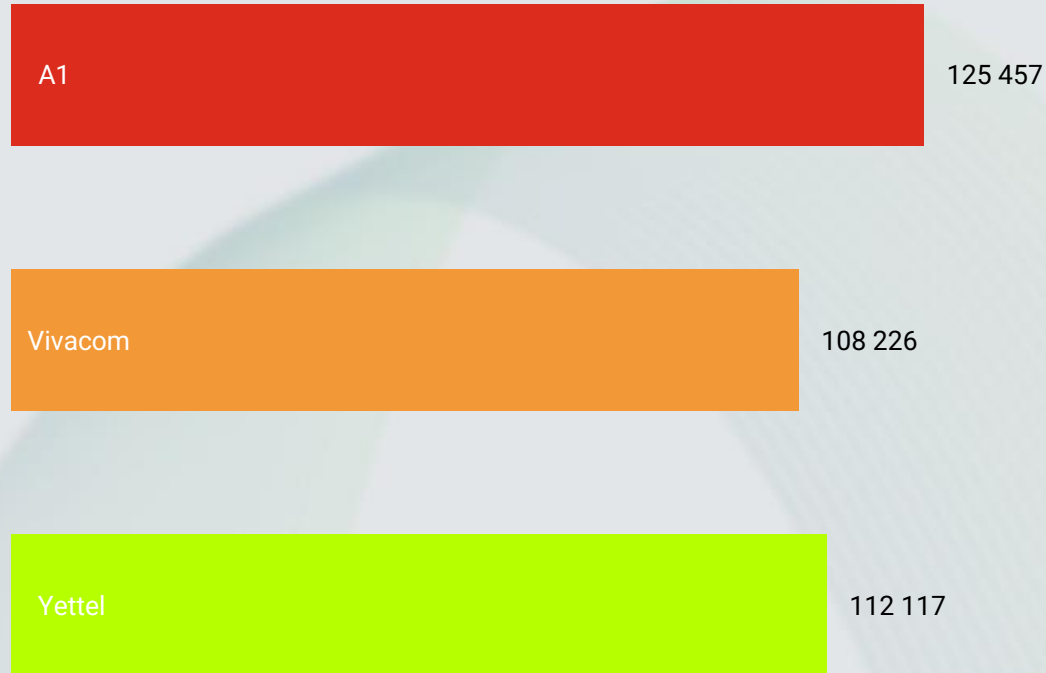
Source : nperf.com

Latency Speed evolution over the year (average)



Source : nperf.com

nPerf Score (nPoints)

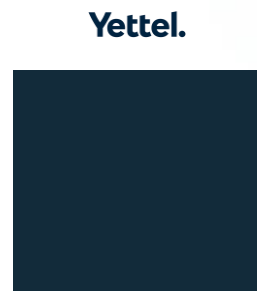
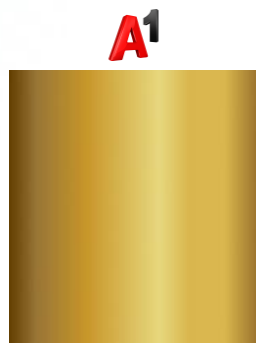


Source : nperf.com

The subscribers of A1 enjoyed the best 5G Internet performances in 2024.

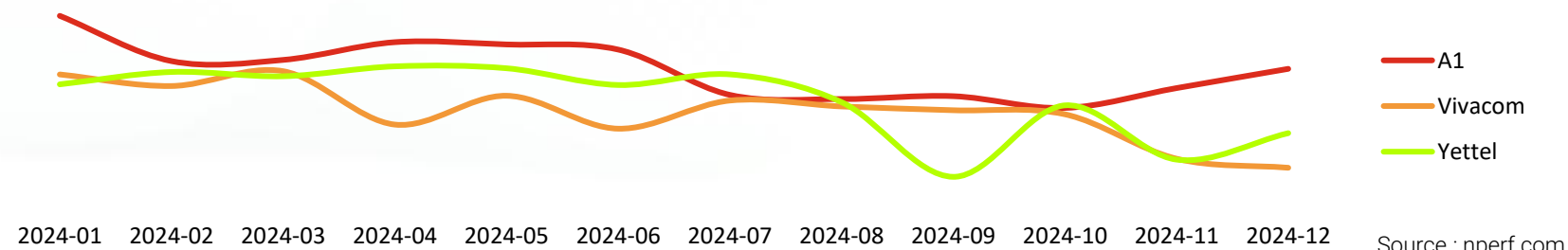
- Best performances 5G: A1
- Best web browsing performances 5G: Yettel
- Best video streaming performances 5G: A1 and Vivacom
- Fastest performances (Download) 5G: A1
- Fastest performances (Upload) 5G: A1
- 5G connections with the lowest latency: A1

Source : nperf.com



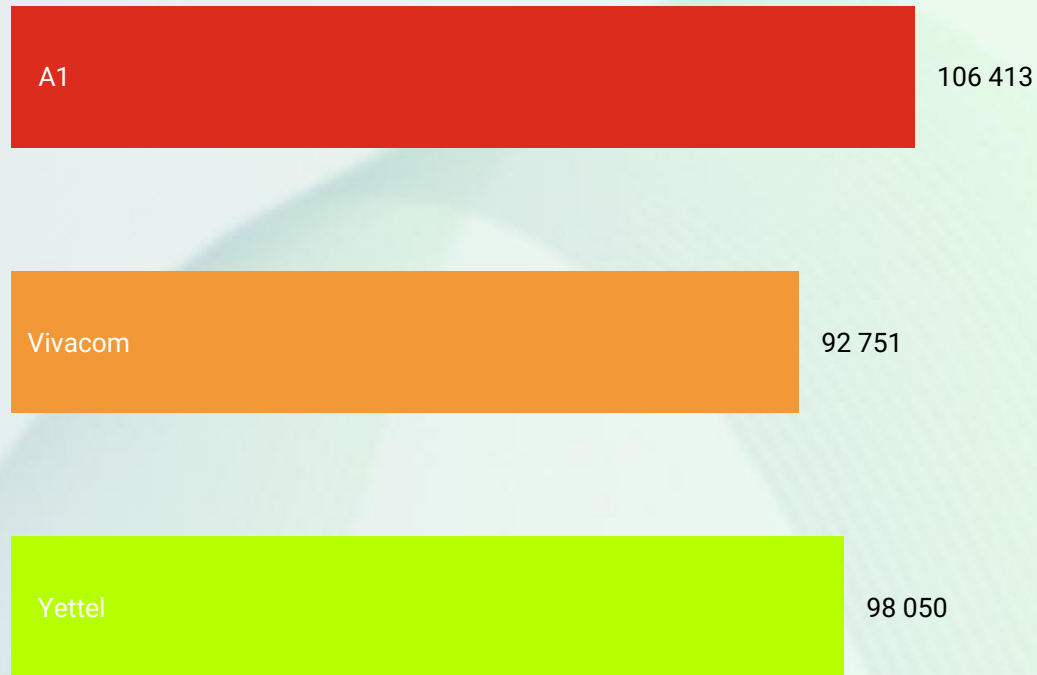
Source : nperf.com

nPerf score evolution over the year (average)



Source : nperf.com

nPerf Score (nPoints)



Source : nperf.com

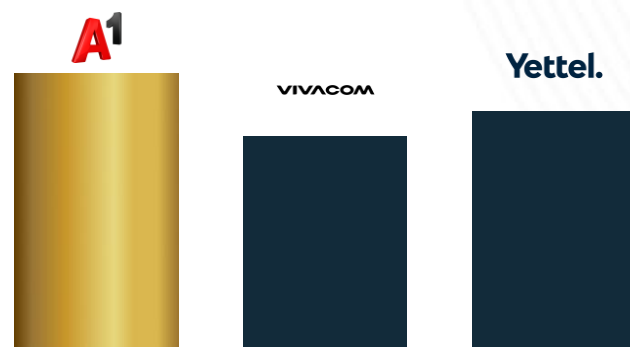
The subscribers of A1 enjoyed the best mobile Internet performances in 2024.

The nperf score takes into account the measured bitrates, the latency and the Qoe tests. The value of the points for the rates and the latency is calculated on a logarithmic scale, to better represent the perception of the user.

Thus, this score reflects the overall quality of the connection experienced by the user.

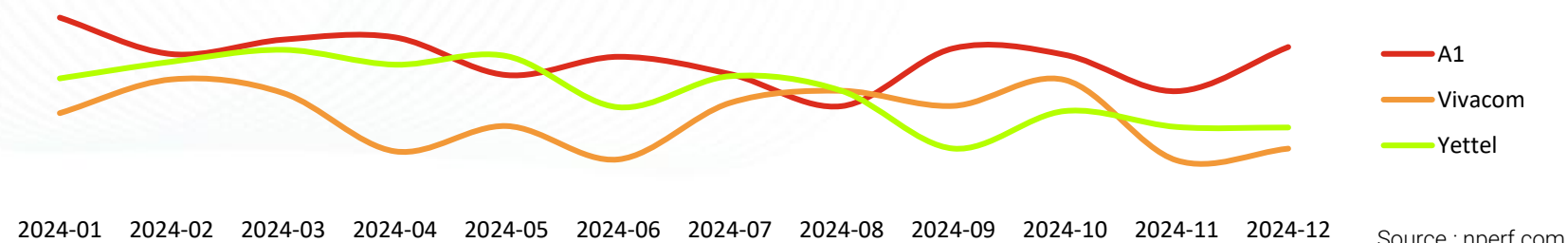
Source : nperf.com

A1
Best mobile Internet performance
in 2024



Source : nperf.com

nPerf score evolution over the year (average)



Source : nperf.com

The background features a series of thin, light-colored wavy lines that create a sense of motion and depth, set against a dark blue background.

↳ perf