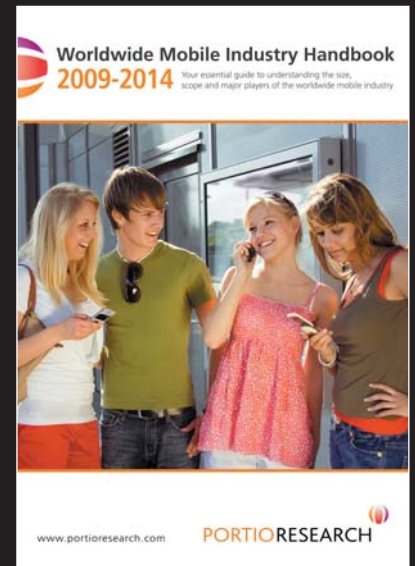


# Worldwide Mobile Industry Handbook 2009-2014

Your essential guide to understanding the size, scope and major players of the worldwide mobile industry

NEW AND ESSENTIAL FORECASTS AND MARKET DATA



## Key features of this essential new study:

- Understand the true value of the worldwide mobile industry
- Performance comparisons of mobile vs. other media and major industries
- Identify growth opportunities in key regional markets
- Country level subscriber growth forecasts for 73 key markets
- Analyze 5-year market forecasts to 2014
- Study MNO market share
- Examine ARPU, churn rates, penetration and handset shipments
- Technology breakout (2G/3G split) forecasts to 2014
- iPhone and its competitors, including iPhone 3GS and Palm Pre
- Top 10 countries by mobile subscriber additions from 2008 to 2014
- All this and more in this must-have 167 page report

# Worldwide Mobile Industry Handbook 2009-2014

Your essential guide to understanding the size, scope and major players of the worldwide mobile industry

An industry unlike any other in terms of unprecedented growth, the mobile space is rightly deserving of the attention and hype it receives.

At end-2008, worldwide mobile service revenues stood at USD 912.1 billion; outperforming the respective revenues generated by the pharmaceutical, IT hardware and semiconductor sectors. Mobile also surpassed software and services in terms of year-on-year overall revenue growth during 2007-2008, and was the only industry of the aforementioned five to register double digit growth (of 17.4 percent) in this regard. By end-2009, Portio forecasts that worldwide mobile subscribers will total 4.6 billion.

Put simply, the worldwide mobile industry is massive and presents massive opportunities for all. This essential handbook offers six fact-filled chapters to fully immerse you in all things mobile:

- Introduction
- Mobile Subscriber Base
- Mobile Handset Market
- Mobile Infrastructure Market
- Mobile Marketing Data
- Key Telecom Technologies

The initial growth of the mobile market came from the advanced markets in Western Europe, and when these approached saturation the emerging markets of Asia Pacific led the second phase of market proliferation. Today, Latin America and Africa are driving the mobile market's growth with Asia Pacific. China and India will add another billion plus subscribers just by themselves in the six year period from end-2008 to end-2014. China is still the world's largest market now, but India is growing at more than double the CAGR. By end-2014, worldwide mobile subscriptions will exceed 6.3 billion.

This 167-page report comprises data collected from 73 mobile markets and 236 mobile network operators worldwide, market share data, quarterly handset shipment figures, handset and infrastructure vendor profiles, analysis of popular handsets, ARPU data, churn figures and so much more that you can use for your own internal reports, presentations and market forecasts. This study by Portio Research serves as a guide for those in the mobile space and beyond to enable better understanding of the worldwide mobile market and the identification of future growth prospects.

## Further reasons to buy this research:

- Worldwide mobile subscriber and revenue forecasts to 2014
- Top-10 countries by subscriber base, sub growth, and future additions
- 73 major worldwide markets and 236 key MNOs examined
- Handset vendor profiles, their market share and popular handsets
- Infrastructure vendor profiles with key financials, highlights and outlooks
- Top 20 Worldwide Markets by Mobile Subscriber Base and their Penetration
- Youth Mobile Penetration in the Top 20 Worldwide Mobile Subscribers Markets
- Mobile Data ARPU in the Top 20 Mobile Worldwide Subscribers Markets
- Graphic-heavy, text-light presentation in plain English
- Explanations of key technologies and full glossary of terms.

Worldwide Mobile Industry Handbook 2009-2014

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Table 3: Mobile Subscribers and Penetration - India (End 2007 - End 2014)\*

India	2007	2008	2009	2010*	2011*	2012*	2013*	2014*
Subscribers (In Million)	233.0	345.9	489.0	619.0	718.0	814.0	885.0	910.0
Penetration (In Percent)	25.8	38.4	42.4	52.0	60.5	67.6	73.7	78.9

Table 5: Key MNOs Mobile Subscribers - India (In Million, End 2007 - Q2 2009)

MNO	2007	2008	Q1 2009	Q2 2009	Market Share (In Percent)	Website
Bharti Airtel	85.2	85.7	83.9	102.4	23.8	www.airtel.in
Reliance Communication	41.0	61.4	72.7	79.8	18.4	www.rcom.co.in
Vodafone	39.9	50.9	68.8	76.9	17.7	www.vodafone.in
Tata	21.7	31.8	35.1	38.8	9.0	www.tatacommunications.com
BSNL	18.8	46.2	52.2	58.8	13.0	www.bsnl.co.in

Bharti Airtel India

Headquarters: New Delhi, India  
 Launch of 3G services: 1998  
 Subscriber Base (In Million, Q2 2009): 102.4  
 Q-o-Q Subscriber Base Growth (In Percent, Q2 2009): 9.1  
 ARPU (In USD, Q2 2009): 3.1  
 Recent Developments: Launched m-Commerce service on the voice platform to enable voice based m-Commerce transactions for all Airtel mobile customers (August 2009)

Footnote: Substantial growth in the mobile. Key MNOs Mobile Subscribers may not add up to the total subscribers in the market, as we have not covered a few MNOs with lower market share operations in the market.

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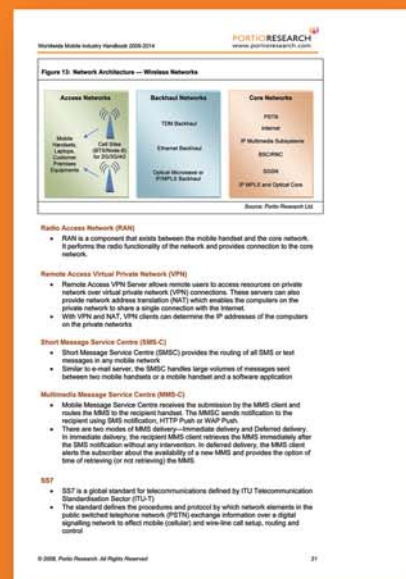
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Table 1: Popular Handsets during Q2 2009

Handset	Features	Details
Samsung EB500 Tocco Ultra Edition	Operating System: Proprietary (TouchWiz UI) Technology: GSM, GPRS, EDGE, HSDPA Camera: Primary: 3 Mega Pixels; Secondary: VGA Form Factor and Display: Slider, 2.8 inches (240 x 400 Pixels) Display Keyboard: Touchscreen, 4-way navigator button Memory: Internal: 80 MB; External: Up to 16GB Local Connectivity: Bluetooth GPS: A-GPS support	
Samsung EB500 ian	Operating System: Proprietary Technology: GSM, GPRS, EDGE, HSDPA Camera: Primary: 3 Mega Pixels; Secondary: VGA Form Factor and Display: Candybar, 3.1 inches (480x320 Pixels) Display Keyboard: Touchscreen Memory: Internal: 200MB; External: Up to 16GB Local Connectivity: Wi-Fi, Bluetooth GPS: A-GPS support	

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