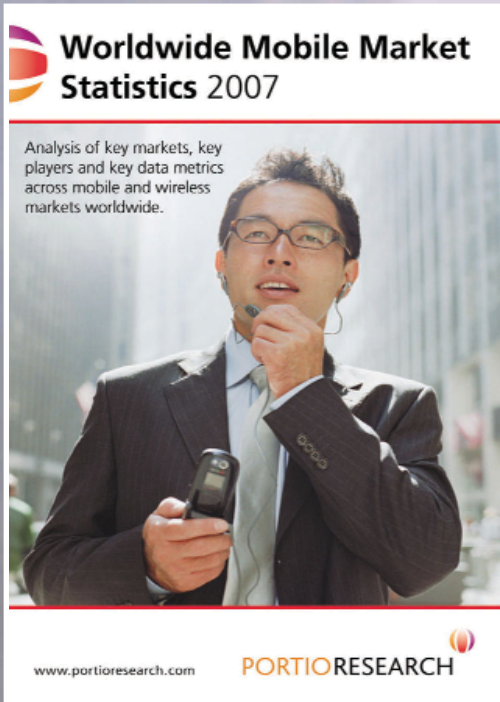




# Worldwide Mobile Market Statistics 2007

Analysis of key markets, key players and key data metrics across mobile and wireless markets worldwide



## KEY FEATURES OF THIS NEW MARKET REPORT:

- Ranking of the top 40 mobile network operators worldwide
- Analyse the worlds top 20 mobile markets
- Detailed profiles of all the top network operators
- Ranking the worlds top 30 country markets and the top 20 future growth markets
- Study profiles of the top handset vendors
- Study 5 year growth forecasts for all the top markets
- Complete analysis of major network operator groups, details of operations across multiple markets
- Many more useful statistics, highest ARPU, highest SMS traffic, leading players in each region and much more

ESSENTIAL  
MARKET  
DATA

# Worldwide Mobile Market Statistics 2007

The total number of mobile subscribers worldwide is set to cross the magic 3 billion mark in late 2007, and worldwide mobile penetration will pass 50 percent in 2008. As mobile markets have grown bigger and faster than even the most aggressive forecasts predicted, so the search for continuing growth shifts from the mature markets of Europe, North America and the Far East, to the surging growth markets of China, the Indian sub-continent, Asia, Latin America and Africa and the Middle East. This massive market study looks at the world's mobile markets and the major players within those markets to present you with a vast array of data, facts and figures to help with business planning, strategy, forecasting and presentations. This huge report will help you to understand the biggest mobile markets today and the forecast growth in those markets over the next 5 years, and also the biggest players, with detailed profiles of the biggest operators worldwide across all geographic regions.

## Data available in this report includes:

- Top 40 MNOs by Subscribers (31st December 2006)
- Top 20 MNOs by Revenues (31st December 2006)
- Top 15 MNOs (Groups) by Subscribers (31st December 2006)
- MNOs with Highest ARPU (FY 2006)
- MNOs with Lowest ARPU (FY 2006)
- Key Performance Indicators for Top 20 MNOs
- Top 10 MNOs in Europe by Subscribers (31st December 2006)
- Top 10 MNOs in Asia Pacific by Subscribers (31st December 2006)
- Top 10 MNOs in North America by Subscribers (31st December 2006)
- Top 10 MNOs in Latin America by Subscribers (31st December 2006)
- Top 5 MNOs in Africa and Middle East by Subscribers (31st December 2006)
- Top 10 MNOs by ARPU (FY 2006)
- Top 10 MNOs by ARPU in the Emerging Markets (FY 2006)
- Ranking of Regions in Terms of Year-on-year Subscriber Growth Rate in 2006
- Top 30 Mobile Markets By Subscribers (31st December 2006)
- Mobile Subscriber Base Growth by Region (2007–2012)
- Top 20 Growth Markets (2007–2012)
- Top 10 SMS Markets (Year-end 2006 est.)
- 2006 Quarterly Handset Shipments (In Million) by Major Vendor
- Handset Shipments 2006 - Market Share Comparison for Major Vendors
- Handset Shipments 2006 - Regional Break-out (2006)
- Top 10 Wireline Markets
- Top 20 Broadband Markets
- Top 30 Internet Markets

Designed to give you the facts and figures needed to understand the mobile markets of today and the expected growth from now until the end of 2012, this report is literally packed with more than 250 pages of charts, forecasts, tables and statistics.



Get all this and so much more in this thorough new 251 page market study.

# Worldwide Mobile Market Statistics 2007

## Table of contents

### INTRODUCTION AND OVERVIEW

#### MOBILE OPERATORS WORLDWIDE

Top 40 MNOs by Subscribers  
(31st December 2006)

Top 20 MNOs by Revenues  
(31st December 2006)

MNOs with Highest ARPU (FY 2006)

MNOs with Lowest ARPU (FY 2006)

Operator profiles

China Mobile  
China Unicom  
Cingular Wireless  
Verizon Wireless  
Sprint Nextel  
NTT DoCoMo  
MTS  
VimpelCom  
Telcel  
Telkomsel  
Telecom Italia Mobile  
Bharti Airtel Limited  
Turkcell  
T-Mobile Germany  
Vodafone Germany  
Reliance Communications Limited  
MegaFon  
Vivo Brazil  
KDDI Corporation  
Vodafone Italy

\* Operator profiles include market share, subscriber numbers, postpaid/prepaid split, revenues, ARPU, churn and other KPIs.

#### MOBILE GROUPS WORLDWIDE

Vodafone  
Telefonica  
America Movil  
T-Mobile  
France Telecom  
MTS  
Telenor

Telecom Italia Mobile  
VimpelCom  
SingTel

\* Company profiles include market share, subscriber numbers, revenues, and other KPIs.

#### WORLDWIDE MOBILE MARKETS

Top 30 Mobile Markets By Subscribers  
(31st December 2006)

Country profiles

China  
United States of America  
Russia  
India  
Brazil  
Japan  
Germany  
Italy  
The UK  
Indonesia  
Mexico  
France  
Turkey  
Ukraine  
Pakistan  
Spain  
The Philippines  
South Korea  
Thailand  
South Africa

\* Country profiles include competitive landscape, market shares, subscriber numbers, KPIs of major MNOs in each market and other key data points.

#### MOBILE HANDSET MARKET

Worldwide handset shipments 2006

Quarterly Handset Shipments (In Million)  
2006, by major vendor

Market share by vendor

Handset shipments, 2006, regional break out

Vendor profiles

Nokia  
Motorola  
Samsung  
Sony Ericsson  
LG

\* Vendor profiles include shipment numbers, revenues, market share and other KPIs.

#### TELECOM MARKET – AT A GLANCE

Ranking of Regions in Terms of Year-on-year  
Subscriber Growth Rate in 2006

Mobile Subscriber Base Growth by Region  
(2007–2012)

Top 20 Growth Markets (2007–2012)

Regional Outlook

Top 10 MNOs in Europe by Subscribers  
(31st December 2006)

Top 10 MNOs in Asia Pacific by  
Subscribers (31st December 2006)

Top 10 MNOs in North America by  
Subscribers (31st December 2006)

Top 10 MNOs in Latin America by  
Subscribers (31st December 2006)

Top 5 MNOs in Africa and Middle East by  
Subscribers (31st December 2006)

Data Services

Top 10 MNOs by ARPU (FY 2006)

Top 10 MNOs by ARPU in the Emerging  
Markets (FY 2006)

Top 10 SMS Markets (Year-end 2006 est.)

Top Wireline, Broadband and Internet  
Markets

Top 10 Wireline Markets

Top 20 Broadband Markets

Top 30 Internet Markets

*Whilst every care is taken to ensure the details contained herein are accurate and true to the best of our knowledge, the Table of Contents and prices in this brochure are subject to change without notice, at the publishers discretion. All rights reserved. Portio Research Ltd.*

# PRIORITY ORDER FORM FOR

## Worldwide Mobile Market Statistics 2007

Name \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

Postal address \_\_\_\_\_

City \_\_\_\_\_ Region/State \_\_\_\_\_

ZIP/Postal code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Please accept my order for 'Worldwide Mobile Market Statistics 2007'**  
(please tick)

1-5 user Team Licence:

£1795 GBP / \$3595 USD / €2650 Euro

Small or medium size Company Licence:

£2495 GBP / \$4995 USD / €3695 Euro

Large Corporate Unlimited Licence:

£3995 GBP / \$7990 USD / €5895 Euro

Please accept my payment by credit card:

Card Type: VISA / MASTERCARD / AMEX

Card No

Expiry Date: Month

Year

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Please invoice me:

Billing address if different from above: \_\_\_\_\_

Your purchase order number \_\_\_\_\_

I wish to make a bank transfer, please send me bank account details

NB: UK prices do not include VAT, please add VAT at 17.5%

**Fax this form to:**

**+44 (0)1249 656967**

## HOW TO ORDER THIS NEW REPORT NOW...

To place your order for this new study, please contact us in one of the following ways:

Email us at

**sales@portioresearch.com**

Call us on

**+44 (0)1249 656964**

Fax your purchase order to us

**on +44 (0)1249 656967**

Fax the order form on

**+44 (0)1249 656967**

### Portio Research Limited

Portio Research Ltd is an independent UK-based research company, focused on providing high quality, data-centric reports and database products.

### Our Customers

Some of the leading companies who have previously purchased our reports or services include: Alcatel : Amoi

Electronics : Belgacom Mobile : Bell  
Canada : Boost Mobile : BT : Bulletin  
Wireless : Cingular : Cisco : Comverse : Critical  
Path : DoCoMo Labs USA : Dolby  
Laboratories : End2End Mobile :  
Ericsson : Gemplus : InfoSpace :  
iTouch Plc : ITU : Kyocera Wireless :  
LogicaCMG : Microsoft : mmO2 :  
MobiNil Egypt : Motorola : MTC  
Vodafone Bahrain : MTN Nigeria : NEC :  
Nokia : Novatel Wireless : Openwave  
Systems Inc : Playboy TV : Pannon GSM  
: Samsung : Saudi Telecom Company :  
SavaJe Technologies : Sendo : Sierra  
Wireless : SingTel : Sony Corp :  
SurfKitchen : Swisscom Mobile :  
Telcordia Technologies : Teleca :  
Teleglobe : TruePosition : U.S.Cellular :  
Ubiquity Software : Vimpelcom :  
VIPnet Croatia : Vodacom South Africa :  
Vodafone Group : Zi Corporation

Details you provide on this order form will be held by Portio Research Ltd and may occasionally be used for marketing purposes, but only in relation to goods or services that we believe may be of interest to you. No details will be disclosed to third parties and we do not rent or swap our databases with external marketing companies. If you do not want your details to be retained on our database, please indicate here by ticking this box. [ ]

