

# MOBILE MARKET

3<sup>RD</sup> QUARTER 2016

TELECOMMUNICATIONS OBSERVATORY

03 November 2016

## SUMMARY

<b>A. Mobiles services market</b>	<b>3</b>
<b>I. National report – Total customer and active customer (MtoM excluded)</b>	<b>3</b>
<b>II. Metropolitan report</b>	<b>4</b>
II.1 Total customers and total actives customers segmentation	4
II.2 MVNO market share	5
II.3 Market fluidity	5
<b>III. Metropolitan residential and business market segmentation</b>	<b>6</b>
III.1 Residential market – total customers segmentation	6
III.2 Residential market – MVNO market share	6
III.3 Business market - total customers segmentation	7
<b>IV. Overseas report</b>	<b>8</b>
IV.1 Total customers and total active customers segmentation	8
IV.2 Guadeloupe: total customers and total active customers segmentation	9
IV.3 Guyane: total customers and total active customers segmentation	9
IV.4 Martinique: total customers and total active customers segmentation	10
IV.5 Mayotte: total customers and total active customers segmentation	10
IV.6 Réunion: total customers and total active customers segmentation	11
<b>B. Internet of things: MtoM SIM cards</b>	<b>12</b>
<b>I. MtoM cards of French operators</b>	<b>12</b>
I.1 MtoM cards of French operators in metropolitan France	12
I.2 MtoM cards of French operators in overseas departments	12
<b>Appendix: Definitions</b>	<b>14</b>

The quarterly figures relating to the sales turnover and traffic are published three months after the end of the quarter within the “Telecommunications Observatory in France” to the following address: <http://www.arcep.fr/?id=12954>. Except opposite mention, indicators are in millions of units.

## A - Mobiles services market - MtoM SIM cards excluded

comr

### I. NATIONAL REPORT - total customers and active customers

	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Total customers</b>	<b>71,746</b>	<b>72,104</b>	<b>71,826</b>	<b>71,927</b>	<b>72,497</b>
- Quarterly Net Adds	0,619	0,358	-0,278	0,101	0,570
- Year on year net growth (in %)	0,5%	0,6%	0,7%	1,1%	1,0%

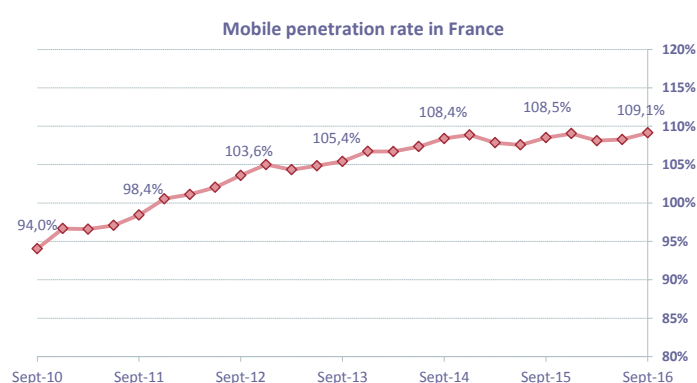
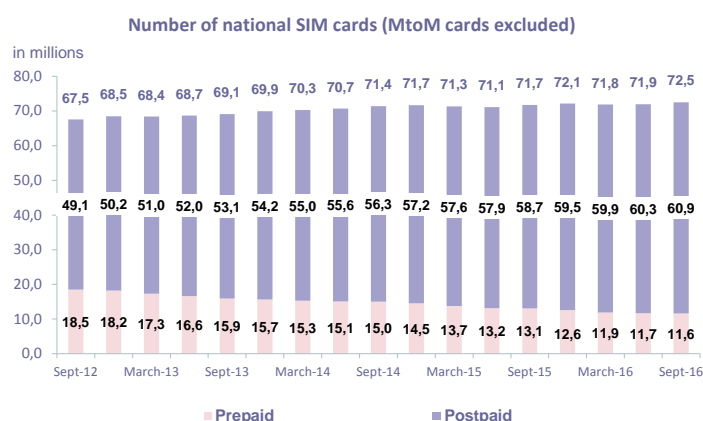
<b>Penetration Rate</b>	<b>108,5%</b>	<b>109,0%</b>	<b>108,1%</b>	<b>108,3%</b>	<b>109,1%</b>
Population at January the 1 <sup>st</sup> of previous year (source: INSEE)	66,126		66,433		

<b>Postpaid customers</b>	<b>58,654</b>	<b>59,538</b>	<b>59,912</b>	<b>60,251</b>	<b>60,857</b>
- Quarterly Net Adds	0,707	0,884	0,373	0,340	0,606
- Year on year net growth (in %)	4,2%	4,2%	4,1%	4,0%	3,8%

<b>Prepaid customers</b>	<b>13,092</b>	<b>12,566</b>	<b>11,914</b>	<b>11,675</b>	<b>11,640</b>
- Quarterly Net Adds	-0,089	-0,526	-0,651	-0,239	-0,036
- Year on year net growth (in %)	-13,0%	-13,4%	-13,3%	-11,4%	-11,1%

	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Total active customers</b>	<b>69,613</b>	<b>69,768</b>	<b>69,594</b>	<b>69,715</b>	<b>70,281</b>
- as a % of total customers	97,0%	96,8%	96,9%	96,9%	96,9%
- Quarterly Net Adds	0,830	0,155	-0,174	0,121	0,566
- Year on year net growth (in %)	2,0%	1,7%	1,6%	1,4%	1,0%

### Adjusted figures

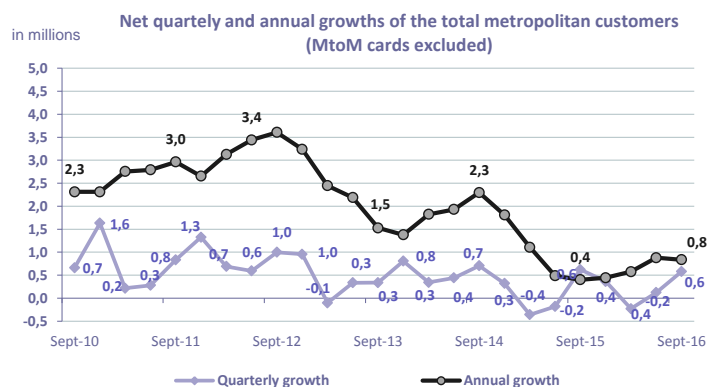
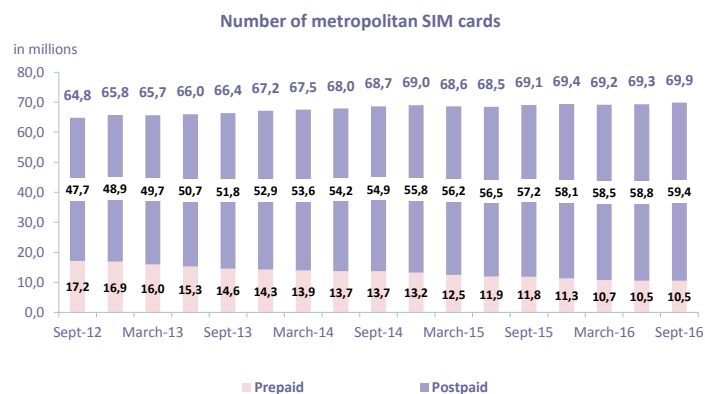


## II. METROPOLITAN REPORT



### II.1 Total customers segmentation and total active customers (excluding MtoM SIM cards)

	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Total customers</b>	<b>69,073</b>	<b>69,437</b>	<b>69,209</b>	<b>69,332</b>	<b>69,910</b>
<b>among which Internet SIM cards</b>	<b>3,528</b>	<b>3,581</b>	<b>3,573</b>	<b>3,631</b>	<b>3,648</b>
- Quarterly Net Adds	0,621	0,364	-0,228	0,123	0,577
- Year on year net growth (in %)	0,6%	0,6%	0,8%	1,3%	1,2%
<b>Penetration Rate</b>	<b>108,0%</b>	<b>108,5%</b>	<b>107,7%</b>	<b>107,9%</b>	<b>108,8%</b>
Population at January the 1 <sup>st</sup> of previous year (source: INSEE)	63,982		64,277		
<b>Postpaid customers</b>	<b>57,243</b>	<b>58,106</b>	<b>58,470</b>	<b>58,798</b>	<b>59,384</b>
<b>among which Internet SIM cards</b>	<b>2,768</b>	<b>2,773</b>	<b>2,732</b>	<b>2,735</b>	<b>2,738</b>
- Quarterly gross sales	2,898	3,909	2,940	2,794	3,010
- Quarterly Net Adds	0,703	0,863	0,364	0,328	0,586
- Year on year net growth (in %)	4,2%	4,2%	4,1%	4,0%	3,7%
<b>Prepaid customers</b>	<b>11,830</b>	<b>11,331</b>	<b>10,739</b>	<b>10,534</b>	<b>10,526</b>
<b>among which Internet SIM cards</b>	<b>0,760</b>	<b>0,808</b>	<b>0,841</b>	<b>0,896</b>	<b>0,910</b>
- Quarterly gross sales	2,308	2,126	1,802	2,237	2,285
- Quarterly Net Adds	-0,082	-0,500	-0,592	-0,204	-0,009
- Year on year net growth (in %)	-13,8%	-14,3%	-13,8%	-11,6%	-11,0%
<b>Total active customers</b>	<b>67,303</b>	<b>67,421</b>	<b>67,247</b>	<b>67,383</b>	<b>67,941</b>
- as a % of total customers	97,4%	97,1%	97,2%	97,2%	97,2%
- Quarterly Net Adds	0,829	0,118	-0,174	0,135	0,558
- Year on year net growth (in %)	2,1%	1,8%	1,6%	1,4%	0,9%



## II.2 Virtual mobile network operators (MVNO) market share

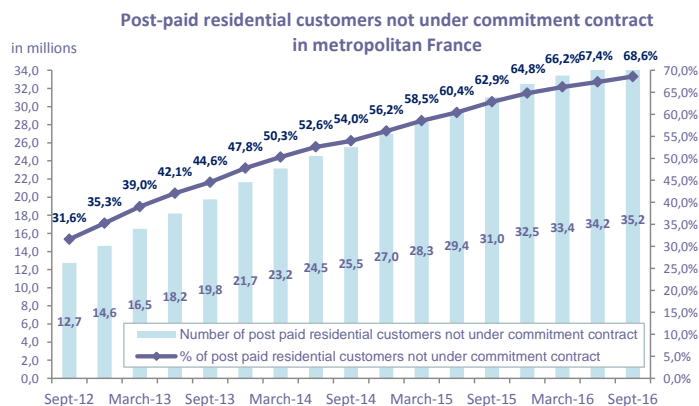
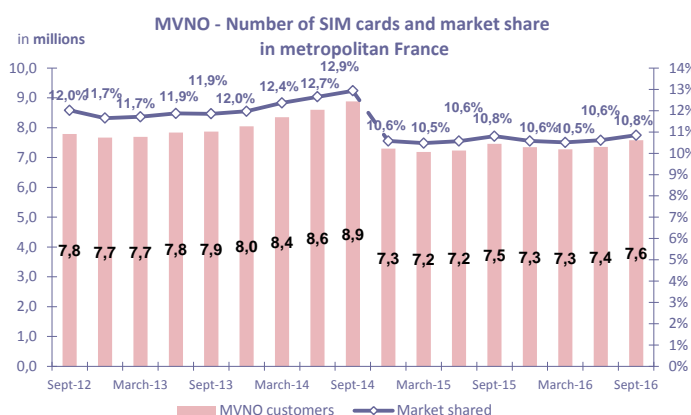


	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Mobile networks operators (MNOs) customers</b>	<b>61,611</b>	<b>62,092</b>	<b>61,936</b>	<b>61,977</b>	<b>62,325</b>
- Among which postpaid customers	54,098	54,819	55,144	55,400	55,924
- Quarterly Net Adds	0,395	0,481	-0,155	0,040	0,348
- Year on year net growth (in %)	3,0%	0,6%	0,8%	1,2%	1,2%
<b>MVNOs customers</b>	<b>7,462</b>	<b>7,345</b>	<b>7,272</b>	<b>7,355</b>	<b>7,585</b>
- Quarterly Net Adds	0,225	-0,117	-0,073	0,083	0,230
- Year on year net growth (in %)	-16,0%	0,7%	1,1%	1,6%	1,6%
<b>MVNO Market share</b>	<b>10,8%</b>	<b>10,6%</b>	<b>10,5%</b>	<b>10,6%</b>	<b>10,8%</b>
<b>MVNO Market share of gross postpaid sales</b>	<b>7,8%</b>	<b>9,4%</b>	<b>8,2%</b>	<b>9,1%</b>	<b>8,4%</b>
<b>MVNO Market share of gross prepaid sales</b>	<b>57,3%</b>	<b>50,0%</b>	<b>53,3%</b>	<b>46,0%</b>	<b>50,8%</b>

## II.3 Market fluidity

	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Quaterly postpaid cancellation rate</b>	3,9%	5,3%	4,5%	4,2%	4,1%
<b>Quaterly prepaid cancellation rate</b>	19,9%	22,4%	21,4%	22,8%	21,7%
<b>Numbers ported during the quarter</b>	<b>1,265</b>	<b>2,016</b>	<b>1,510</b>	<b>1,524</b>	<b>1,455</b>
- Year on year net growth (in %)	-3,9%	20,6%	10,0%	20,0%	15,0%
<b>Post-paid residential customers not under commitment</b>	<b>31,026</b>	<b>32,506</b>	<b>33,442</b>	<b>34,210</b>	<b>35,194</b>
- % of customers not under commitment contract	62,9%	64,8%	66,2%	67,4%	68,6%
<b>Post-paid customers not under commitment contract</b>	<b>33,216</b>	<b>34,843</b>	<b>35,812</b>	<b>36,707</b>	<b>37,712</b>
- % of customers not under commitment contract	58,0%	60,0%	61,2%	62,4%	63,5%

Not relevant growth (integration of Numericable et Omea Telecom in the MNOs market)



### III. METROPOLITAN RESIDENTIAL AND BUSINESS MARKET



#### III.1 Residential market - Total customers segmentation

	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Total residential customers</b>	<b>61,191</b>	<b>61,494</b>	<b>61,241</b>	<b>61,311</b>	<b>61,836</b>
- Quarterly Net Adds	2,377	2,439	2,437	2,484	2,487
- Quarterly Net Adds	0,571	0,302	-0,253	0,069	0,525
- Year on year net growth (in %)	0,3%	0,4%	0,7%	1,1%	1,1%

<b>Postpaid residential customers</b>	<b>49,361</b>	<b>50,163</b>	<b>50,503</b>	<b>50,776</b>	<b>51,310</b>
- Quarterly gross sales	2,579	3,506	2,571	2,431	2,689
- Quarterly Net Adds	0,653	0,802	0,339	0,274	0,534
- Year on year net growth (in %)	4,4%	4,4%	4,4%	4,2%	3,9%

<b>Prepaid residential customers</b>	<b>11,830</b>	<b>11,331</b>	<b>10,739</b>	<b>10,534</b>	<b>10,526</b>
- Quarterly gross sales	2,308	2,126	1,802	2,237	2,285
- Quarterly Net Adds	-0,082	-0,500	-0,592	-0,204	-0,009
- Year on year net growth (in %)	-13,8%	-14,3%	-13,8%	-11,6%	-11,0%

#### III.2 Residential market - Mobile Virtual Network Operators Market share

	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>MNOs</b>	<b>54,008</b>	<b>54,435</b>	<b>54,269</b>	<b>54,259</b>	<b>54,554</b>
- Quarterly Net Adds	0,352	0,427	-0,166	-0,009	0,295
- Year on year net growth (in %)	3,1%	0,4%	0,7%	1,1%	1,0%

<b>MVNOs</b>	<b>7,184</b>	<b>7,059</b>	<b>6,973</b>	<b>7,051</b>	<b>7,281</b>
- Quarterly Net Adds	0,219	-0,124	-0,087	0,079	0,230
- Year on year net growth (in %)	-16,7%	0,2%	0,7%	1,2%	1,4%

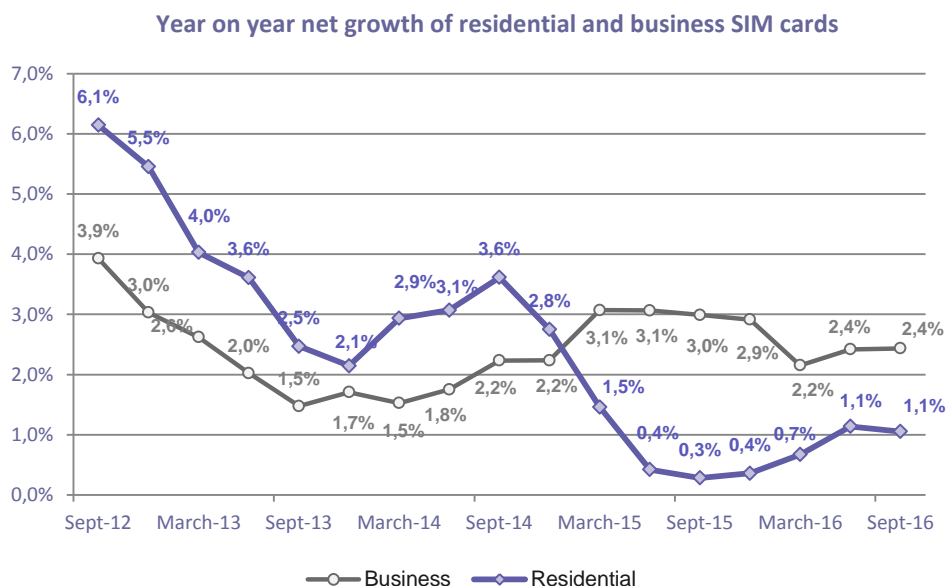
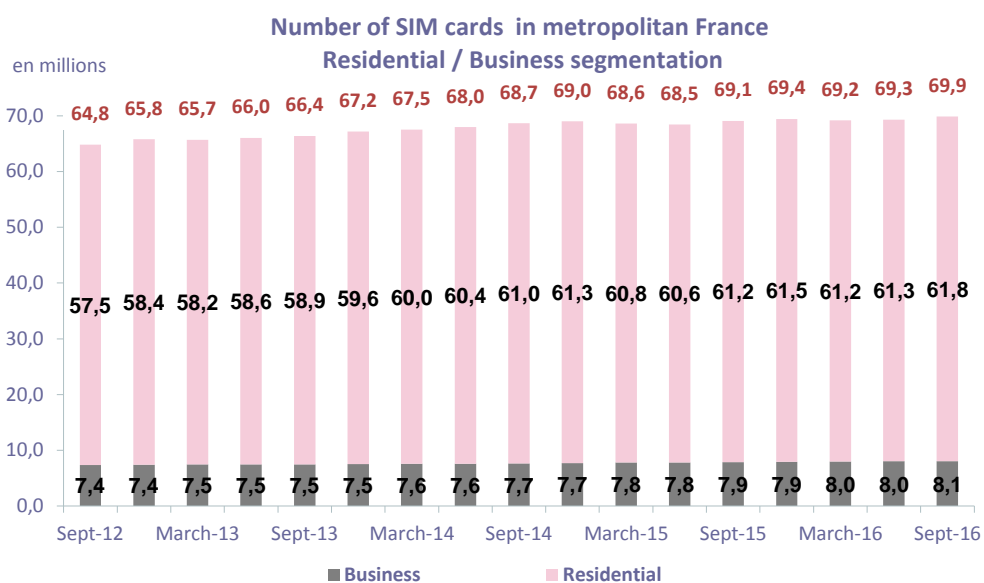
<b>MVNO Market share</b>	<b>11,7%</b>	<b>11,5%</b>	<b>11,4%</b>	<b>11,5%</b>	<b>11,8%</b>
--------------------------	--------------	--------------	--------------	--------------	--------------

<b>MVNO Market share of gross postpaid sales</b>	<b>8,2%</b>	<b>10,0%</b>	<b>8,7%</b>	<b>9,7%</b>	<b>8,8%</b>
--	-------------	--------------	-------------	-------------	-------------

Not relevant growth (integration of Numericable et Omea Telecom in the MNOs market)

### III.3 Business market - total customers MtoM SIM cards excluded

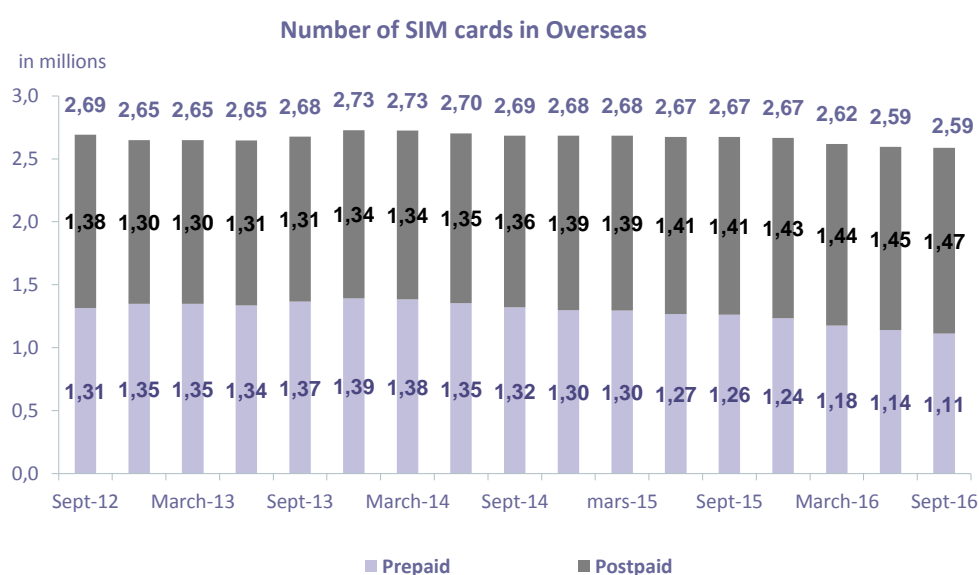
	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Postpaid business customers</b>	<b>7,882</b>	<b>7,943</b>	<b>7,967</b>	<b>8,022</b>	<b>8,074</b>
<b>among which Internet SIM cards</b>	<b>1,152</b>	<b>1,142</b>	<b>1,136</b>	<b>1,146</b>	<b>1,162</b>
- Quarterly Net Adds	0,050	0,061	0,024	0,054	0,052
- Year on year net growth (in %)	3,0%	2,9%	2,2%	2,4%	2,4%



## IV. OVERSEAS REPORT : DOM, Saint-Martin, Saint-Barthélemy, Saint-Pierre-et-Miquelon

### IV.1 Overseas departments: total customers and total active customers segmentation

	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Total customers</b>	<b>2,673</b>	<b>2,667</b>	<b>2,617</b>	<b>2,595</b>	<b>2,587</b>
- Quarterly Net Adds	-0,002	-0,006	-0,050	-0,023	-0,008
- Year on year net growth (in %)	-0,5%	-0,6%	-2,5%	-3,0%	-3,2%
<b>Penetration Rate</b>	<b>124,7%</b>	<b>124,4%</b>	<b>121,4%</b>	<b>120,3%</b>	<b>120,0%</b>
Population at January the 1 <sup>st</sup> of previous year (source: INSEE)	2,144		2,156		
<b>Postpaid customers</b>	<b>1,411</b>	<b>1,432</b>	<b>1,442</b>	<b>1,454</b>	<b>1,473</b>
- Quarterly Net Adds	0,005	0,021	0,010	0,012	0,019
- Year on year net growth (in %)	3,4%	3,4%	3,9%	3,4%	4,4%
<b>Prepaid customers</b>	<b>1,262</b>	<b>1,235</b>	<b>1,176</b>	<b>1,141</b>	<b>1,114</b>
- Quarterly Net Adds	-0,007	-0,026	-0,060	-0,035	-0,027
- Year on year net growth (in %)	-4,5%	-4,9%	-9,2%	-10,1%	-11,7%
<b>Total active customers</b>	<b>2,310</b>	<b>2,347</b>	<b>2,347</b>	<b>2,332</b>	<b>2,340</b>
- as a % of total customers	86,4%	88,0%	89,7%	89,9%	90,5%
- Quarterly Net Adds	0,001	0,037	0,001	-0,015	0,008
- Year on year net growth (in %)	-1,0%	0,7%	1,6%	1,0%	1,3%
<b>Adjusted figures</b>					





## IV.2 Guadeloupe, St-Martin, St-Barth. total customers and total active customers segmentation



	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Total customers</b>	<b>0,668</b>	<b>0,677</b>	<b>0,661</b>	<b>0,650</b>	<b>0,641</b>
- Quarterly Net Adds	-0,015	0,009	-0,016	-0,010	-0,010
- Year on year net growth (in %)	-2,8%	-0,3%	-3,2%	-4,8%	-4,1%
<b>Penetration Rate</b>	<b>149,3%</b>	<b>151,3%</b>	<b>148,1%</b>	<b>145,8%</b>	<b>143,7%</b>
<i>Population at January the 1<sup>st</sup> of previous year (source: INSEE)</i>	0,447		0,446		
<b>Postpaid customers</b>	<b>0,325</b>	<b>0,328</b>	<b>0,329</b>	<b>0,330</b>	<b>0,333</b>
- Quarterly Net Adds	-0,002	0,003	0,001	0,002	0,002
- Year on year net growth (in %)	2,2%	1,8%	1,9%	1,2%	2,4%
<b>Prepaid customers</b>	<b>0,343</b>	<b>0,349</b>	<b>0,332</b>	<b>0,320</b>	<b>0,308</b>
- Quarterly Net Adds	-0,014	0,006	-0,017	-0,012	-0,012
- Year on year net growth (in %)	-7,1%	-2,2%	-7,7%	-10,2%	-10,2%
<b>Total active customers</b>	<b>0,573</b>	<b>0,582</b>	<b>0,588</b>	<b>0,567</b>	<b>0,564</b>
- as a % of total customers	85,8%	86,0%	88,9%	87,2%	88,0%
- Quarterly Net Adds	-0,002	0,009	0,005	-0,021	-0,003
- Year on year net growth (in %)	0,8%	1,3%	2,5%	-1,4%	-1,7%

## IV.3 Guyane: total customers and total active customers segmentation



	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Total customers</b>	<b>0,336</b>	<b>0,306</b>	<b>0,298</b>	<b>0,288</b>	<b>0,286</b>
- Quarterly Net Adds	0,011	-0,030	-0,008	-0,009	-0,002
- Year on year net growth (in %)	6,4%	-4,7%	-7,1%	-11,4%	-14,8%
<b>Penetration Rate</b>	<b>134,8%</b>	<b>122,8%</b>	<b>116,7%</b>	<b>113,1%</b>	<b>112,2%</b>
<i>Population at January the 1<sup>st</sup> of previous year (source: INSEE)</i>	0,249		0,255		
<b>Postpaid customers</b>	<b>0,115</b>	<b>0,116</b>	<b>0,116</b>	<b>0,117</b>	<b>0,117</b>
- Quarterly Net Adds	0,000	0,001	0,000	0,000	0,000
- Year on year net growth (in %)	2,2%	1,4%	1,7%	1,4%	2,0%
<b>Prepaid customers</b>	<b>0,221</b>	<b>0,190</b>	<b>0,182</b>	<b>0,172</b>	<b>0,169</b>
- Quarterly Net Adds	0,011	-0,031	-0,009	-0,010	-0,003
- Year on year net growth (in %)	8,7%	-8,0%	-11,9%	-18,4%	-23,6%
<b>Total active customers</b>	<b>0,257</b>	<b>0,260</b>	<b>0,258</b>	<b>0,261</b>	<b>0,262</b>
- as a % of total customers	76,6%	85,0%	86,5%	90,6%	91,6%
- Quarterly Net Adds	-0,002	0,003	-0,003	0,004	0,001
- Year on year net growth (in %)	1,1%	1,4%	0,3%	0,8%	1,8%
<b>Adjusted figures</b>					

#### IV.4 Martinique: total customers and total active customers segmentation



	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Total customers</b>	<b>0,584</b>	<b>0,585</b>	<b>0,557</b>	<b>0,550</b>	<b>0,543</b>
- Quarterly Net Adds	0,004	0,001	-0,028	-0,007	-0,008
- Year on year net growth (in %)	-0,8%	-0,4%	-5,0%	-5,1%	-7,1%
<b>Penetration Rate</b>	<b>152,9%</b>	<b>153,1%</b>	<b>147,3%</b>	<b>145,6%</b>	<b>143,5%</b>
<i>Population at January the 1<sup>st</sup> of previous year (source: INSEE)</i>	0,382		0,378		
<b>Postpaid customers</b>	<b>0,306</b>	<b>0,307</b>	<b>0,308</b>	<b>0,310</b>	<b>0,314</b>
- Quarterly Net Adds	-0,001	0,002	0,001	0,002	0,004
- Year on year net growth (in %)	1,1%	0,7%	1,2%	0,9%	2,6%
<b>Prepaid customers</b>	<b>0,278</b>	<b>0,277</b>	<b>0,248</b>	<b>0,240</b>	<b>0,229</b>
- Quarterly Net Adds	0,005	-0,001	-0,029	-0,008	-0,012
- Year on year net growth (in %)	-2,8%	-1,6%	-11,8%	-12,0%	-17,8%
<b>Total active customers</b>	<b>0,471</b>	<b>0,472</b>	<b>0,475</b>	<b>0,475</b>	<b>0,472</b>
- as a % of total customers	80,6%	80,7%	85,2%	86,3%	87,0%
- Quarterly Net Adds	-0,003	0,001	0,003	0,000	-0,002
- Year on year net growth (in %)	-3,4%	-2,2%	-0,9%	0,3%	0,3%
<b>Adjusted figures</b>					

#### IV.5 Mayotte: total customers and total active customers segmentation



	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Total customers</b>	<b>0,223</b>	<b>0,229</b>	<b>0,232</b>	<b>0,236</b>	<b>0,246</b>
- Quarterly Net Adds	0,003	0,006	0,003	0,004	0,009
- Year on year net growth (in %)	8,4%	5,3%	5,5%	7,4%	10,0%
<b>Penetration Rate</b>	<b>101,5%</b>	<b>104,0%</b>	<b>102,3%</b>	<b>104,2%</b>	<b>108,2%</b>
<i>Population at January the 1<sup>st</sup> of previous year (source: INSEE)</i>	0,220		0,227		
<b>Postpaid customers</b>	<b>0,054</b>	<b>0,057</b>	<b>0,059</b>	<b>0,060</b>	<b>0,061</b>
- Quarterly Net Adds	0,002	0,002	0,002	0,001	0,001
- Year on year net growth (in %)	13,0%	12,9%	13,4%	14,8%	12,8%
<b>Prepaid customers</b>	<b>0,169</b>	<b>0,172</b>	<b>0,173</b>	<b>0,176</b>	<b>0,184</b>
- Quarterly Net Adds	0,001	0,003	0,001	0,003	0,008
- Year on year net growth (in %)	6,9%	3,0%	3,0%	5,1%	9,1%
<b>Total active customers</b>	<b>0,197</b>	<b>0,207</b>	<b>0,205</b>	<b>0,205</b>	<b>0,210</b>
- as a % of total customers	88,1%	90,3%	88,3%	86,7%	85,4%
- Quarterly Net Adds	0,004	0,010	-0,002	0,000	0,005
- Year on year net growth (in %)	9,8%	6,8%	6,3%	6,4%	6,6%

#### IV. 6 Réunion: total customers and total active customers segmentation



	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>Total customers</b>	<b>0,858</b>	<b>0,867</b>	<b>0,866</b>	<b>0,865</b>	<b>0,868</b>
- Quarterly Net Adds	-0,004	0,009	-0,001	-0,001	0,003
- Year on year net growth (in %)	-3,0%	-1,0%	-0,5%	0,4%	1,2%
<b>Penetration Rate</b>	<b>102,2%</b>	<b>103,3%</b>	<b>102,6%</b>	<b>102,5%</b>	<b>102,8%</b>
Population at January the 1 <sup>st</sup> of previous year (source: INSEE)	0,839		0,844		
<b>Postpaid customers</b>	<b>0,609</b>	<b>0,621</b>	<b>0,627</b>	<b>0,634</b>	<b>0,645</b>
- Quarterly Net Adds	0,006	0,013	0,006	0,007	0,011
- Year on year net growth (in %)	4,7%	5,1%	5,8%	5,2%	6,0%
<b>Prepaid customers</b>	<b>0,249</b>	<b>0,246</b>	<b>0,239</b>	<b>0,231</b>	<b>0,223</b>
- Quarterly Net Adds	-0,010	-0,003	-0,006	-0,008	-0,009
- Year on year net growth (in %)	-17,8%	-13,8%	-13,9%	-10,9%	-10,6%
<b>Total active customers</b>	<b>0,808</b>	<b>0,822</b>	<b>0,818</b>	<b>0,820</b>	<b>0,829</b>
- as a % of total customers	94,2%	94,8%	94,5%	94,8%	95,5%
- Quarterly Net Adds	0,004	0,014	-0,003	0,002	0,008
- Year on year net growth (in %)	-4,0%	0,2%	1,7%	2,0%	2,6%

## B - Internet of things : MtoM SIM cards

### I. MtoM CARDS OF FRENCH OPERATORS

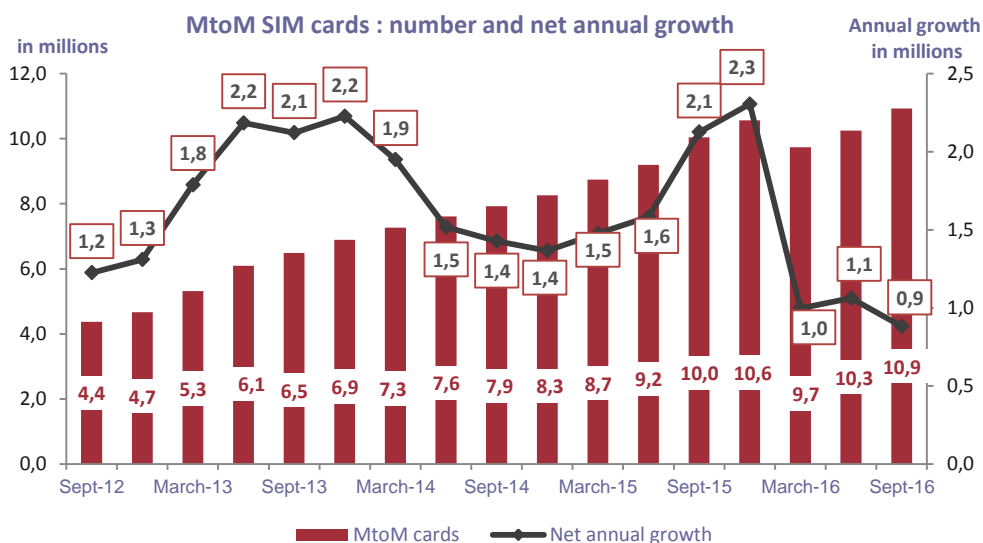
	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>MtoM SIM cards</b>	<b>10,047</b>	<b>10,562</b>	<b>9,740</b>	<b>10,254</b>	<b>10,929</b>
-Gross sales for the quarter	<b>0,909</b>	<b>0,672</b>	<b>0,961</b>	<b>0,731</b>	<b>0,825</b>
- Quarterly Net Adds	0,855	0,514	-0,822	0,514	0,675
- Year on year net growth (in %)	26,8%	27,9%	11,4%	11,6%	8,8%

### I.1 MtoM CARDS OF FRENCH OPERATORS - METROPOLITAN

	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>MtoM SIM cards</b>	<b>10,025</b>	<b>10,538</b>	<b>9,716</b>	<b>10,229</b>	<b>10,904</b>
- Quarterly Net Adds	0,854	0,514	-0,823	0,513	0,675
- Year on year net growth (in %)	26,9%	28,0%	11,4%	11,5%	8,8%

### I.2 MtoM CARDS OF FRENCH OPERATORS - OVERSEAS DEPARTMENTS

	Sept-15	Dece-15	March-16	June-16	Sept-16
<b>MtoM SIM cards</b>	<b>0,023</b>	<b>0,023</b>	<b>0,024</b>	<b>0,025</b>	<b>0,025</b>
- Quarterly Net Adds	0,001	0,001	0,001	0,001	0,000
- Year on year net growth (in %)	7,4%	7,8%	14,4%	12,4%	10,1%



## Appendix: DEFINITIONS

**Total SIM cards:** Total SIM cards registered with an operator's Home Location Register (HLR) at the date in question. So, for business clients, each line is considered as a post-paid contract. Post-paid cards are those whose service is invoiced regularly (packages, metered offers, blocked accounts, etc.). By default, any non-post-paying client is considered to be a pre-paying client.

**Internet SIM cards:** number of SIM cards sold by mobile operators (flat rates or prepaid cards), to be used solely for accessing the Internet (PCMCIA cards, 3G/4G USB keys). These cards cannot be used to make voice calls.

**Gross sales:** total SIM cards at the end of the quarter which are registered with the HLR during the quarter. They exclude migrations: pre-paid to post-paid migration corresponds to clients asking their operator to replace their pre-paid offer in force at the beginning of the quarter with a post-paid offer; conversely, post-paid to pre-paid migration corresponds to clients asking their operator to replace their post-paid offer in force at the beginning of the quarter with a pre-paid offer.

**Cancellation:** Total SIM cards at the beginning of the quarter whose registration in the HLR was deleted during the quarter. Modifications to the registration in the HLR are not cancellations. So, this definition does not cover changes in offers within a line, or pre- to post-paid migrations or post- to pre-paid migrations, or service suspensions.

**Penetration rate:** Penetration rate: it is obtained by dividing the total number of clients by the population. The reference population is 1st January of the year N-1 published by INSEE on the 1<sup>st</sup> January of the year N. The reference population in 2016, comes from estimates published in January 2016 (and therefore of the population for January 1<sup>st</sup>, 2015).

**Customers not under commitment contract:** a client under a commitment contract is any client having taken out or renewed a contract (out of all or part of the contracts related to mobile service) for a minimum period not having expired at the date in question. A client not under commitment contract is any client not having a contract.

**Total active customers:** the number of active clients equals to all post-paid customers under contract and pre-paid customers under contract having made or received a telephone call, whether free or paid, sent a SMS, MMS or used a multimedia (e-mail, etc.) service during the past three months (not including incoming SMS).

**Number of ported numbers :** is calculated as half of the volume of numbers of “in” porting and “out” porting done by all operators. “In” porting is considered to be an effective porting from the receiving operator’s point of view. “Out” porting is an effective porting from the donor operator’s point of view.

**Total MtoM cards:** number of SIM cards used for communication between remote equipment (remote management of equipment, terminals and servers, fixed or mobile). The communications from these cards are generally carried out without human intervention. These cards are used for example for tracking of objects and tools (fleets of vehicles, machinery, etc.), for purposes of updating of data (surveys at distance of meters, sensors...), for the identification and monitoring of all kinds (alarms, remote actions...), the list of those uses where communication is from "machine to machine" is not limited. Are taken into account the MtoM SIM cards, the communication was done only in downstream, only upstream or both. The cards used for interpersonal communication and exclusive internet cards are not included here.

## Operators

- Metropolitan mobile network operators: Bouygues Telecom, Free mobile, Orange, Société Française du Radiotéléphone (SFR).
- Overseas mobile network operators : Dauphin Telecom, Digicel AFG, Globaltel, Orange Caraïbes, Orange Réunion, Outremer Telecom, SAS SPM, Société Réunionnaise du Radiotéléphone (SRR), Telco OI, UTS Caraïbes.
- Mobile Virtual Network Operators independent of mobile network operators active on the quarter.