

Survey of the Mobile Market

Statistic indicators for : June 30th, 2009

Mobile Market Survey

June 30th, 2009

Summary :

➤ **National**

- Page 3 : customers base and multimedia

➤ **Metropolitan France**

- Pages 4 to 5 : customers base , multimedia, penetration rate
- Page 6 : Panel of competition
- Page 7 : Metropolitan residential market
- Page 8 : customers geographic distribution

➤ **Overseas**

- Page 9 : customers base , multimedia
- Page 10 : Antilles-Guyane
- Page 11 : Réunion-Mayotte

➤ **Appendix** (page 12)

As from the 4th quarter 2008, the data relating to the recurring sales turnover and the recurring traffic are published within the “Market Observatory” to the following address:

<http://www.arcep.fr/index.php?id=10036>

I. NATIONAL REPORT
Mobile Network Operators and Mobile Virtual Network Operators (1)
June 30th 2009

	June-08	Sept-08	Dec-08	March-09	June-09
Postpaid customers (2)	37 461 100	38 259 900	39 262 100	39 777 100	40 508 600
- Quarterly Net Adds (4)	603 600	798 800	1 002 200	515 000	731 500
- Quarterly net growth as a %	1,6%	2,1%	2,6%	1,3%	1,8%
- Year on year net growth (4)	8,3%	8,5%	8,1%	7,9%	8,1%
Prepaid customers (2)	18 552 500	18 143 000	18 733 700	18 449 500	18 396 600
- Quarterly Net Adds (4)	-299 200	-409 500	590 700	-284 200	-52 900
- Quarterly net growth as a %	-1,6%	-2,2%	3,3%	-1,5%	-0,3%
- Year on year net growth (4)	3,4%	1,8%	-1,7%	-2,1%	-0,8%
Total customers (2)	56 013 600	56 402 900	57 995 800	58 226 600	58 905 200
- Quarterly Net Adds (4)	304 400	389 300	1 592 900	230 800	678 600
- Quarterly net growth as a %	0,5%	0,7%	2,8%	0,4%	1,2%
- Year on year net growth (4)	6,6%	6,3%	4,8%	4,5%	5,2%
Penetration Rate (5)	88,1%	88,7%	91,2%	90,7%	91,8%
Population at January the 1 st of previous year (source: INSEE)	63 598 300	63 598 300	63 598 300	64 171 800	64 171 800

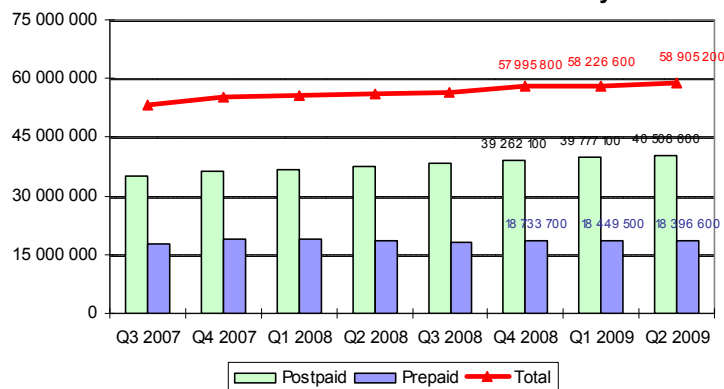
Active customers*(7)	54 462 700	55 071 300	56 435 600	56 622 800	57 135 500
- as a % of total customers	97,2%	97,6%	97,3%	97,2%	97,0%
- Quarterly Net Adds (4)	134 900	608 600	1 364 300	187 200	512 700
- Quarterly net growth as a %	0,2%	1,1%	2,5%	0,3%	0,9%
- Year on year net growth (4)	4,8%	5,8%	4,4%	4,2%	4,9%
Active Penetration Rate (5)	85,6%	86,6%	88,7%	88,2%	89,0%
Population at January the 1 st of previous year (source: INSEE)	63 598 300	63 598 300	63 598 300	64 171 800	64 171 800

SMS traffic - National

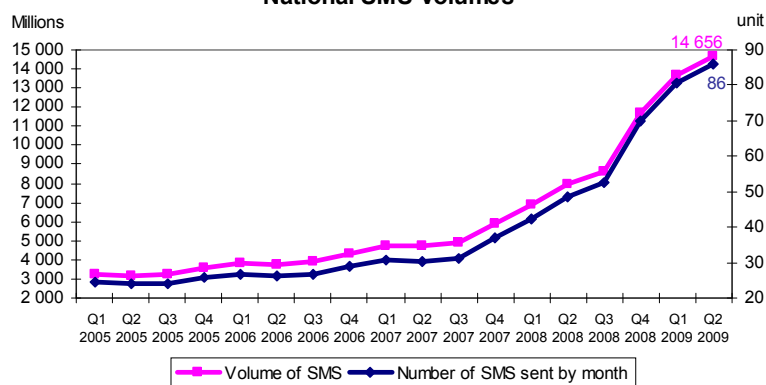
	June-08	Sept-08	Dec-08	March-09	June-09
SMS traffic in thousands of units (13)	7 932 100	8 661 700	11 671 700	13 676 300	14 655 300
- Quarterly growth in thousands of units (4)	1 039 500	729 600	3 010 000	2 004 600	979 000
- Quarterly growth as a %	15,1%	9,2%	34,8%	17,2%	7,2%
- Year on year growth (4)	68,9%	78,3%	98,0%	98,4%	84,8%
Average monthly SMS Traffic per active customers (13)	48,6	52,7	69,8	80,6	85,9

* Obtained by extrapolation to all operators of the data given by operators declaring more than 200 000 customers

Number of mobile customers nationally



National SMS Volumes



II. 1. METROPOLITAN REPORT
Mobile Network Operators and Mobile Virtual Network Operators (1)
June 30th 2009

	June-08	Sept-08	Dec-08	March-09	June-09
Postpaid customers (2)	36 383 300	37 164 500	38 133 500	38 624 300	39 338 000
- Quarterly gross sales (3)	1 688 900	1 911 800	2 423 000	1 851 600	1 905 600
- Quarterly Net Adds (4)	593 300	781 200	969 000	490 800	713 700
- Quaterly net growrh as a %	1,7%	2,1%	2,6%	1,3%	1,8%
- Year on year net growth (4)	8,2%	8,5%	8,1%	7,9%	8,1%

Prepaid customers (2)	17 484 400	17 042 000	17 580 600	17 304 300	17 246 600
- Quarterly gross sales (3)	1 804 700	2 003 100	2 548 800	1 940 900	1 960 000
- Quarterly Net Adds (4)	-308 700	-442 400	538 600	-276 300	-57 700
- Quaterly net growrh as a %	-1,7%	-2,5%	3,2%	-1,6%	-0,3%
- Year on year net growth (4)	3,0%	1,3%	-2,3%	-2,7%	-1,4%

Total customers (2)	53 867 700	54 206 500	55 714 100	55 928 600	56 584 600
among which Internet SIM card	700 800	821 500	995 600	1 196 000	1 460 500
among which M2M SIM card	681 100	753 300	897 400	963 600	1 126 900
- Quarterly Net Adds (4)	284 600	338 800	1 507 600	214 500	656 000
- Quaterly net growrh as a %	0,5%	0,6%	2,8%	0,4%	1,2%
- Year on year net growth (4)	6,5%	6,1%	4,6%	4,4%	5,0%

Penetration Rate (5)	87,5%	88,1%	90,5%	90,1%	91,1%
Population at January the 1st of previous year (source: INSEE)	61 538 000	61 538 000	61 538 000	62 106 000	62 106 000

Customers not under commitment contract* (6)	25 154 700	24 187 700	25 039 700	24 649 100	24 683 900
- post-paid customers not under commitment contract	7 670 300	7 145 700	7 459 100	7 344 800	7 437 300
- % of post-paid customers not under commitment contract	21,1%	19,2%	19,6%	19,0%	18,9%

Active customers*(7)	52 486 400	53 047 100	54 380 400	54 513 500	55 012 800
- as a % of total customers	97,4%	97,9%	97,6%	97,5%	97,2%
- Quarterly Net Adds (4)	139 500	560 700	1 333 300	133 100	499 300
- Quaterly net growrh as a %	0,3%	1,1%	2,5%	0,2%	0,9%
- Year on year net growth (4)	4,7%	5,6%	4,4%	4,1%	4,8%

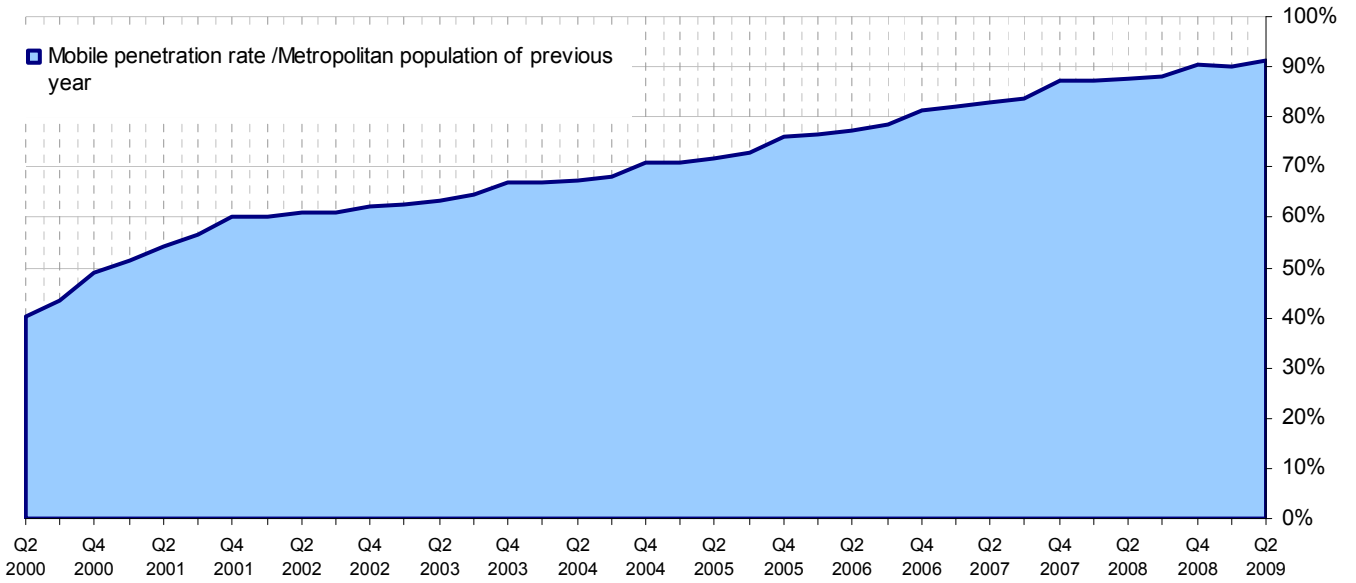
Active Penetration Rate (5)	85,3%	86,2%	88,4%	87,8%	88,6%
Population at January the 1st of previous year (source: INSEE)	61 538 000	61 538 000	61 538 000	62 106 000	62 106 000
adjusted figure					

Active mobile multimedia clients - Metropolitan	June-08	Sept-08	Dec-08	March-09	June-09
Active mobile multimedia clients* (12)	16 734 700	17 392 400	18 677 900	19 027 400	19 859 600
- as a % of total active customers	31,9%	32,8%	34,3%	34,9%	36,1%
- Quarterly Net Adds (4)	66 900	657 700	1 285 500	349 500	832 200
- Quaterly net growrh as a %	0,4%	3,9%	7,4%	1,9%	4,4%
- Year on year net growth	12,3%	14,2%	9,1%	14,2%	18,7%

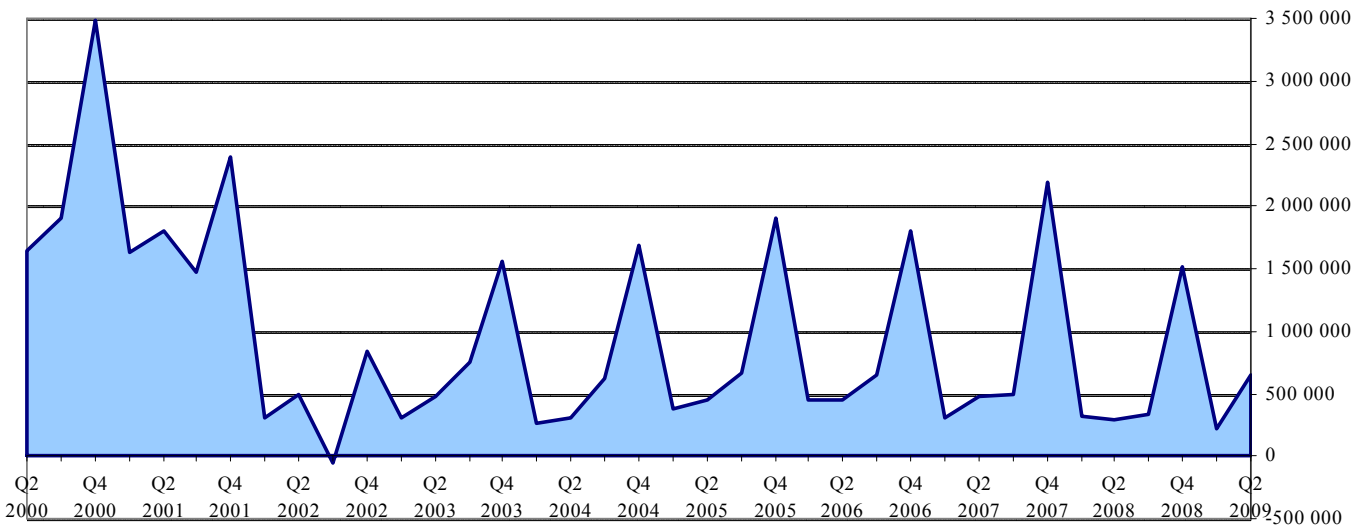
SMS Traffic - Metropolitan	June-08	Sept-08	Dec-08	March-09	June-09
SMS traffic in thousands of units (13)	7 666 700	8 336 100	11 284 000	13 195 700	14 163 800
- Quarterly growth in thousands of units (4)	968 600	669 400	2 947 900	1 911 700	968 100
- Quaterly growth as a %	14,5%	8,7%	35,4%	16,9%	7,3%
- Year on year growth (4)	68,5%	78,0%	98,1%	97,0%	84,7%
Average monthly SMS Traffic per active customers (13)	48,7	52,7	70,0	80,8	86,2

* Obtained by extrapolation to all operators of the data given by operators declaring more than 200 000 customers

Mobile telephone penetration rate in Metropolitan France



Quarterly net mobile telephony growth in Metropolitan France

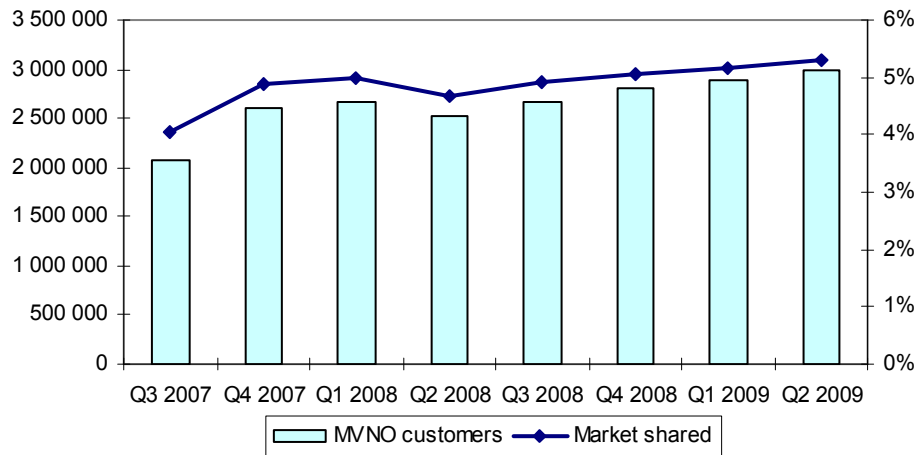


II. 2. METROPOLITAN COMPETITION REPORT
Mobile Network Operators and Mobile Virtual Network Operators (1)
June 30th 2009

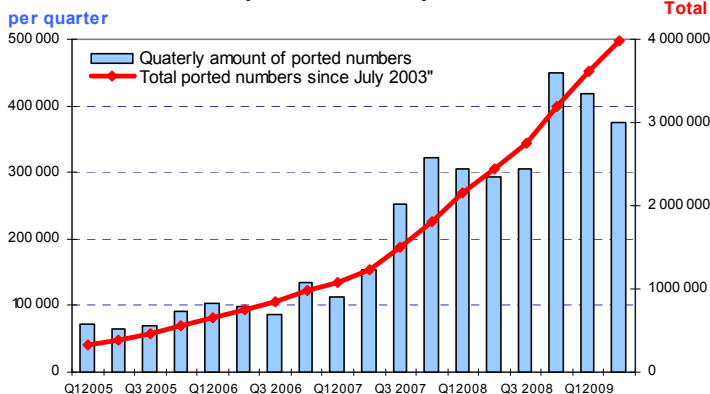
	June-08 (*)	Sept-08	Dec-08	March-09	June-09
MNOs	51 354 500	51 548 000	52 896 000	53 038 400	53 586 400
- Quarterly Net Adds (4)		193 500	1 348 000	142 400	548 000
- Quarterly net growth as a %		0,4%	2,6%	0,3%	1,0%
- Year on year net growth (4)					
MVNOs	2 513 100	2 658 500	2 818 100	2 890 200	2 998 200
- Quarterly Net Adds (4)		145 400	159 600	72 100	108 000
- Quarterly net growth as a %		5,8%	6,0%	2,6%	3,7%
- Year on year net growth (4)					
MVNO Market share	4,67%	4,90%	5,06%	5,17%	5,30%
MVNO Market share of gross postpaid sales (9)	6,4%	6,5%	6,7%	9,1%	7,4%
MVNO Market share of gross prepaid sales (9)	19,4%	16,0%	14,5%	15,1%	15,5%
Quarterly postpaid cancellation rate (10)	3,1%	3,3%	4,0%	3,7%	3,2%
Quarterly prepaid cancellation rate (10)	11,8%	13,9%	10,9%	12,5%	11,4%
Numbers ported during the quarter	294 300	304 400	449 600	418 300	374 900
- Total numbers ported since July 2003 (11)	2 442 500	2 746 900	3 196 500	3 614 800	3 989 700
- Year on year growth (4)	97,3%	84,3%	73,5%	68,3%	63,3%

(*): Since the MVNO Neuf Cegetel was no longer independent at Q208, its data have been integrated into those of the MNO controlling it.

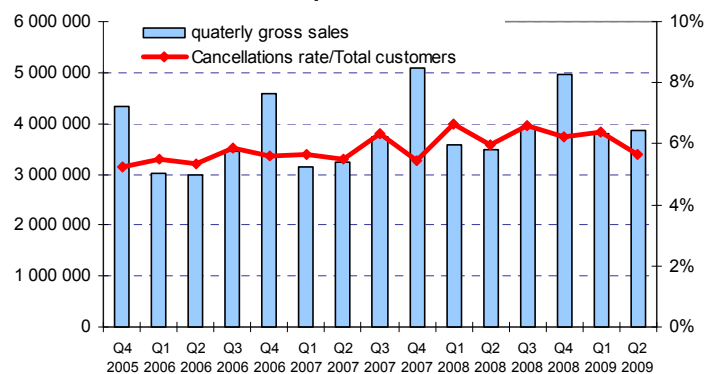
MVNO in Metropolitan France



Numbers ported in Metropolitan France



Gross sales and cancellation rate in Metropolitan France



II. 3. METROPOLITAN REPORT - RESIDENTIAL MARKET
Mobile Network Operators and Mobile Virtual Network Operators (1)
June 30th 2009

	June-08	Sept-08	Dec-08	March-09	June-09
RESIDENTIAL MARKET					
Postpaid residential customers (2)	30 263 900	30 873 900	31 551 900	31 862 900	32 290 000
- Quarterly gross sales (3)	1 302 600	1 583 600	1 951 200	1 462 200	1 446 700
- Quarterly Net Adds (4)	322 400	610 000	678 000	311 000	427 100
- Quaterly net growrh as a %	1,1%	2,0%	2,2%	1,0%	1,3%
- Year on year net growth (4)		6,9%	6,5%	6,4%	6,7%
Prepaid residential customers (2)	17 515 600	17 042 000	17 580 600	17 304 300	17 246 600
- Quarterly gross sales (3)	1 804 700	2 003 100	2 548 800	1 940 900	1 960 000
- Quarterly Net Adds (4)	-277 500	-473 600	538 600	-276 300	-57 700
- Quaterly net growrh as a %	-1,6%	-2,7%	3,2%	-1,6%	-0,3%
- Year on year net growth (4)		1,0%	-2,3%	-2,7%	-1,5%
Total residential customers (2)	47 779 500	47 915 900	49 132 500	49 167 200	49 536 600
<i>among which Internet SIM card</i>	189 300	274 300	390 700	544 600	770 200
- Quarterly Net Adds (4)	44 900	136 400	1 216 600	34 700	369 400
- Quaterly net growrh as a %	0,1%	0,3%	2,5%	0,1%	0,8%
- Year on year net growth (4)		4,7%	3,2%	3,0%	3,7%

II. 4. METROPOLITAN COMPETITION REPORT - RESIDENTIAL MARKET
Mobile Network Operators and Mobile Virtual Network Operators (1)
June 30th 2009

	June-08 (*)	Sept-08	Dec-08	March-09	June-09
RESIDENTIAL MARKET					
MNOs	45 277 000	45 270 300	46 327 100	46 290 500	46 552 600
- Quarterly Net Adds (4)		-6 700	1 056 800	-36 600	262 100
- Quaterly net growrh as a %		0,0%	2,3%	-0,1%	0,6%
- Year on year net growth (4)		-			
MVNOs	2 502 600	2 645 700	2 805 300	2 876 700	2 984 000
- Quarterly Net Adds (4)		143 100	159 600	71 400	107 300
- Quaterly net growrh as a %		5,7%	6,0%	2,5%	3,7%
- Year on year net growth (4)					
MVNO Market share	5,24%	5,52%	5,71%	5,85%	6,02%
MVNO Market share of gross postpaid sales (9)	8,2%	7,7%	8,2%	11,5%	9,6%
MVNO Market share of gross prepaid sales (9)	19,4%	16,0%	14,5%	15,1%	15,5%
Quaterly postpaid cancellation rate (10)	3,3%	3,5%	4,2%	3,8%	3,3%
Quaterly prepaid cancellation rate (10)	11,8%	13,8%	10,9%	12,5%	11,4%
- Numbers ported during the quarter	-	248 700	358 900	329 200	300 900

(*): Since the MVNO Neuf Cegetel was no longer independent at Q208, its data have been integrated into those of the MNO controlling it.

**II. 5. Customers geographic distribution (8)
Metropolitan MNOs and MVNOs (1)
June 30th 2009**

County	Population at January, the 1st 2008	County penetration rate* March 2009	County penetration rate* June 2009	County penetration rate* September 2009	County penetration rate* December 2009
Alsace	1 836 000	79,1%	79,8%		
Aquitaine	3 170 000	81,5%	82,2%		
Auvergne	1 341 000	69,1%	69,6%		
Basse-Normandie	1 463 000	73,0%	73,7%		
Bourgogne	1 631 000	75,6%	76,5%		
Bretagne	3 139 000	70,0%	71,6%		
Centre	2 538 000	77,4%	78,2%		
Champagne-Ardenne	1 334 000	84,1%	84,1%		
Corse	302 000	100,1%	100,4%		
Franche-Comté	1 159 000	68,5%	69,2%		
Haute-Normandie	1 815 000	84,9%	85,5%		
Ile-de-France	11 694 000	128,1%	130,8%		
Languedoc-Roussillon	2 594 000	81,8%	82,4%		
Limousin	735 000	73,0%	73,9%		
Lorraine	2 337 000	82,0%	84,5%		
Midi-Pyrénées	2 833 000	75,9%	76,8%		
Nord-Pas-De-Calais	4 022 000	84,6%	85,1%		
Pays de la Loire	3 508 000	72,7%	73,2%		
Picardie	1 900 000	81,6%	81,4%		
Poitou-Charentes	1 743 000	74,7%	75,4%		
PACA	4 891 000	104,1%	104,4%		
Rhône-Alpes	6 121 000	83,7%	84,2%		
Total	62 106 000	90,1%	91,1%		

* Obtained by extrapolation to all operators of the data given by operators declaring more than 200 000 customers

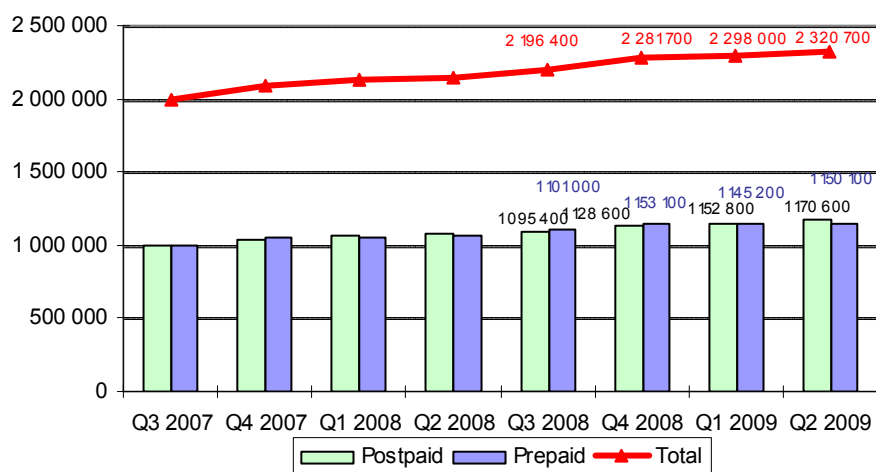
**III. 1. OVERSEAS REPORT : DOM, Saint-Martin, Saint-Barthélemy, Mayotte, Saint Pierre & Miquelon
Mobile Network Operators (1)
June 30th 2009**

	June-08	Sept-08	Dec-08	March-09	June-09
Postpaid customers (2)	1 077 800	1 095 400	1 128 600	1 152 800	1 170 600
- Quarterly Net Adds (4)	10 300	17 600	33 200	24 200	17 800
- Quarterly net growth as a %	1,0%	1,6%	3,0%	2,1%	1,5%
- Year on year net growth (4)	11,8%	11,5%	8,7%	8,0%	8,6%
Prepaid customers (2)	1 068 100	1 101 000	1 153 100	1 145 200	1 150 100
- Quarterly Net Adds (4)	9 500	32 900	52 100	-7 900	4 900
- Quarterly net growth as a %	0,9%	3,1%	4,7%	-0,7%	0,4%
- Year on year net growth (4)	9,8%	9,8%	9,8%	8,2%	7,7%
Total customers (2)	2 145 900	2 196 400	2 281 700	2 298 000	2 320 700
- Quarterly Net Adds (4)	19 800	50 500	85 300	16 300	22 700
- Quarterly net growth as a %	0,9%	2,4%	3,9%	0,7%	1,0%
- Year on year net growth (4)	10,8%	10,2%	9,3%	8,1%	8,1%
Penetration Rate (5)	104,2%	106,6%	110,7%	111,2%	112,3%
Population at January the 1st of previous year (source: INSEE)	2 060 300	2 060 300	2 060 300	2 065 800	2 065 800
Active customers*(7)	1 976 300	2 024 200	2 055 200	2 109 300	2 122 700
- as a % of total active customers	92,1%	92,2%	90,1%	91,8%	91,5%
- Quarterly Net Adds (4)	-4 600	47 900	31 000	54 100	13 400
- Quarterly net growth as a %	-0,2%	2,4%	1,5%	2,6%	0,6%
- Year on year net growth	10,0%	10,1%	4,9%	6,5%	7,4%
Active Penetration Rate (5)	95,9%	98,2%	99,8%	102,1%	102,8%
Population at January the 1st of previous year (source: INSEE)	2 060 300	2 060 300	2 060 300	2 065 800	2 065 800

SMS Traffic - Overseas

	June-08	Sept-08	Dec-08	March-09	June-09
SMS traffic in thousands of units (13)	265 400	325 600	387 800	480 600	491 500
- Quarterly growth in thousands of units (4)	70 900	60 200	62 200	92 800	10 900
- Quarterly growth as a %	36,5%	22,7%	19,1%	23,9%	2,3%
- Year on year growth (4)	82,3%	85,0%	95,1%	147,1%	85,2%
Average monthly SMS Traffic per active customers (13)	44,7	54,3	63,4	76,9	77,4

Number of mobile customers in Overseas

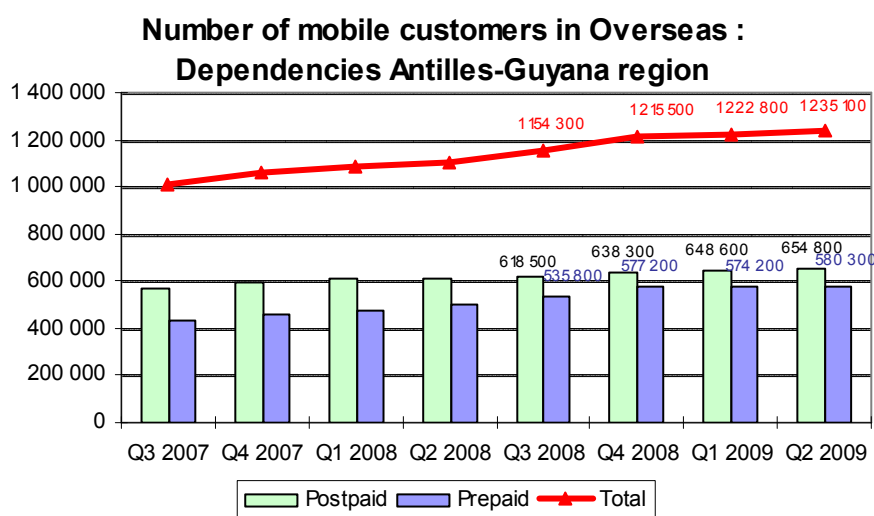


III. 2. OVERSEAS REPORT : ANTILLES-GUYANE
Mobile Network Operators (1)
June 30th 2009

	June-08	Sept-08	Dec-08	March-09	June-09
Postpaid customers (2)	607 200	618 500	638 300	648 600	654 800
- Quarterly Net Adds (4)	-1 200	11 300	19 800	10 300	6 200
- Quaterly net growrh as a %	-0,2%	1,9%	3,2%	1,6%	1,0%
- Year on year net growth (4)	7,9%	8,3%	7,1%	6,6%	7,8%
Prepaid customers (2)	498 100	535 800	577 200	574 200	580 300
- Quarterly Net Adds (4)	19 900	37 700	41 400	-3 000	6 100
- Quaterly net growrh as a %	4,2%	7,6%	7,7%	-0,5%	1,1%
- Year on year net growth (4)	16,5%	22,9%	24,9%	20,1%	16,5%
Total customers (2)	1 105 300	1 154 300	1 215 500	1 222 800	1 235 100
- Quarterly Net Adds (4)	18 700	49 000	61 200	7 300	12 300
- Quaterly net growrh as a %	1,7%	4,4%	5,3%	0,6%	1,0%
- Year on year net growth (4)	13,2%	14,6%	14,9%	12,5%	11,7%
Penetration Rate (5)	104,2%	108,8%	114,6%	114,2%	115,3%
Population at January the 1st of previous year (source: INSEE)	1 061 000	1 061 000	1 061 000	1 071 000	1 071 000
Active customers*(7)	1 047 000	1 072 500	1 099 300	1 132 400	1 134 900
- as a % of total active customers	94,7%	92,9%	90,4%	92,6%	91,9%
- Quarterly Net Adds (4)	12 900	25 500	26 800	33 100	2 500
- Quaterly net growrh as a %	1,2%	2,4%	2,5%	3,0%	0,2%
- Year on year net growth	-	-	-	9,5%	8,4%
Active Penetration Rate (5)	98,7%	101,1%	103,6%	105,7%	106,0%
Population at January the 1st of previous year (source: INSEE)	1 061 000	1 061 000	1 061 000	1 071 000	1 071 000

SMS Traffic - Overseas (ANTILLES-GUYANE)

	June-08	Sept-08	Dec-08	March-09	June-09
SMS traffic in thousands of units (13)	133 200	138 700	166 900	196 300	189 100
- Quarterly growth in thousands of units (4)	-2 114	5 491	28 200	29 400	-7 200
- Quaterly growth as a %	-1,6%	4,1%	20,3%	17,6%	-3,7%
- Year on year growth (4)	-	-	-	45,1%	42,0%
Average monthly SMS Traffic per active customers (13)	42,4	43,5	51,2	58,6	55,6



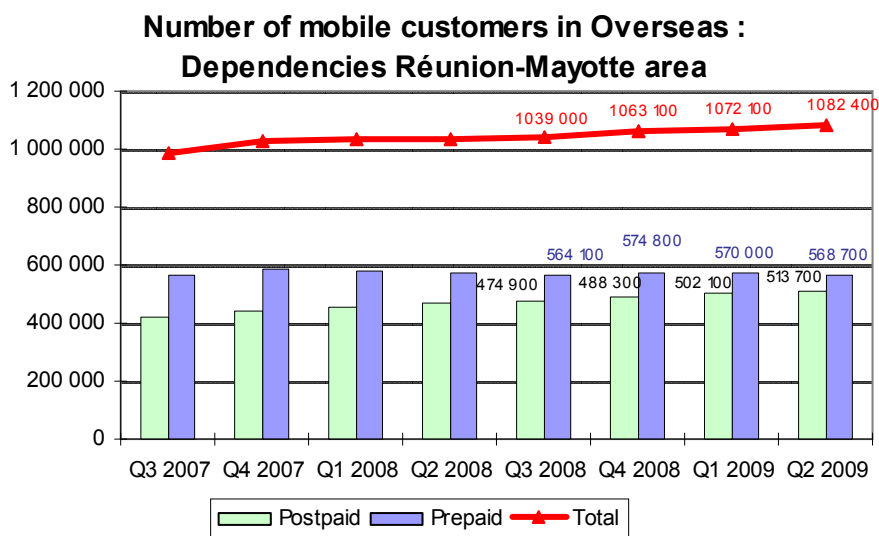
III. 3. OVERSEAS REPORT : REUNION-MAYOTTE
Mobile Network Operators (1)
June 30th 2009

	June-08	Sept-08	Dec-08	March-09	June-09
Postpaid customers (2)	468 600	474 900	488 300	502 100	513 700
- Quarterly Net Adds (4)	11 500	6 300	13 400	13 800	11 600
- Quaterly net growrh as a %	2,5%	1,3%	2,8%	2,8%	2,3%
- Year on year net growth (4)	16,8%	13,7%	11,0%	9,8%	9,6%
adjusted figure					
Prepaid customers (2)	569 100	564 100	574 800	570 000	568 700
- Quarterly Net Adds (4)	-10 400	-5 000	10 700	-4 800	-1 300
- Quaterly net growrh as a %	-1,8%	-0,9%	1,9%	-0,8%	-0,2%
- Year on year net growth (4)	1,4%	-0,3%	-2,1%	-1,6%	-0,1%
adjusted figure					
Total customers (2)	1 037 700	1 039 000	1 063 100	1 072 100	1 082 400
- Quarterly Net Adds (4)	1 100	1 300	24 100	9 000	10 300
- Quaterly net growrh as a %	0,1%	0,1%	2,3%	0,8%	1,0%
- Year on year net growth (4)	7,8%	5,7%	3,5%	3,4%	4,3%
Penetration Rate (5)	104,5%	104,6%	107,1%	108,5%	109,5%
Population at January the 1st of previous year (source: INSEE)	993 000	993 000	993 000	988 500	988 500

Active customers*(7)	926 300	948 700	952 800	973 800	983 600
- as a % of total active customers	89,3%	91,3%	89,6%	90,8%	90,9%
- Quarterly Net Adds (4)	-17 500	22 400	4 100	21 000	9 800
- Quaterly net growrh as a %	-1,9%	2,4%	0,4%	2,2%	1,0%
- Year on year net growth				3,2%	6,2%
adjusted figure					
Active Penetration Rate (5)	93,3%	95,5%	96,0%	98,5%	99,5%
Population at January the 1st of previous year (source: INSEE)	993 000	993 000	993 000	988 500	988 500

SMS Traffic - Overseas (REUNION-MAYOTTE)

	June-08	Sept-08	Dec-08	March-09	June-09
SMS traffic in thousands of units (13)	132 200	186 900	220 900	284 300	302 400
- Quarterly growth in thousands of units (4)	73 000	54 700	34 000	63 400	18 100
- Quaterly growth as a %	123,3%	41,4%	18,2%	28,7%	6,4%
- Year on year growth (4)				380,2%	128,7%
Average monthly SMS Traffic per active customers (13)	47,1	66,5	77,4	98,4	103,0



The references in the tables refer to the following notes:

- (1) Metropolitan mobile network operators (MNOs): Orange France, Société Française du Radiotéléphone (SFR) and Bouygues Telecom; and active MVNOs controlled by network operators and counted as such: Débitel, Ten and Neuf Cegetel. Metropolitan MVNOs independent of mobile operators and active during the quarter: Afone, Auchan Télécom, Carrefour mobile, Coriolis, E-plus, Mobisud, NRJ Mobile, Numéricable, Omer Telecom, Tele2 and Transatel. Overseas mobile network operators: Orange Caraïbe, subsidiary of Orange France; Orange Réunion, subsidiary of Orange France; Société Réunionnaise du Radiotéléphone (SRR), including under the Mayotte Télécom Mobile brand in Mayotte, subsidiary of SFR; Digicel AFG; SAS SPM, subsidiary of Orange Caraïbe in Saint-Pierre-et-Miquelon; Dauphin Telecom; Outremer Telecom and UTS Caraïbe.
- (2) A client is considered to be any user of a mobile service provided by an operator (MNO or MVNO) and having a mobile line registered with an operator's Home Location Register (HLR) at the date in question. Due to misuse of language, the term "client" also refers to the mobile line itself. So, for business clients, each line is considered a client. Post-paid clients 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.
- (3) Gross sales are the operator's clients 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.
- (4) Net growth data for the quarter are calculated as the difference in the number of clients between the beginning and end of the quarter. Year-on-year growth is obtained by comparing the numbers of clients of two ends of quarters one year apart to the end of the first quarter in question.
- (5) The penetration rate is obtained by dividing the total number of clients or the number of "active" clients by the population in question. The MIM publication of December 2006 updated the populations resulting from INSEE's ten-year census of 1st January 1999. From now on, the reference population is that published by INSEE on 1st January of the year in question, with no retroactive updating. On 1st January of year N, INSEE publishes its population estimates for 1st January of the year N-1. So, the reference population for 2009, taken from the estimates published on 1st January 2009 (and therefore on 1st January 2008), is a Metropolitan population of 62 106 000, to which are added a population of 2 065 800 for the DOM, broken down as 1 071 000 inhabitants for the Antilles-Guyana area and 788 500 for the Réunion area.
- (6) 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.
- (7) The number of active clients equals all post-paid clients or pre-paid clients having made or received a telephone call, whether free or paid, during the past three months (not including SMS).
- (8) A client's registration region is that of the Metropolitan administrative region in which the client was registered from the operator's point of view. For post-paid clients, this is the region of the invoicing address.
- (9) The market share of MVNOs in gross post-paid sales is the ratio as a percentage of gross sales made by the MVNOs during the quarter to total post-paid gross for the same quarter. The market share of MVNOs in gross pre-paid sales is the ratio as a percentage of gross pre-paid sales made by the MVNOs during the quarter to total gross pre-paid sales for the same quarter.
- (10) The quarterly post-paid cancellation rate is the ratio of post-paid cancellations during the quarter to the average number of post-paid clients during the period ($\frac{1}{2}$ sum of post-paid numbers at the beginning and end of the quarter). The quarterly pre-paid cancellation rate is the ratio between pre-paid cancellations during the quarter and the average number of pre-paid clients during the period ($\frac{1}{2}$ sum of pre-paid clients at the beginning and end of the quarter). Note that a cancellation is defined as an operator's client 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.
- (11) The 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.
- (12) The active number of multimedia clients is defined as all clients having used a multimedia service such as Internet mobile (Wap, I-Mode, Vodafone live, Orange World, etc.) at least once during the past month or, having sent an MMS or mobile e-mail (this does not include SMS), regardless of the support technology (CSD, GPRS, EDGE, UMTS, etc.).
- (13) Quarterly SMS (Short Message Service) traffic corresponds to all SMS sent (outgoing SMS) during the quarter. The data for St. Pierre and Miquelon are not considered. Average monthly SMS traffic per active client equals quarterly SMS traffic divided by 3, divided by the average number of active clients ((number of active clients at the end of the previous quarter + number of active clients at the end of the quarter in question)/2).