



Survey of the French Mobile Market

Figures Q4-09

Mobile Market Survey December 31th, 2009

Summary :

➤ **National**

- Page 4 : customers base and multimedia

➤ **Metropolitan France**

- Pages 5 to 6 : customers base, multimedia, penetration rate
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- Page 8 : Metropolitan residential market
- Page 9 : customers geographic distribution

➤ **Overseas**

- Page 10 : customers base , multimedia
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- Page 12 : Réunion-Mayotte

➤ **Appendix (page 13)**

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)
December 31st 2009

	Dec-08	March-09	June-09	Sept-09	Dec-09
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Postpaid customers (2)	39 262 100	39 777 100	40 507 600	41 417 000	42 647 400
- Quarterly Net Adds (4)	1 002 200	515 000	730 500	909 400	1 230 400
- Quaterly net growrh as a %	2,6%	1,3%	1,8%	2,2%	3,0%
- Year on year net growth (4)	8,1%	7,9%	8,1%	8,3%	8,6%

Prepaid customers (2)	18 733 700	18 449 500	18 669 600	18 248 200	18 816 400
- Quarterly Net Adds (4)	590 700	-284 200	220 100	-421 400	568 200
- Quaterly net growrh as a %	3,3%	-1,5%	1,2%	-2,3%	3,1%
- Year on year net growth (4)	-1,7%	-2,1%	0,6%	0,6%	0,4%

Total customers (2)	57 995 800	58 226 600	59 177 200	59 665 200	61 463 800
- Quarterly Net Adds (4)	1 592 900	230 800	950 600	488 000	1 798 600
- Quaterly net growrh as a %	2,8%	0,4%	1,6%	0,8%	3,0%
- Year on year net growth (4)	4,8%	4,5%	5,6%	5,8%	6,0%

Penetration Rate (5)	91,2%	90,7%	92,2%	93,0%	95,8%
Population at January the 1 st of previous year (source: INSEE)	63 598 300	64 171 800	64 171 800	64 171 800	64 171 800

Active customers*(7)	56 435 600	56 622 800	57 119 300	58 027 000	59 543 200
- as a % of total customers	97,3%	97,2%	96,5%	97,3%	96,9%
- Quarterly Net Adds (4)	1 364 300	187 200	496 500	907 700	1 516 200
- Quaterly net growrh as a %	2,5%	0,3%	0,9%	1,6%	2,6%
- Year on year net growth (4)	4,4%	4,2%	4,9%	5,4%	5,5%

Active Penetration Rate (5)	88,7%	88,2%	89,0%	90,4%	92,8%
Population at January the 1 st of previous year (source: INSEE)	63 598 300	64 171 800	64 171 800	64 171 800	64 171 800

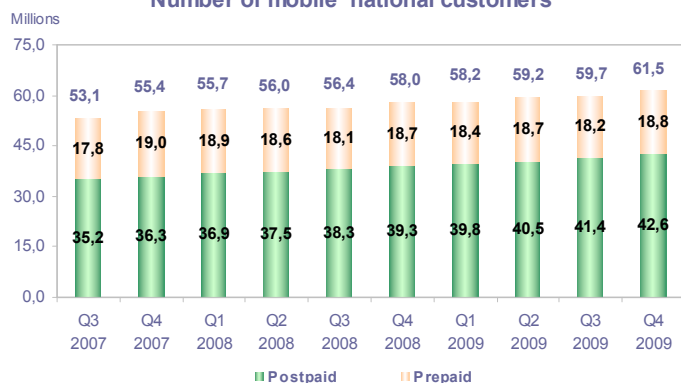
SMS traffic - National

	Dec-08	March-09	June-09	Sept-09	Dec-09
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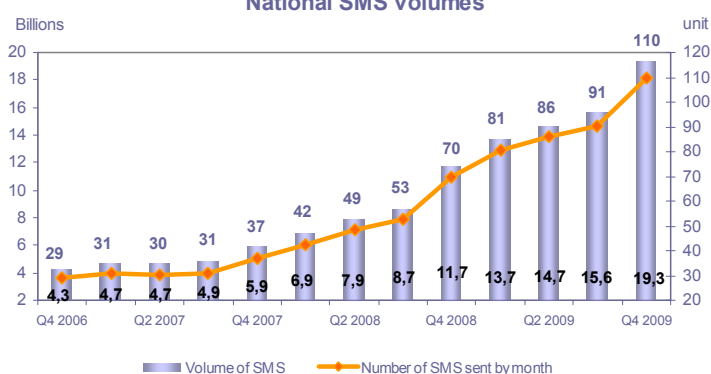
SMS traffic in thousands of units (13)	11 671 700	13 681 200	14 666 300	15 648 900	19 316 100
- Quarterly growth in thousands of units (4)	3 010 000	2 009 500	985 100	982 600	3 667 200
- Quaterly growth as a %	34,8%	17,2%	7,2%	6,7%	23,4%
- Year on year growth (4)	98,0%	98,5%	84,9%	80,7%	65,5%
Average monthly SMS Traffic per active customers (13)	69,8	80,7	86,0	90,6	109,5

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

Number of mobile national customers



National SMS volumes



II. 1. METROPOLITAN REPORT
Mobile Network Operators and Mobile Virtual Network Operators (1)
December 31st 2009

	Dec-08	March-09	June-09	Sept-09	Dec-09
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Postpaid customers (2)	38 133 500	38 624 300	39 337 000	40 233 500	41 443 000
- Quarterly gross sales (3)	2 423 000	1 851 600	1 905 600	2 319 600	2 835 000
- Quarterly Net Adds (4)	969 000	490 800	712 700	896 500	1 209 500
- Quaterly net growrh as a %	2,6%	1,3%	1,8%	2,3%	3,0%
- Year on year net growth (4)	8,1%	7,9%	8,1%	8,3%	8,7%

Prepaid customers (2)	17 580 600	17 304 300	17 519 600	17 078 600	17 638 800
- Quarterly gross sales (3)	2 548 800	1 940 900	1 960 000	2 127 300	2 519 800
- Quarterly Net Adds (4)	538 600	-276 300	215 300	-441 000	560 200
- Quaterly net growrh as a %	3,2%	-1,6%	1,2%	-2,5%	3,3%
- Year on year net growth (4)	-2,3%	-2,7%	0,2%	0,2%	0,3%

Total customers (2)	55 714 100	55 928 600	56 856 600	57 312 100	59 081 800
among which Internet SIM card	995 600	1 196 000	1 460 500	1 760 400	2 080 900
among which M2M SIM card	897 400	963 600	1 126 900	1 357 700	1 545 300
- Quarterly Net Adds (4)	1 507 600	214 500	928 000	455 500	1 769 700
- Quaterly net growrh as a %	2,8%	0,4%	1,7%	0,8%	3,1%
- Year on year net growth (4)	4,6%	4,4%	5,5%	5,7%	6,0%

Penetration Rate (5)	90,5%	90,1%	91,5%	92,3%	95,1%
Population at January the 1st of previous year (source: INSEE)	61 538 000	62 106 000	62 106 000	62 106 000	62 106 000

Customers not under commitment contract* (6)	25 039 700	24 649 100	24 956 900	24 503 600	24 932 500
- post-paid customers not under commitment contract	7 459 100	7 344 800	7 437 300	7 425 000	7 293 700
- % of post-paid customers not under commitment contract	19,6%	19,0%	18,9%	18,5%	17,6%

Active customers*(7)	54 380 400	54 513 500	55 009 400	55 885 600	57 349 300
- as a % of total customers	97,6%	97,5%	96,8%	97,5%	97,1%
- Quarterly Net Adds (4)	1 333 300	133 100	495 900	876 200	1 463 700
- Quaterly net growrh as a %	2,5%	0,2%	0,9%	1,6%	2,6%
- Year on year net growth (4)	4,4%	4,1%	4,8%	5,4%	5,5%

Active Penetration Rate (5)	88,4%	87,8%	88,6%	90,0%	92,3%
Population at January the 1st of previous year (source: INSEE)	61 538 000	62 106 000	62 106 000	62 106 000	62 106 000

Active mobile multimedia clients - Metropolitan

	Dec-08	March-09	June-09	Sept-09	Dec-09
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Active mobile multimedia clients* (12)	19 114 900	19 491 800	20 208 400	20 884 300	23 474 200
- as a % of total active customers	35,2%	35,8%	36,7%	37,4%	40,9%
- Quarterly Net Adds (4)	1 722 500	376 900	716 600	675 900	2 589 900
- Quaterly net growrh as a %	9,9%	2,0%	3,7%	3,3%	12,4%
- Year on year net growth	11,7%	16,9%	20,8%	20,1%	22,8%

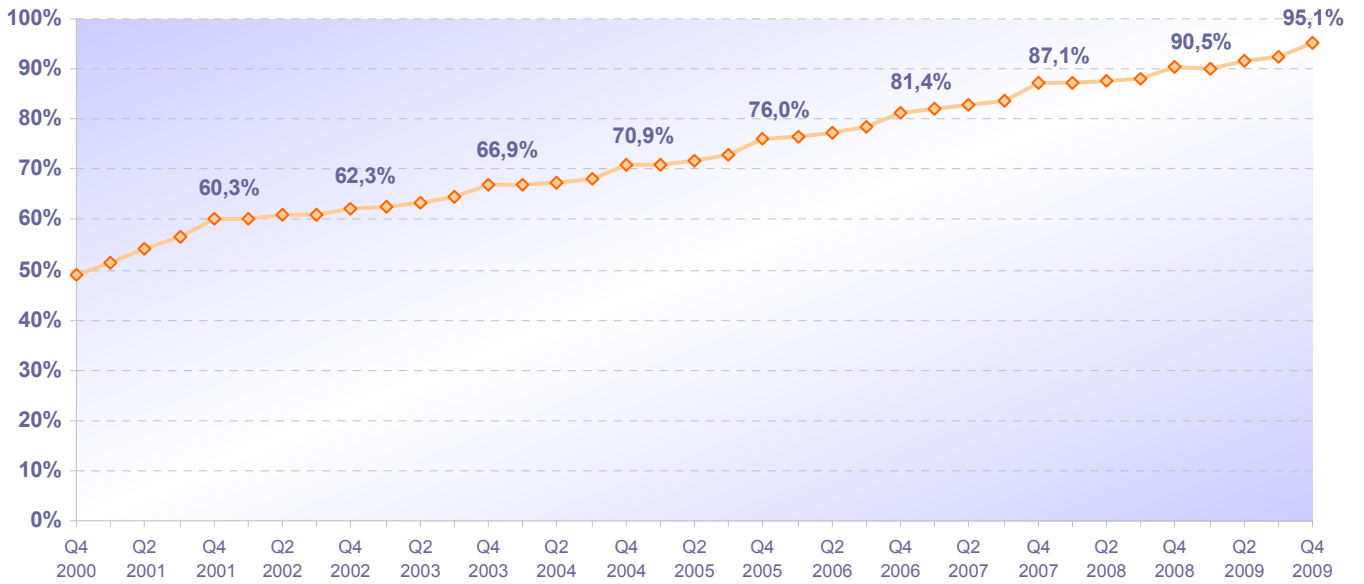
SMS Traffic - Metropolitan

	Dec-08	March-09	June-09	Sept-09	Dec-09
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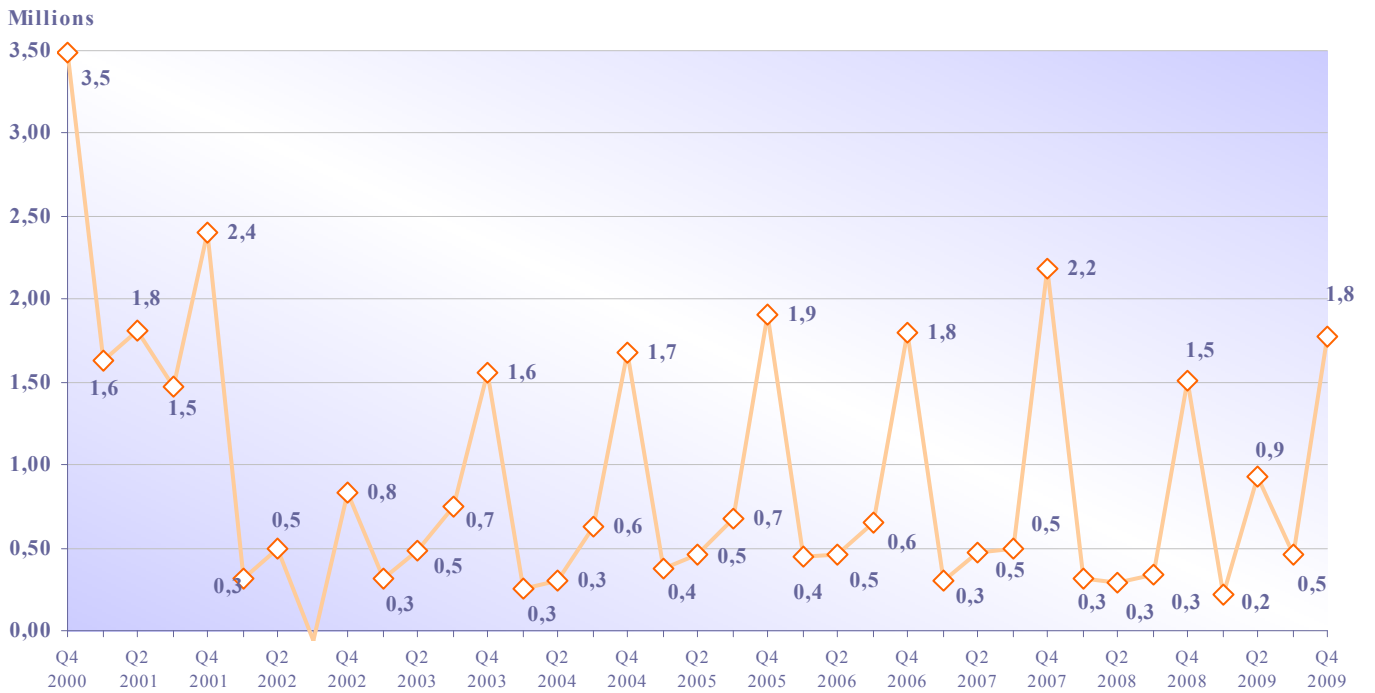
SMS traffic in thousands of units (13)	11 284 000	13 195 700	14 163 800	15 106 600	18 729 500
- Quarterly growth in thousands of units (4)	2 947 900	1 911 700	968 100	942 800	3 622 900
- Quaterly growrh as a %	35,4%	16,9%	7,3%	6,7%	24,0%
- Year on year growth (4)	98,1%	97,0%	84,7%	81,2%	66,0%
Average monthly SMS Traffic per active customers (13)	70,0	80,8	86,2	90,8	110,3

* 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)
December 31st 2009

	Dec-08	March-09	June-09	Sept-09	Dec-09
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MNOs	52 896 000	53 038 400	53 859 000	54 137 200	55 579 000
- Quarterly Net Adds (4)	1 348 000	142 400	820 600	278 200	1 441 800
- Quaterly net growrh as a %	2,6%	0,3%	1,5%	0,5%	2,7%
- Year on year net growth (4)				5,0%	5,1%

MVNOs	2 818 100	2 890 200	2 998 200	3 174 900	3 502 900
- Quarterly Net Adds (4)	159 600	72 100	108 000	176 700	328 000
- Quaterly net growrh as a %	6,0%	2,6%	3,7%	5,9%	10,3%
- Year on year net growth (4)				19,4%	24,3%

MVNO Market share	5,06%	5,17%	5,27%	5,54%	5,93%
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MVNO Market share of gross postpaid sales (9)	6,7%	9,1%	7,4%	10,0%	9,9%
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MVNO Market share of gross prepaid sales (9)	14,5%	15,1%	15,5%	15,7%	16,3%
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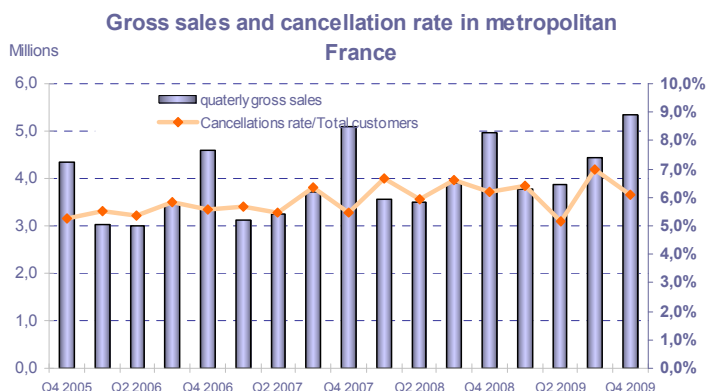
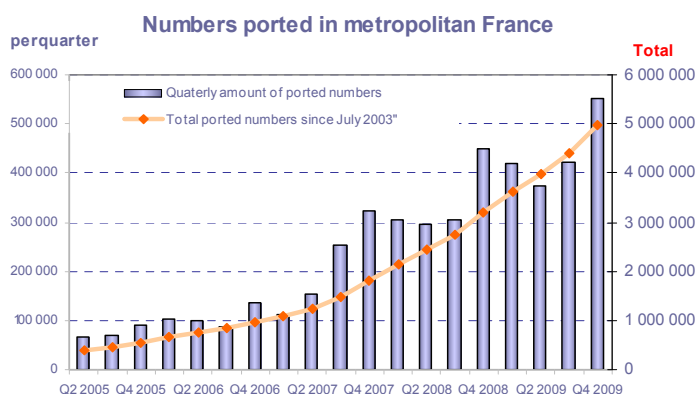
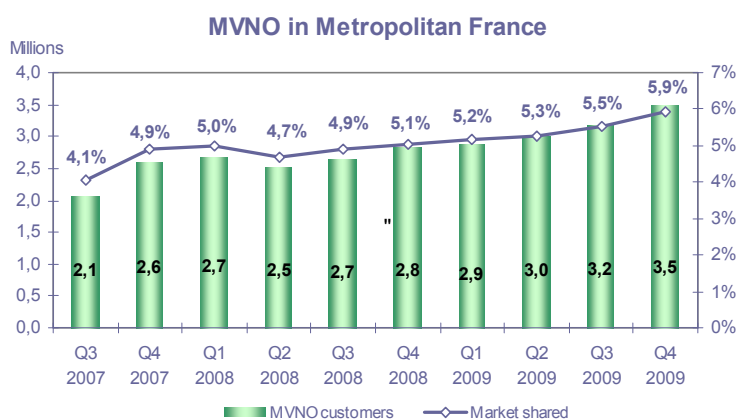
Quaterly postpaid cancellation rate (10)	4,0%	3,7%	3,2%	3,7%	4,1%
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Quaterly prepaid cancellation rate (10)	10,9%	12,5%	9,7%	14,6%	10,9%
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Numbers ported during the quarter	449 600	418 300	374 900	420 800	550 500
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- Total numbers ported since July 2003 (11)	3 196 500	3 614 800	3 989 700	4 410 500	4 961 000
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- Year on year growth (4)	27,8%	36,7%	27,4%	38,2%	22,4%
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II. 3. METROPOLITAN REPORT - RESIDENTIAL MARKET
Mobile Network Operators and Mobile Virtual Network Operators (1)
December 31th 2009

	Dec-08	March-09	June-09	Sept-09	Dec-09
RESIDENTIAL MARKET					
Postpaid residential customers (2)	31 551 900	31 862 900	32 289 400	32 848 400	33 719 000
- Quarterly gross sales (3)	1 951 200	1 462 200	1 446 700	1 815 800	2 278 200
- Quarterly Net Adds (4)	678 000	311 000	426 500	559 000	870 600
- Quaterly net growrh as a %	2,2%	1,0%	1,3%	1,7%	2,7%
- Year on year net growth (4)	6,5%	6,4%	6,7%	6,4%	6,9%
Prepaid residential customers (2)	17 580 600	17 304 300	17 519 600	17 078 600	17 638 800
- Quarterly gross sales (3)	2 548 800	1 940 900	1 960 000	2 127 300	2 519 800
- Quarterly Net Adds (4)	538 600	-276 300	215 300	-441 000	560 200
- Quaterly net growrh as a %	3,2%	-1,6%	1,2%	-2,5%	3,3%
- Year on year net growth (4)	-2,3%	-2,7%	0,0%	0,2%	0,3%
Total residential customers (2)	49 132 500	49 167 200	49 809 000	49 927 000	51 357 800
<i>among which Internet SIM card</i>	390 700	544 600	770 200	1 027 100	1 308 300
- Quarterly Net Adds (4)	1 216 600	34 700	641 800	118 000	1 430 800
- Quaterly net growrh as a %	2,5%	0,1%	1,3%	0,2%	2,9%
- Year on year net growth (4)	3,2%	3,0%	4,2%	4,2%	4,5%

II. 4. METROPOLITAN COMPETITION REPORT - RESIDENTIAL MARKET
Mobile Network Operators and Mobile Virtual Network Operators (1)
December 31th 2009

	Dec-08	March-09	June-09	Sept-09	Dec-09
RESIDENTIAL MARKET					
MNOs	46 327 100	46 290 500	46 825 000	46 766 400	47 876 800
- Quarterly Net Adds (4)	1 056 800	-36 600	534 500	-58 600	1 110 400
- Quaterly net growrh as a %	2,3%	-0,1%	1,2%	-0,1%	2,4%
- Year on year net growth (4)				3,3%	3,3%
MVNOs	2 805 300	2 876 700	2 984 000	3 160 600	3 481 000
- Quarterly Net Adds (4)	159 600	71 400	107 300	176 600	320 400
- Quaterly net growrh as a %	6,0%	2,5%	3,7%	5,9%	10,1%
- Year on year net growth (4)				19,5%	24,1%
MVNO Market share	5,71%	5,85%	5,99%	6,33%	6,78%
MVNO Market share of gross postpaid sales (9)	8,2%	11,5%	9,6%	12,8%	11,9%
MVNO Market share of gross prepaid sales (9)	14,5%	15,1%	15,5%	15,7%	16,3%
Quaterly postpaid cancellation rate (10)	4,2%	3,8%	3,3%	4,0%	4,4%
Quaterly prepaid cancellation rate (10)	10,9%	12,5%	9,7%	14,6%	10,9%
Numbers ported during the quarter	358 900	329 200	300 900	364 200	469 400

**II. 5. Customers geographic distribution (8)
Metropolitan MNOs and MVNOs (1)
September 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%	80,2%	80,3%	83,2%
Aquitaine	3 170 000	81,5%	82,6%	82,9%	84,9%
Auvergne	1 341 000	69,1%	69,8%	70,6%	72,8%
Basse-Normandie	1 463 000	73,0%	74,0%	74,3%	76,4%
Bourgogne	1 631 000	75,6%	76,8%	77,1%	79,4%
Bretagne	3 139 000	70,0%	71,9%	74,3%	76,4%
Centre	2 538 000	77,4%	78,5%	78,7%	81,4%
Champagne-Ardenne	1 334 000	84,1%	84,4%	85,4%	88,0%
Corse	302 000	100,1%	101,3%	100,6%	102,9%
Franche-Comté	1 159 000	68,5%	69,4%	69,5%	72,3%
Haute-Normandie	1 815 000	84,9%	86,0%	86,3%	88,2%
Ile-de-France	11 694 000	128,1%	131,5%	133,7%	138,9%
Languedoc-Roussillon	2 594 000	81,8%	82,9%	83,3%	85,5%
Limousin	735 000	73,0%	74,2%	74,5%	76,8%
Lorraine	2 337 000	82,0%	84,9%	82,7%	85,1%
Midi-Pyrénées	2 833 000	75,9%	77,1%	77,3%	79,5%
Nord-Pas-De-Calais	4 022 000	84,6%	85,6%	85,8%	88,3%
Pays de la Loire	3 508 000	72,7%	73,6%	73,9%	75,8%
Picardie	1 900 000	81,6%	81,8%	82,3%	84,3%
Poitou-Charentes	1 743 000	74,7%	75,7%	75,8%	78,1%
PACA	4 891 000	104,1%	105,0%	105,4%	107,4%
Rhône-Alpes	6 121 000	83,7%	84,6%	85,3%	88,1%
Total	62 106 000	90,1%	91,5%	92,3%	95,1%

* 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)
December 31st 2009

	Dec-08	March-09	June-09	Sept-09	Dec-09
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Postpaid customers (2)	1 128 600	1 152 800	1 170 600	1 183 500	1 204 400
- Quarterly Net Adds (4)	33 200	24 200	17 800	12 900	20 900
- Quaterly net growrh as a %	3,0%	2,1%	1,5%	1,1%	1,8%
- Year on year net growth (4)	8,7%	8,0%	8,6%	8,0%	6,7%

Prepaid customers (2)	1 153 100	1 145 200	1 150 100	1 169 500	1 177 600
- Quarterly Net Adds (4)	52 100	-7 900	4 900	19 400	8 100
- Quaterly net growrh as a %	4,7%	-0,7%	0,4%	1,7%	0,7%
- Year on year net growth (4)	9,8%	8,2%	7,7%	6,2%	2,1%

Total customers (2)	2 281 700	2 298 000	2 320 700	2 353 000	2 382 000
- Quarterly Net Adds (4)	85 300	16 300	22 700	32 300	29 000
- Quaterly net growrh as a %	3,9%	0,7%	1,0%	1,4%	1,2%
- Year on year net growth (4)	9,3%	8,1%	8,1%	7,1%	4,4%

Penetration Rate (5)	110,7%	111,2%	112,3%	113,9%	115,3%
Population at January the 1st of previous year (source: INSEE)	2 060 300	2 065 800	2 065 800	2 065 800	2 065 800

Active customers*(7)	2 055 200	2 109 300	2 109 900	2 141 400	2 193 900
- as a % of total active customers	90,1%	91,8%	90,9%	91,0%	92,1%
- Quarterly Net Adds (4)	31 000	54 100	600	31 500	52 500
- Quaterly net growrh as a %	1,5%	2,6%	0,0%	1,5%	2,5%
- Year on year net growth	4,9%	6,5%	6,8%	5,8%	6,7%

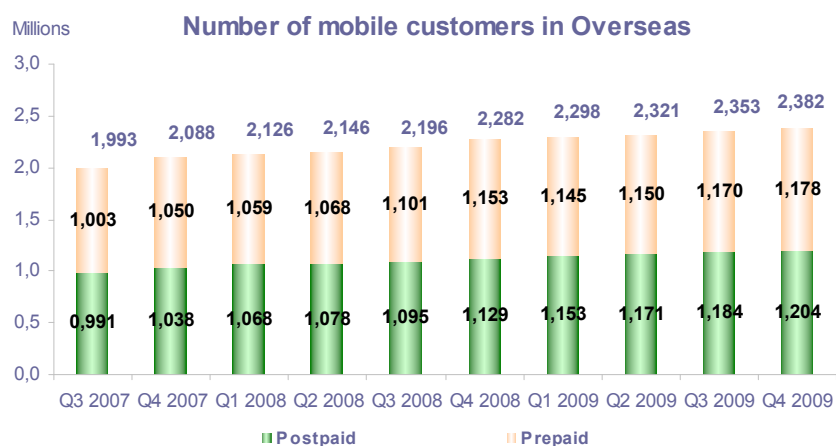
Active Penetration Rate (5)	99,8%	102,1%	102,1%	103,7%	106,2%
Population at January the 1st of previous year (source: INSEE)	2 060 300	2 065 800	2 065 800	2 065 800	2 065 800

SMS Traffic - Overseas

	Dec-08	March-09	June-09	Sept-09	Dec-09
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SMS traffic in thousands of units (13)	387 800	485 500	502 500	542 300	586 600
- Quarterly growth in thousands of units (4)	62 200	97 700	17 000	39 800	44 300
- Quaterly growrh as a %	19,1%	25,2%	3,5%	7,9%	8,2%
- Year on year growth (4)	95,1%	149,6%	89,3%	66,6%	51,3%
Average monthly SMS Traffic per active customers (13)	63,4	77,7	79,4	85,0	90,2

adjusted figures



III. 2. OVERSEAS REPORT : ANTILLES-GUYANE
Mobile Network Operators (1)
December 31th 2009

	Dec-08	March-09	June-09	Sept-09	Dec-09
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Postpaid customers (2)	638 300	648 600	654 800	658 400	668 700
- Quarterly Net Adds (4)	19 800	10 300	6 200	3 600	10 300
- Quaterly net growrh as a %	3,2%	1,6%	1,0%	0,5%	1,6%
- Year on year net growth (4)	7,1%	6,6%	7,8%	6,5%	4,8%

Prepaid customers (2)	577 200	574 200	580 300	608 400	616 800
- Quarterly Net Adds (4)	41 400	-3 000	6 100	28 100	8 400
- Quaterly net growrh as a %	7,7%	-0,5%	1,1%	4,8%	1,4%
- Year on year net growth (4)	24,9%	20,1%	16,5%	13,5%	6,9%

Total customers (2)	1 215 500	1 222 800	1 235 100	1 266 800	1 285 500
- Quarterly Net Adds (4)	61 200	7 300	12 300	31 700	18 700
- Quaterly net growrh as a %	5,3%	0,6%	1,0%	2,6%	1,5%
- Year on year net growth (4)	14,9%	12,5%	11,7%	9,7%	5,8%

Penetration Rate (5)	114,6%	114,2%	115,3%	118,3%	120,0%
Population at January the 1st of previous year (source: INSEE)	1 061 000	1 071 000	1 071 000	1 071 000	1 071 000

Active customers*(7)	1 099 300	1 132 400	1 128 500	1 151 600	1 200 100
- as a % of total active customers	90,4%	92,6%	91,4%	90,9%	93,4%
- Quarterly Net Adds (4)	26 800	33 100	-3 900	23 100	48 500
- Quaterly net growrh as a %	2,5%	3,0%	-0,3%	2,0%	4,2%
- Year on year net growth		9,5%	7,8%	7,4%	9,2%

Active Penetration Rate (5)	103,6%	105,7%	105,4%	107,5%	112,1%
Population at January the 1st of previous year (source: INSEE)	1 061 000	1 071 000	1 071 000	1 071 000	1 071 000

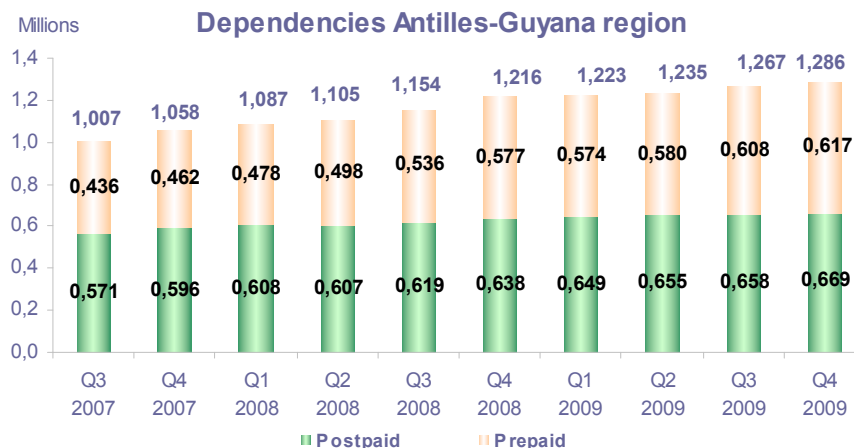
SMS Traffic - Overseas (ANTILLES-GUYANE)

	Dec-08	March-09	June-09	Sept-09	Dec-09
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SMS traffic in thousands of units (13)	166 900	198 200	192 300	190 000	201 700
- Quarterly growth in thousands of units (4)	28 200	31 300	-5 900	-2 300	11 700
- Quaterly growth as a %	20,3%	18,8%	-3,0%	-1,2%	6,2%
- Year on year growth (4)		46,5%	44,4%	37,0%	20,9%
Average monthly SMS Traffic per active customers (13)	51,2	59,2	56,7	55,6	57,2

adjusted figures

**Number of mobile customers in Overseas :
Dependencies Antilles-Guyana region**



III. 3. OVERSEAS REPORT : REUNION-MAYOTTE
Mobile Network Operators (1)
December 31th 2009

	Dec-08	March-09	June-09	Sept-09	Dec-09
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Postpaid customers (2)	488 300	502 100	513 700	523 100	533 600
- Quarterly Net Adds (4)	13 400	13 800	11 600	9 400	10 500
- Quaterly net growrh as a %	2,8%	2,8%	2,3%	1,8%	2,0%
- Year on year net growth (4)	11,0%	9,8%	9,6%	10,1%	9,3%

Prepaid customers (2)	574 800	570 000	568 700	560 000	559 500
- Quarterly Net Adds (4)	10 700	-4 800	-1 300	-8 700	-500
- Quaterly net growrh as a %	1,9%	-0,8%	-0,2%	-1,5%	-0,1%
- Year on year net growth (4)	-2,1%	-1,6%	-0,1%	-0,7%	-2,7%

Total customers (2)	1 063 100	1 072 100	1 082 400	1 083 100	1 093 100
- Quarterly Net Adds (4)	24 100	9 000	10 300	700	10 000
- Quaterly net growrh as a %	2,3%	0,8%	1,0%	0,1%	0,9%
- Year on year net growth (4)	3,5%	3,4%	4,3%	4,2%	2,8%

Penetration Rate (5)	107,1%	108,5%	109,5%	109,6%	110,6%
Population at January the 1st of previous year (source: INSEE)	993 000	988 500	988 500	988 500	988 500

Active customers*(7)	952 800	973 800	978 200	986 700	990 400
- as a % of total active customers	89,6%	90,8%	90,4%	91,1%	90,6%
- Quarterly Net Adds (4)	4 100	21 000	4 400	8 500	3 700
- Quaterly net growrh as a %	0,4%	2,2%	0,5%	0,9%	0,4%
- Year on year net growth		3,2%	5,6%	4,0%	3,9%

adjusted figure

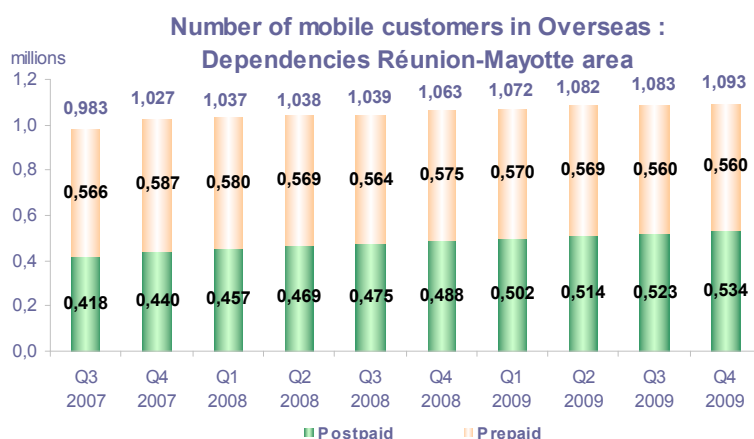
Active Penetration Rate (5)	96,0%	98,5%	99,0%	99,8%	100,2%
Population at January the 1st of previous year (source: INSEE)	993 000	988 500	988 500	988 500	988 500

SMS Traffic - Overseas (REUNION-MAYOTTE)

	Dec-08	March-09	June-09	Sept-09	Dec-09
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SMS traffic in thousands of units (13)	220 900	287 300	310 200	352 300	384 900
- Quarterly growth in thousands of units (4)	34 000	66 400	22 900	42 100	32 600
- Quaterly growrh as a %	18,2%	30,1%	8,0%	13,6%	9,3%
- Year on year growth (4)		385,3%	134,6%	88,5%	74,2%
Average monthly SMS Traffic per active customers (13)	77,4	99,4	105,9	119,5	129,8

adjusted figure



Appendix

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: Debitel, Ten and Neuf Cegetel. Metropolitan MVNOs independent of mobile operators and active during the quarter: Afone, Auchan Télécom, Bazile Telecom, Carrefour mobile, Coriolis, E-plus, France Telecom, 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 sales 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).