



Telecommunications observatory (mobile market) in France

March 31st, 2010 - provisional results

Summary :

➤ **National**

- Page 4 : customers base and multimedia

➤ **Metropolitan France**

- Pages 5 to 6 : customers base, multimedia, penetration rate
- Page 7 : Panel of competition
- Page 8 : Metropolitan residential market
- Page 9 : customers geographic distribution

➤ **Overseas**

- Page 10 : customers base , multimedia
- Page 11 : Antilles-Guyane
- Page 12 : Réunion-Mayotte

➤ **Appendix (page 13)**

The data relating to the sales turnover and the traffic are published within the “Telecommunications Observatory in France” to the following address:

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

I. NATIONAL REPORT

Mobile Network Operators and Mobile Virtual Network Operators (1)

March 31st 2010

	March-09	June-09	Sept-09	Dec-09	March-10
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Postpaid customers (2)	39 777 100	40 507 600	41 417 000	42 647 500	43 259 700
- Quarterly Net Adds (4)	515 000	730 500	909 400	1 230 500	612 200
- Quaterly net growrh as a %	1,3%	1,8%	2,2%	3,0%	1,4%
- Year on year net growth (4)	7,9%	8,1%	8,3%	8,6%	8,8%

Prepaid customers (2)	18 449 500	18 669 600	18 252 500	18 835 500	18 218 200
- Quarterly Net Adds (4)	-284 200	220 100	-417 100	583 000	-617 300
- Quaterly net growrh as a %	-1,5%	1,2%	-2,2%	3,2%	-3,3%
- Year on year net growth (4)	-2,1%	0,6%	0,6%	0,5%	-1,3%

Total customers (2)	58 226 600	59 177 200	59 669 500	61 483 000	61 477 900
- Quarterly Net Adds (4)	230 800	950 600	492 300	1 813 500	-5 100
- Quaterly net growrh as a %	0,4%	1,6%	0,8%	3,0%	0,0%
- Year on year net growth (4)	4,5%	5,6%	5,8%	6,0%	5,6%

Penetration Rate (5)	90,7%	92,2%	93,0%	95,8%	95,2%
Population at January the 1 st of previous year (source: INSEE)	64 171 800	64 171 800	64 171 800	64 171 800	64 557 800

Active customers*(7)	56 622 800	57 119 300	58 031 000	59 559 500	59 803 400
- as a % of total customers	97,2%	96,5%	97,3%	96,9%	97,3%
- Quarterly Net Adds (4)	187 200	496 500	911 700	1 528 500	243 900
- Quaterly net growrh as a %	0,3%	0,9%	1,6%	2,6%	0,4%
- Year on year net growth (4)	4,2%	4,9%	5,4%	5,5%	5,6%

Active Penetration Rate (5)	88,2%	89,0%	90,4%	92,8%	92,6%
Population at January the 1 st of previous year (source: INSEE)	64 171 800	64 171 800	64 171 800	64 171 800	64 557 800

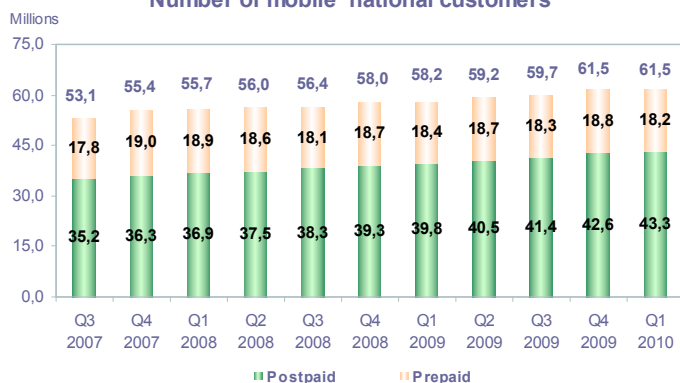
SMS traffic - National

	March-09	June-09	Sept-09	Dec-09	March-10
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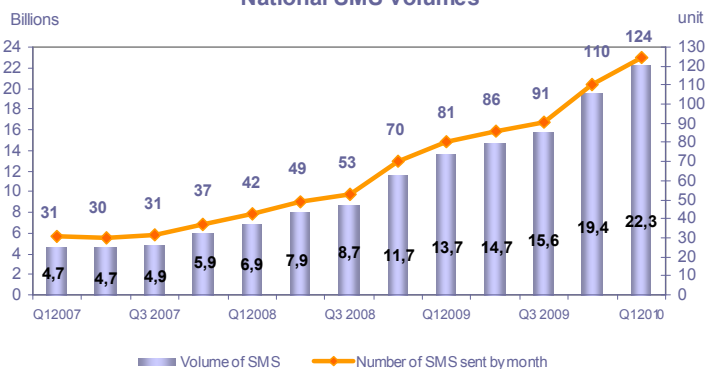
SMS traffic in thousands of units (13)	13 681 200	14 666 300	15 648 900	19 436 700	22 269 200
- Quarterly growth in thousands of units (4)	2 009 500	985 100	982 600	3 787 800	2 832 500
- Quaterly growth as a %	17,2%	7,2%	6,7%	24,2%	14,6%
- Year on year growth (4)	98,5%	84,9%	80,7%	66,5%	62,8%
Average monthly SMS Traffic per active customers (13)	80,7	86,0	90,6	110,2	124,4

* 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)

March 31st 2010

	March-09	June-09	Sept-09	Dec-09	March-10
Postpaid customers (2)	38 624 300	39 337 000	40 233 500	41 443 200	42 041 500
- Quarterly gross sales (3)	1 851 600	1 905 600	2 319 600	2 835 000	2 106 100
- Quarterly Net Adds (4)	490 800	712 700	896 500	1 209 700	598 300
- Quaterly net growrh as a %	1,3%	1,8%	2,3%	3,0%	1,4%
- Year on year net growth (4)	7,9%	8,1%	8,3%	8,7%	8,8%
Prepaid customers (2)	17 304 300	17 519 600	17 083 000	17 658 000	17 049 100
- Quarterly gross sales (3)	1 940 900	1 960 000	2 127 300	2 519 800	1 759 200
- Quarterly Net Adds (4)	-276 300	215 300	-436 600	575 000	-608 900
- Quaterly net growrh as a %	-1,6%	1,2%	-2,5%	3,4%	-3,4%
- Year on year net growth (4)	-2,7%	0,2%	0,2%	0,4%	-1,5%
Total customers (2)	55 928 600	56 856 600	57 316 500	59 101 200	59 090 600
among which Internet SIM card	1 196 000	1 460 500	1 760 400	2 080 900	2 216 800
among which M2M SIM card	963 600	1 126 900	1 357 700	1 559 700	1 764 800
- Quarterly Net Adds (4)	214 500	928 000	459 900	1 784 700	-10 600
- Quaterly net growrh as a %	0,4%	1,7%	0,8%	3,1%	0,0%
- Year on year net growth (4)	4,4%	5,5%	5,7%	6,1%	5,7%
Penetration Rate (5)	90,1%	91,5%	92,3%	95,2%	94,6%
Population at January the 1st of previous year (source: INSEE)	62 106 000	62 106 000	62 106 000	62 106 000	62 469 000

Customers not under commitment contract* (6)	24 649 100	24 956 900	24 508 000	24 951 700	24 225 100
- post-paid customers not under commitment contract	7 344 800	7 437 300	7 425 000	7 293 700	7 176 000
- % of post-paid customers not under commitment contract	19,0%	18,9%	18,5%	17,6%	17,1%

Active customers*(7)	54 513 500	55 009 400	55 889 600	57 365 700	57 624 300
- as a % of total active customers	97,5%	96,8%	97,5%	97,1%	97,5%
- Quarterly Net Adds (4)	133 100	495 900	880 200	1 476 100	258 600
- Quaterly net growrh as a %	0,2%	0,9%	1,6%	2,6%	0,5%
- Year on year net growth (4)	4,1%	4,8%	5,4%	5,5%	5,7%

Active Penetration Rate (5)	87,8%	88,6%	90,0%	92,4%	92,2%
Population at January the 1st of previous year (source: INSEE)	62 106 000	62 106 000	62 106 000	62 106 000	62 469 000

Active mobile multimedia clients - Metropolitan

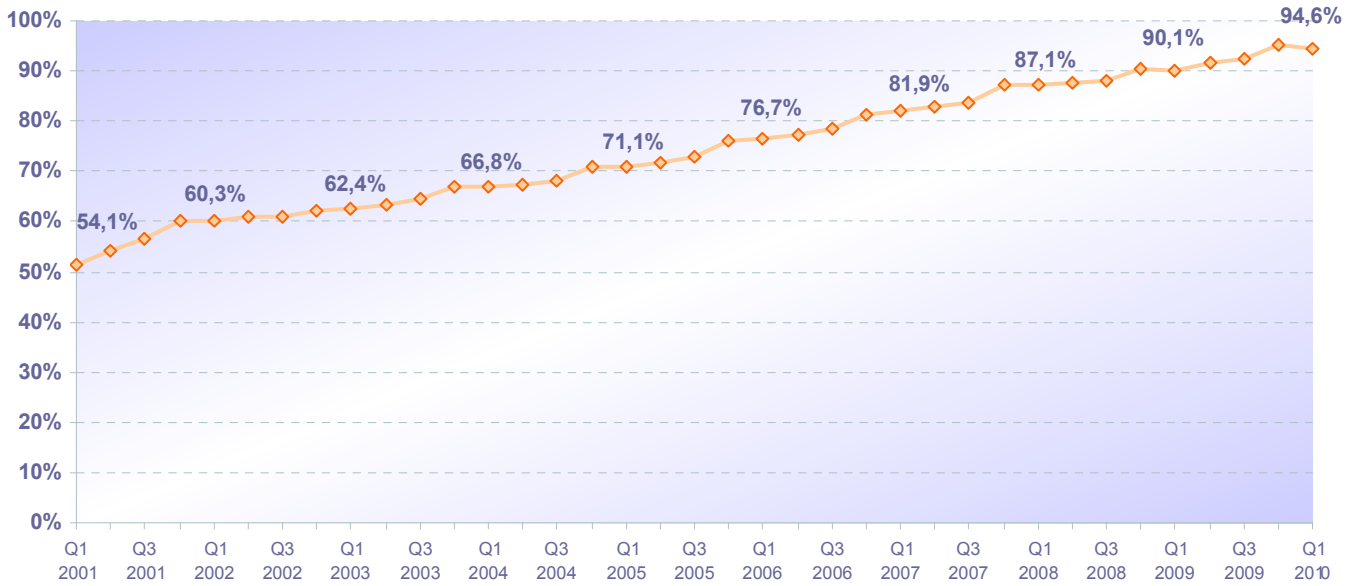
	March-09	June-09	Sept-09	Dec-09	March-10
Active mobile multimedia clients* (12)	19 491 800	20 208 400	20 885 900	23 475 800	23 973 200
- as a % of total active customers	35,8%	36,7%	37,4%	40,9%	41,6%
- Quarterly Net Adds (4)	376 900	716 600	677 500	2 589 900	497 400
- Quaterly net growrh as a %	2,0%	3,7%	3,4%	12,4%	2,1%
- Year on year net growth	16,9%	20,8%	20,1%	22,8%	23,0%

SMS Traffic - Metropolitan

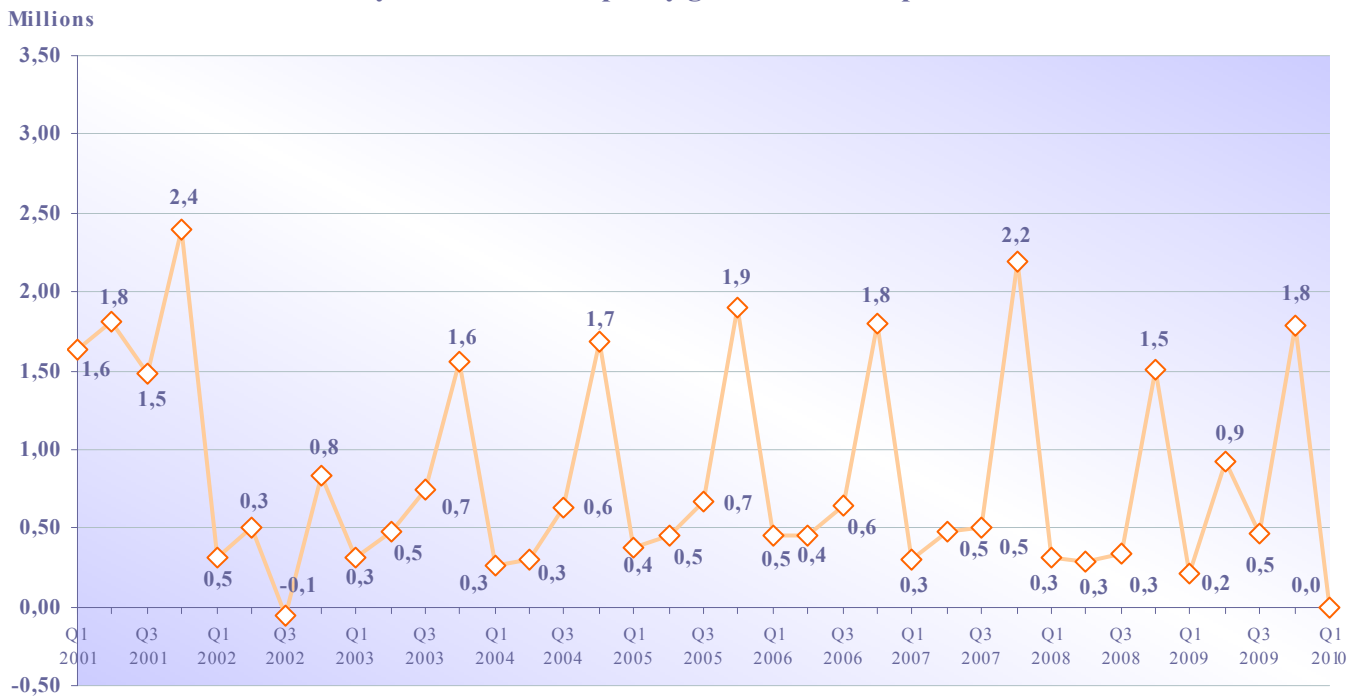
	March-09	June-09	Sept-09	Dec-09	March-10
SMS traffic in thousands of units (13)	13 195 700	14 163 800	15 106 600	18 850 100	21 609 300
- Quarterly growth in thousands of units (4)	1 911 700	968 100	942 800	3 743 500	2 759 200
- Quaterly growth as a %	16,9%	7,3%	6,7%	24,8%	14,6%
- Year on year growth (4)	97,0%	84,7%	81,2%	67,1%	63,8%
Average monthly SMS Traffic per active customers (13)	80,8	86,2	90,8	111,0	125,3

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

Mobile telephone penetration rate in metropolitan France



Quarterly net mobile telephony growth in Metropolitan France



II. 2. METROPOLITAN COMPETITION REPORT

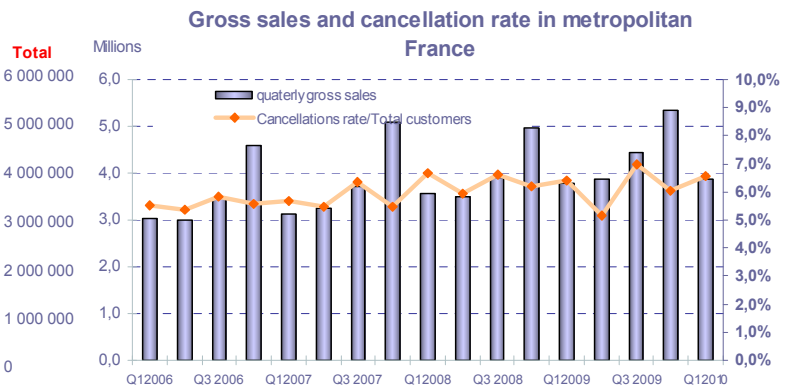
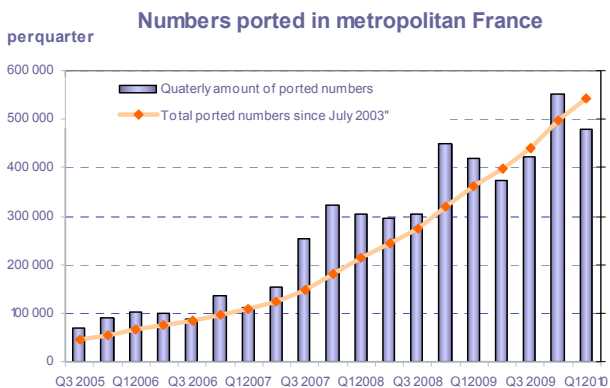
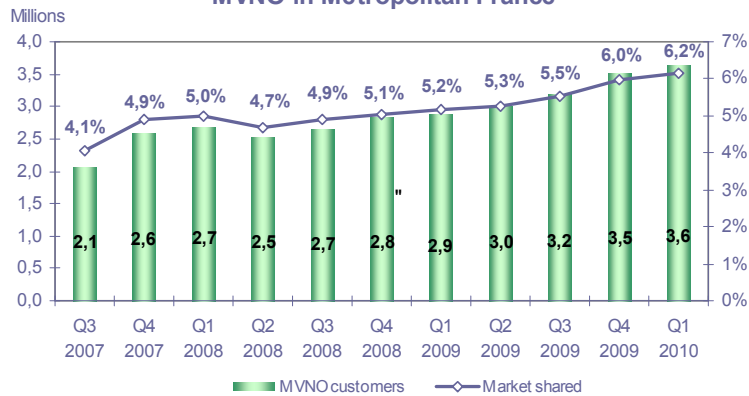
Mobile Network Operators and Mobile Virtual Network Operators (1)

March 31st 2010

	March-09	June-09	Sept-09	Dec-09	March-10
MNOs	53 038 400	53 859 000	54 137 200	55 579 000	55 453 600
- Quarterly Net Adds (4)	142 400	820 600	278 200	1 441 800	-125 400
- Quarterly net growth as a %	0,3%	1,5%	0,5%	2,7%	-0,2%
- Year on year net growth (4)			5,0%	5,1%	4,6%
MVNOs	2 890 200	2 998 200	3 179 300	3 522 200	3 636 900
- Quarterly Net Adds (4)	72 100	108 000	181 100	342 900	114 700
- Quarterly net growth as a %	2,6%	3,7%	6,0%	10,8%	3,3%
- Year on year net growth (4)			19,6%	25,0%	25,8%
MVNO Market share	5,17%	5,27%	5,55%	5,96%	6,15%
MVNO Market share of gross postpaid sales (9)	9,1%	7,4%	10,0%	9,9%	8,7%
MVNO Market share of gross prepaid sales (9)	15,1%	15,5%	15,7%	16,3%	17,4%
Quarterly postpaid cancellation rate (10)	3,7%	3,2%	3,7%	4,1%	3,7%
Quarterly prepaid cancellation rate (10)	12,5%	9,7%	14,6%	10,8%	13,3%
Numbers ported during the quarter	418 300	374 900	420 800	550 500	480 900
- Total numbers ported since July 2003 (11)	3 614 800	3 989 700	4 410 500	4 961 000	5 441 900
- Year on year growth (4)	36,7%	27,4%	38,2%	22,4%	15,0%

adjusted figures

MVNO in Metropolitan France



II. 3. METROPOLITAN REPORT - RESIDENTIAL MARKET
Mobile Network Operators and Mobile Virtual Network Operators (1)
 March 31st 2010

	March-09	June-09	Sept-09	Dec-09	March-10
RESIDENTIAL MARKET					
Postpaid residential customers (2)	31 862 900	32 289 400	32 848 400	33 719 100	33 990 000
- Quarterly gross sales (3)	1 462 200	1 446 700	1 815 800	2 278 200	1 577 100
- Quarterly Net Adds (4)	311 000	426 500	559 000	870 700	270 900
- Quaterly net growrh as a %	1,0%	1,3%	1,7%	2,7%	0,8%
- Year on year net growth (4)	6,4%	6,7%	6,4%	6,9%	6,7%
Prepaid residential customers (2)	17 304 300	17 519 600	17 083 000	17 658 000	17 049 100
- Quarterly gross sales (3)	1 940 900	1 960 000	2 127 300	2 519 800	1 759 200
- Quarterly Net Adds (4)	-276 300	215 300	-436 600	575 000	-608 900
- Quaterly net growrh as a %	-1,6%	1,2%	-2,5%	3,4%	-3,4%
- Year on year net growth (4)	-2,7%	0,0%	0,2%	0,4%	-1,5%
	6 761 400	7 047 600	7 385 100	7 724 100	8 051 500
Total residential customers (2)	49 167 200	49 809 000	49 931 400	51 377 100	51 039 100
among which Internet SIM card	544 600	770 200	1 027 100	1 308 300	1 419 100
- Quarterly Net Adds (4)	34 700	641 800	122 400	1 445 700	-338 000
- Quaterly net growrh as a %	0,1%	1,3%	0,2%	2,9%	-0,7%
- Year on year net growth (4)	3,0%	4,2%	4,2%	4,6%	3,8%
adjusted figures					

II. 4. METROPOLITAN COMPETITION REPORT - RESIDENTIAL MARKET
Mobile Network Operators and Mobile Virtual Network Operators (1)
 March 31st 2010

	March-09	June-09	Sept-09	Dec-09	March-10
RESIDENTIAL MARKET					
MNOs	46 290 500	46 825 000	46 766 400	47 876 800	47 424 100
- Quarterly Net Adds (4)	-36 600	534 500	-58 600	1 110 400	-452 700
- Quaterly net growrh as a %	-0,1%	1,2%	-0,1%	2,4%	-0,9%
- Year on year net growth (4)			3,3%	3,3%	2,4%
MVNOs	2 876 700	2 984 000	3 165 000	3 500 300	3 614 900
- Quarterly Net Adds (4)	71 400	107 300	181 000	335 300	114 600
- Quaterly net growrh as a %	2,5%	3,7%	6,1%	10,6%	3,3%
- Year on year net growth (4)			19,6%	24,8%	25,7%
MVNO Market share	5,85%	5,99%	6,34%	6,81%	7,08%
MVNO Market share of gross postpaid sales (9)	11,5%	9,6%	12,8%	11,9%	11,5%
MVNO Market share of gross prepaid sales (9)	15,1%	15,5%	15,7%	16,3%	17,4%
Quaterly postpaid cancellation rate (10)	3,8%	3,3%	4,0%	4,4%	4,0%
Quaterly prepaid cancellation rate (10)	12,5%	9,7%	14,6%	10,8%	13,3%
Numbers ported during the quarter	329 200	300 900	364 200	469 400	407 300
adjusted figures					

II. 5. Customers geographic distribution (8)
Metropolitan MNOs and MVNOs (1)
March 31st 2010

County	Population at January, the 1st 2009	County penetration rate* March 2010	County penetration rate* June 2010	County penetration rate* September 2010	County penetration rate* December 2010
Alsace	1 847 000	84,0%			
Aquitaine	3 200 000	84,4%			
Auvergne	1 343 000	73,0%			
Basse-Normandie	1 467 000	76,3%			
Bourgogne	1 637 000	79,3%			
Bretagne	3 163 000	76,3%			
Centre	2 544 000	81,7%			
Champagne-Ardenne	1 336 000	88,4%			
Corse	307 000	101,4%			
Franche-Comté	1 168 000	72,1%			
Haute-Normandie	1 822 000	88,5%			
Ile-de-France	11 746 000	138,0%			
Languedoc-Roussillon	2 616 000	85,2%			
Limousin	741 000	75,1%			
Lorraine	2 342 000	84,7%			
Midi-Pyrénées	2 865 000	78,5%			
Nord-Pas-De-Calais	4 022 000	88,7%			
Pays de la Loire	3 538 000	75,1%			
Picardie	1 906 000	83,7%			
Poitou-Charentes	1 759 000	77,2%			
PACA	4 940 000	104,6%			
Rhône-Alpes	6 160 000	88,1%			
Total	62 469 000	94,6%			

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

March 31st 2010

	March-09	June-09	Sept-09	Dec-09	March-10
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Postpaid customers (2)	1 152 800	1 170 600	1 183 500	1 204 400	1 218 200
- Quarterly Net Adds (4)	24 200	17 800	12 900	20 900	13 800
- Quarterly net growth as a %	2,1%	1,5%	1,1%	1,8%	1,1%
- Year on year net growth (4)	8,0%	8,6%	8,0%	6,7%	5,7%

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

Total customers (2)	2 298 000	2 320 700	2 353 000	2 382 000	2 387 300
- Quarterly Net Adds (4)	16 300	22 700	32 300	29 000	5 300
- Quarterly net growth as a %	0,7%	1,0%	1,4%	1,2%	0,2%
- Year on year net growth (4)	8,1%	8,1%	7,1%	4,4%	3,9%

Penetration Rate (5)	111,2%	112,3%	113,9%	115,3%	114,3%
Population at January the 1st of previous year (source: INSEE)	2 065 800	2 065 800	2 065 800	2 065 800	2 088 800

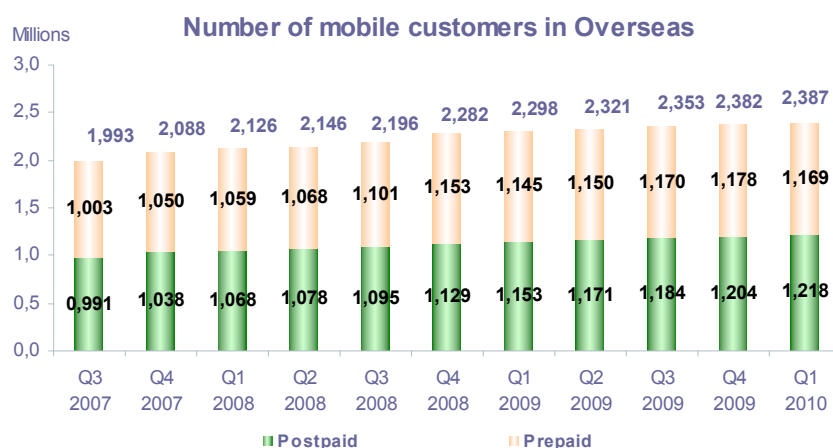
Active customers*(7)	2 109 300	2 109 900	2 141 400	2 193 900	2 179 100
- as a % of total active customers	91,8%	90,9%	91,0%	92,1%	91,3%
- Quarterly Net Adds (4)	54 100	600	31 500	52 500	-14 800
- Quarterly net growth as a %	2,6%	0,0%	1,5%	2,5%	-0,7%
- Year on year net growth	6,5%	6,8%	5,8%	6,7%	3,3%

Active Penetration Rate (5)	102,1%	102,1%	103,7%	106,2%	104,3%
Population at January the 1st of previous year (source: INSEE)	2 065 800	2 065 800	2 065 800	2 065 800	2 088 800

SMS Traffic - Overseas

	March-09	June-09	Sept-09	Dec-09	March-10
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SMS traffic in thousands of units (13)	485 500	502 500	542 300	586 600	659 900
- Quarterly growth in thousands of units (4)	97 700	17 000	39 800	44 300	73 300
- Quarterly growth as a %	25,2%	3,5%	7,9%	8,2%	12,5%
- Year on year growth (4)	149,6%	89,3%	66,6%	51,3%	35,9%
Average monthly SMS Traffic per active customers (13)	77,7	79,4	85,0	90,2	100,6



III. 2. OVERSEAS REPORT : ANTILLES-GUYANE

Mobile Network Operators (1)

March 31st 2010

	March-09	June-09	Sept-09	Dec-09	March-10
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Postpaid customers (2)	648 600	654 800	658 400	668 700	675 000
- Quarterly Net Adds (4)	10 300	6 200	3 600	10 300	6 300
- Quaterly net growrh as a %	1,6%	1,0%	0,5%	1,6%	0,9%
- Year on year net growth (4)	6,6%	7,8%	6,5%	4,8%	4,1%

Prepaid customers (2)	574 200	580 300	608 400	616 800	616 900
- Quarterly Net Adds (4)	-3 000	6 100	28 100	8 400	100
- Quaterly net growrh as a %	-0,5%	1,1%	4,8%	1,4%	0,0%
- Year on year net growth (4)	20,1%	16,5%	13,5%	6,9%	7,4%

Total customers (2)	1 222 800	1 235 100	1 266 800	1 285 500	1 291 900
- Quarterly Net Adds (4)	7 300	12 300	31 700	18 700	6 400
- Quaterly net growrh as a %	0,6%	1,0%	2,6%	1,5%	0,5%
- Year on year net growth (4)	12,5%	11,7%	9,7%	5,8%	5,7%

Penetration Rate (5)	114,2%	115,3%	118,3%	120,0%	119,7%
Population at January the 1st of previous year (source: INSEE)	1 071 000	1 071 000	1 071 000	1 071 000	1 079 000

Active customers*(7)	1 132 400	1 128 500	1 151 600	1 200 100	1 177 200
- as a % of total active customers	92,6%	91,4%	90,9%	93,4%	91,1%
- Quarterly Net Adds (4)	33 100	-3 900	23 100	48 500	-22 900
- Quaterly net growrh as a %	3,0%	-0,3%	2,0%	4,2%	-1,9%
- Year on year net growth	9,5%	7,8%	7,4%	9,2%	4,0%

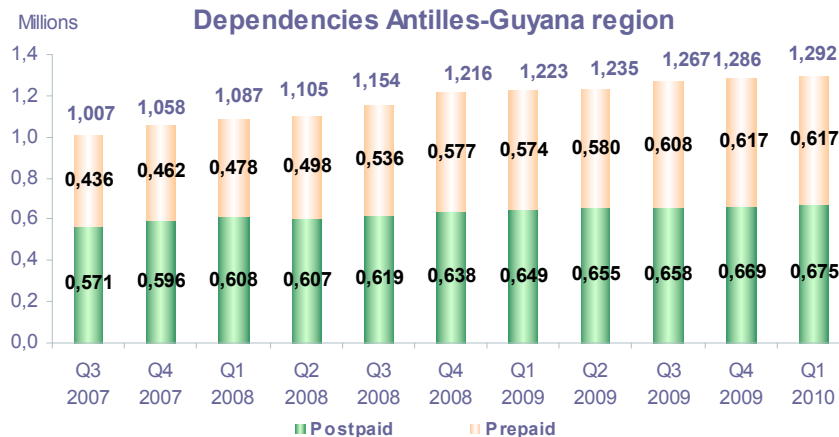
Active Penetration Rate (5)	105,7%	105,4%	107,5%	112,1%	109,1%
Population at January the 1st of previous year (source: INSEE)	1 071 000	1 071 000	1 071 000	1 071 000	1 079 000

SMS Traffic - Overseas (ANTILLES-GUYANE)

	March-09	June-09	Sept-09	Dec-09	March-10
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SMS traffic in thousands of units (13)	198 200	192 300	190 000	201 700	217 400
- Quarterly growth in thousands of units (4)	31 300	-5 900	-2 300	11 700	15 700
- Quaterly growth as a %	18,8%	-3,0%	-1,2%	6,2%	7,8%
- Year on year growth (4)	46,5%	44,4%	37,0%	20,9%	9,7%
Average monthly SMS Traffic per active customers (13)	59,2	56,7	55,6	57,2	61,0

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



III. 3. OVERSEAS REPORT : REUNION-MAYOTTE

Mobile Network Operators (1)

March 31st 2010

	March-09	June-09	Sept-09	Dec-09	March-10
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Postpaid customers (2)	502 100	513 700	523 100	533 600	541 100
- Quarterly Net Adds (4)	13 800	11 600	9 400	10 500	7 500
- Quaterly net growrh as a %	2,8%	2,3%	1,8%	2,0%	1,4%
- Year on year net growth (4)	9,8%	9,6%	10,1%	9,3%	7,8%

Prepaid customers (2)	570 000	568 700	560 000	559 500	550 900
- Quarterly Net Adds (4)	-4 800	-1 300	-8 700	-500	-8 600
- Quaterly net growrh as a %	-0,8%	-0,2%	-1,5%	-0,1%	-1,5%
- Year on year net growth (4)	-1,6%	-0,1%	-0,7%	-2,7%	-3,4%

Total customers (2)	1 072 100	1 082 400	1 083 100	1 093 100	1 092 000
- Quarterly Net Adds (4)	9 000	10 300	700	10 000	-1 100
- Quaterly net growrh as a %	0,8%	1,0%	0,1%	0,9%	-0,1%
- Year on year net growth (4)	3,4%	4,3%	4,2%	2,8%	1,9%

Penetration Rate (5)	108,5%	109,5%	109,6%	110,6%	108,8%
Population at January the 1st of previous year (source: INSEE)	988 500	988 500	988 500	988 500	1 003 500

Active customers*(7)	973 800	978 200	986 700	990 400	998 400
- as a % of total active customers	90,8%	90,4%	91,1%	90,6%	91,4%
- Quarterly Net Adds (4)	21 000	4 400	8 500	3 700	8 000
- Quaterly net growrh as a %	2,2%	0,5%	0,9%	0,4%	0,8%
- Year on year net growth	3,2%	5,6%	4,0%	3,9%	2,5%

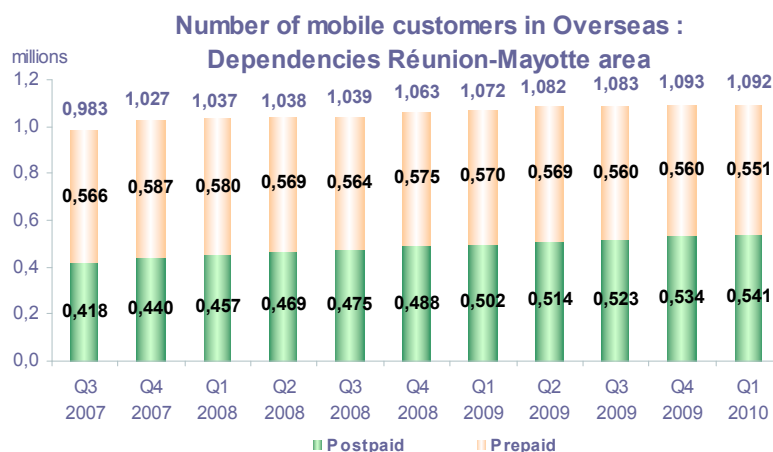
adjusted figure

Active Penetration Rate (5)	98,5%	99,0%	99,8%	100,2%	99,5%
Population at January the 1st of previous year (source: INSEE)	988 500	988 500	988 500	988 500	1 003 500

SMS Traffic - Overseas (REUNION-MAYOTTE)

	March-09	June-09	Sept-09	Dec-09	March-10
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SMS traffic in thousands of units (13)	287 300	310 200	352 300	384 900	442 500
- Quarterly growth in thousands of units (4)	66 400	22 900	42 100	32 600	57 600
- Quaterly growth as a %	30,1%	8,0%	13,6%	9,3%	15,0%
- Year on year growth (4)	385,3%	134,6%	88,5%	74,2%	54,0%
Average monthly SMS Traffic per active customers (13)	99,4	105,9	119,5	129,8	148,3



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, Neuf Cegetel, Mobisud. Metropolitan MVNOs independent of mobile operators and active during the quarter: Afone, Auchan Télécom, Bazile Telecom, Carrefour mobile, Coriolis Telecom, E-plus, France Telecom, NRJ Mobile, Numéricable, Omer Telecom, Pritel, SIM +, Sisteer, Transatel and Zero forfait. 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 2010, taken from the estimates published on 1st January 2010 (and therefore on 1st January 2009), is a Metropolitan population of 62 469 000, to which are added a population of 2 088 800 for the DOM, broken down as 1 079 000 inhabitants for the Antilles-Guyana area and 1 003 500 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).