



Telecommunications observatory (mobile market) in France

December 31st, 2010 - provisional results

Summary :

➤ **National**

- Page 4 : customers base and multimedia
- Page 5 : customers geographic distribution

➤ **Metropolitan France**

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

➤ **Overseas**

- Page 10: customers base
- Page 11: Antilles-Guyana
- Page 12: Réunion-Mayotte

➤ **Appendix (page 13)**

The figures 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=36>

I. NATIONAL REPORT

Mobile Network Operators and Mobile Virtual Network Operators (1)

December 31st 2010

	Dec-09	March-10	June-10	Sept-10	Dec-10
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Postpaid customers (2)	42 732 800	43 347 400	44 190 000	45 141 900	46 415 400
- Quarterly Net Adds (4)	1 242 700	614 600	842 600	951 900	1 273 500
- Quaterly net growth as a %	3,0%	1,4%	1,9%	2,2%	2,8%
- Year on year net growth (4)	8,8%	8,8%	9,0%	8,8%	8,6%

Prepaid customers (2)	18 805 300	18 197 200	17 751 300	17 429 100	17 964 400
- Quarterly Net Adds (4)	619 600	-608 100	-445 900	-322 200	535 300
- Quaterly net growth as a %	3,4%	-3,2%	-2,5%	-1,8%	3,1%
- Year on year net growth (4)	0,4%	-1,1%	-4,7%	-4,2%	-4,5%

Total customers (2)	61 538 100	61 544 600	61 941 300	62 571 000	64 379 800
- Quarterly Net Adds (4)	1 862 300	6 500	396 700	629 700	1 808 800
- Quaterly net growth as a %	3,1%	0,0%	0,6%	1,0%	2,9%
- Year on year net growth (4)	6,1%	5,7%	4,7%	4,9%	4,6%

Penetration Rate (5)	95,9%	95,3%	95,9%	96,9%	99,7%
Population at January the 1 st of previous year (source: INSEE)	64 171 800	64 557 800	64 557 800	64 557 800	64 557 800

Active customers*(7)	59 608 500	59 818 000	60 323 800	60 872 100	62 558 700
- as a % of total customers	96,9%	97,2%	97,4%	97,3%	97,2%
- Quarterly Net Adds (4)	1 531 900	209 500	505 800	548 300	1 686 600
- Quaterly net growth as a %	2,6%	0,4%	0,8%	0,9%	2,8%
- Year on year net growth (4)	5,6%	5,6%	5,6%	4,8%	4,9%

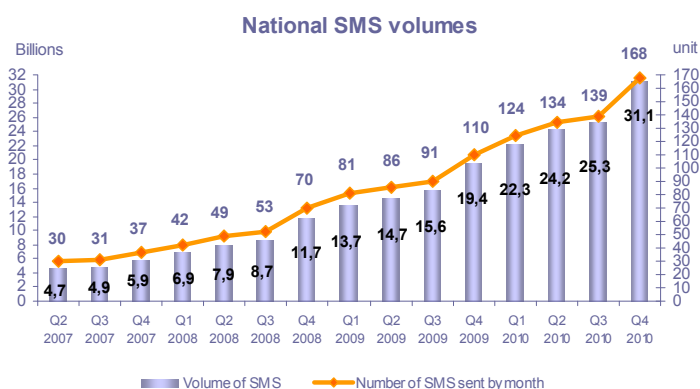
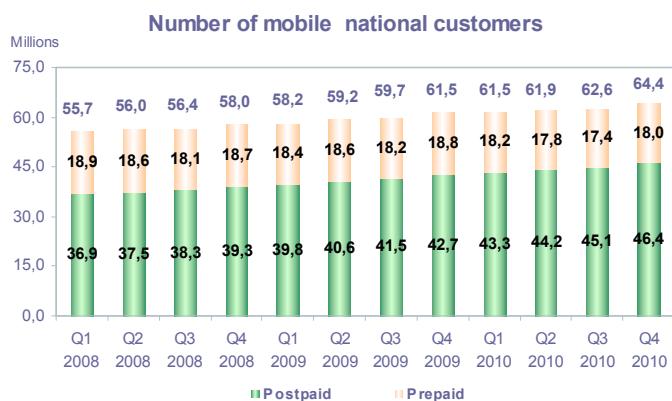
Active Penetration Rate (5)	92,9%	92,7%	93,4%	94,3%	96,9%
Population at January the 1 st of previous year (source: INSEE)	64 171 800	64 557 800	64 557 800	64 557 800	64 557 800

SMS traffic - National

	Dec-09	March-10	June-10	Sept-10	Dec-10
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SMS traffic in thousands of units (13)	19 436 700	22 269 200	24 204 100	25 286 200	31 082 400
- Quarterly growth in thousands of units (4)	3 787 800	2 832 500	1 934 900	1 082 100	5 796 200
- Quaterly growth as a %	24,2%	14,6%	8,7%	4,5%	22,9%
- Year on year growth (4)	66,5%	62,8%	65,0%	61,6%	59,9%
Average monthly SMS Traffic per active customers (13)	110,1	124,3	134,3	139,1	167,9

* Obtained by extrapolation to all operators of the data given by operators declaring more than 50 000 customers
adjusted figures



**I. 2. Customers geographic distribution (8)
Metropolitan MNOs and MVNOs (1)
December 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	84,1%	84,9%	85,7%	88,2%
Aquitaine	3 200 000	84,5%	85,5%	85,4%	87,3%
Auvergne	1 343 000	73,2%	74,1%	73,9%	75,6%
Basse-Normandie	1 467 000	76,4%	77,5%	77,0%	78,5%
Bourgogne	1 637 000	79,4%	80,9%	80,8%	82,8%
Bretagne	3 163 000	76,3%	76,7%	76,5%	77,6%
Centre	2 544 000	81,9%	82,7%	82,7%	84,8%
Champagne-Ardenne	1 336 000	88,5%	88,8%	89,1%	91,2%
Corse	307 000	101,5%	104,0%	103,5%	105,8%
Franche-Comté	1 168 000	72,1%	73,1%	73,3%	75,2%
Haute-Normandie	1 822 000	88,6%	88,7%	89,1%	90,5%
Ile-de-France	11 746 000	138,2%	137,0%	140,6%	147,2%
Languedoc-Roussillon	2 616 000	85,4%	87,2%	88,0%	90,1%
Limousin	741 000	75,2%	77,2%	77,8%	79,8%
Lorraine	2 342 000	84,9%	85,6%	86,1%	88,2%
Midi-Pyrénées	2 865 000	78,6%	80,5%	81,0%	83,0%
Nord-Pas-De-Calais	4 022 000	88,9%	88,6%	89,6%	91,6%
Pays de la Loire	3 538 000	75,2%	77,0%	77,1%	78,7%
Picardie	1 906 000	83,8%	85,6%	85,2%	87,1%
Poitou-Charentes	1 759 000	77,3%	79,3%	79,2%	80,7%
PACA	4 940 000	104,7%	106,6%	107,5%	109,2%
Rhône-Alpes	6 160 000	88,2%	88,4%	89,1%	91,2%
Total	62 469 000	94,7%	95,3%	96,3%	99,1%

* Obtained by extrapolation to all operators of the data given by operators declaring more than 50 000 customers

**I. 3. Customers geographic distribution (8)
Overseas MNOs (1)
December 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
Guadeloupe	448 000	124,7%	127,7%	131,6%	136,4%
Martinique	402 000	124,1%	126,0%	128,7%	132,7%
Guyane	229 000	102,5%	104,8%	107,1%	112,1%
Mayotte	186 500	95,7%	95,9%	96,2%	96,6%
Réunion	817 000	111,8%	110,7%	109,9%	111,5%
Saint Pierre et Miquelon	6 300	49,4%	52,9%	55,6%	58,4%
Total	2 088 800	114,3%	115,1%	116,5%	119,5%

II. 1. METROPOLITAN REPORT

Mobile Network Operators and Mobile Virtual Network Operators (1)

December 31st 2010

	Dec-09	March-10	June-10	Sept-10	Dec-10
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Postpaid customers (2)	41 528 500	42 129 300	42 963 600	43 895 700	45 148 000
- Quarterly gross sales (3)	2 848 700	2 110 800	2 160 300	2 441 400	3 117 700
- Quarterly Net Adds (4)	1 221 900	600 800	834 300	932 100	1 252 300
- Quaterly net growrh as a %	3,0%	1,4%	2,0%	2,2%	2,9%
- Year on year net growth (4)	8,9%	8,9%	9,1%	8,9%	8,7%

Prepaid customers (2)	17 627 800	17 028 300	16 572 700	16 242 600	16 734 300
- Quarterly gross sales (3)	2 514 700	1 754 900	1 728 100	2 051 500	2 455 500
- Quarterly Net Adds (4)	611 600	-599 500	-455 600	-330 100	491 700
- Quaterly net growrh as a %	3,6%	-3,4%	-2,7%	-2,0%	3,0%
- Year on year net growth (4)	0,3%	-1,3%	-5,1%	-4,5%	-5,1%

Total customers (2)	59 156 300	59 157 600	59 536 300	60 138 300	61 882 300
among which Internet SIM card	2 070 800	2 208 500	2 384 800	2 565 900	2 740 700
among which M2M SIM card	1 559 700	1 764 800	2 042 600	2 253 500	2 621 900
- Quarterly Net Adds (4)	1 833 500	1 300	378 700	602 000	1 744 000
- Quaterly net growrh as a %	3,2%	0,0%	0,6%	1,0%	2,9%
- Year on year net growth (4)	6,2%	5,8%	4,7%	4,9%	4,6%

Penetration Rate (5)	95,3%	94,7%	95,3%	96,3%	99,1%
Population at January the 1st of previous year (source: INSEE)	62 106 000	62 469 000	62 469 000	62 469 000	62 469 000

Customers not under commitment contract* (6)	25 593 300	24 885 300	24 557 400	24 415 300	25 121 200
- post-paid customers not under commitment contract	7 965 500	7 857 000	7 984 700	8 172 700	8 386 900
- % of post-paid customers not under commitment contract	19,2%	18,6%	18,6%	18,6%	18,6%

Active customers*(7)	57 414 800	57 675 500	58 172 200	58 682 300	60 305 800
- as a % of total customers	97,1%	97,5%	97,7%	97,6%	97,5%
- Quarterly Net Adds (4)	1 479 500	260 700	496 700	510 100	1 623 500
- Quaterly net growrh as a %	2,6%	0,5%	0,9%	0,9%	2,8%
- Year on year net growth (4)	5,6%	5,7%	5,7%	4,9%	5,0%

Active Penetration Rate (5)	92,4%	92,3%	93,1%	93,9%	96,5%
Population at January the 1st of previous year (source: INSEE)	62 106 000	62 469 000	62 469 000	62 469 000	62 469 000

Active mobile multimedia clients - Metropolitan

	Dec-09	March-10	June-10	Sept-10	Dec-10
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Active mobile multimedia clients* (12)	23 285 200	23 631 700	24 349 900	25 554 800	27 881 300
- as a % of total active customers	40,6%	41,0%	41,9%	43,5%	46,2%
- Quarterly Net Adds (4)	2 387 500	346 500	718 200	1 204 900	2 326 500
- Quaterly net growrh as a %	11,4%	1,5%	3,0%	4,9%	9,1%
- Year on year net growth	21,8%	21,2%	20,5%	22,3%	19,7%

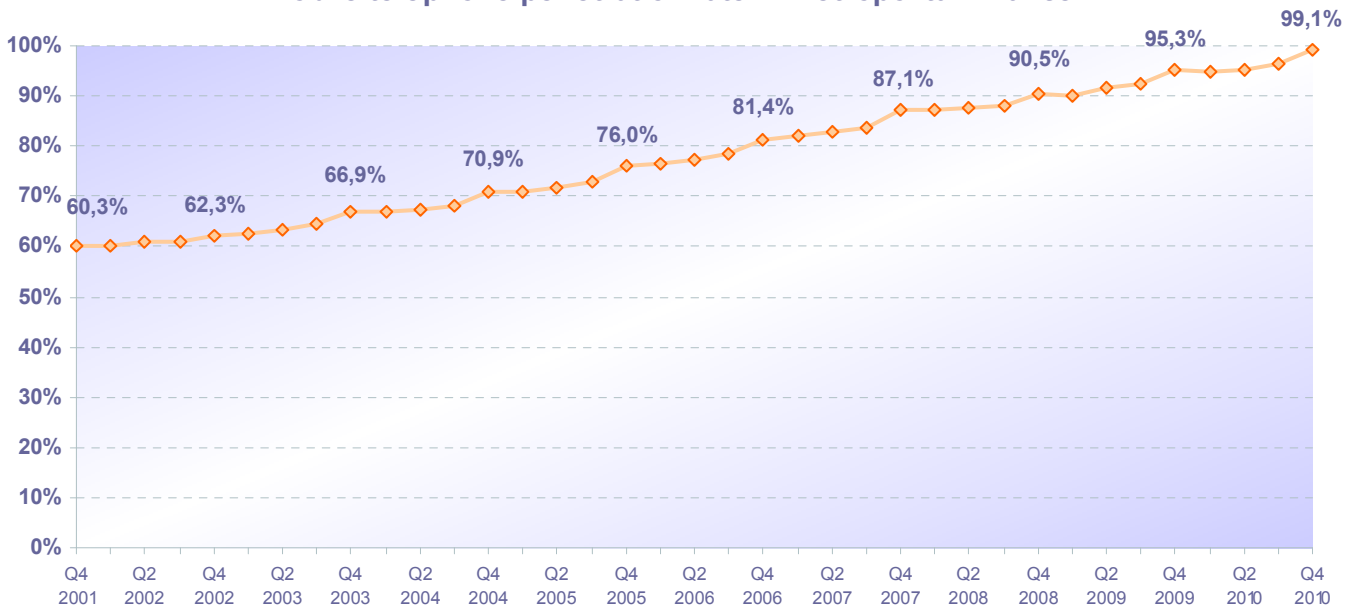
SMS Traffic - Metropolitan

	Dec-09	March-10	June-10	Sept-10	Dec-10
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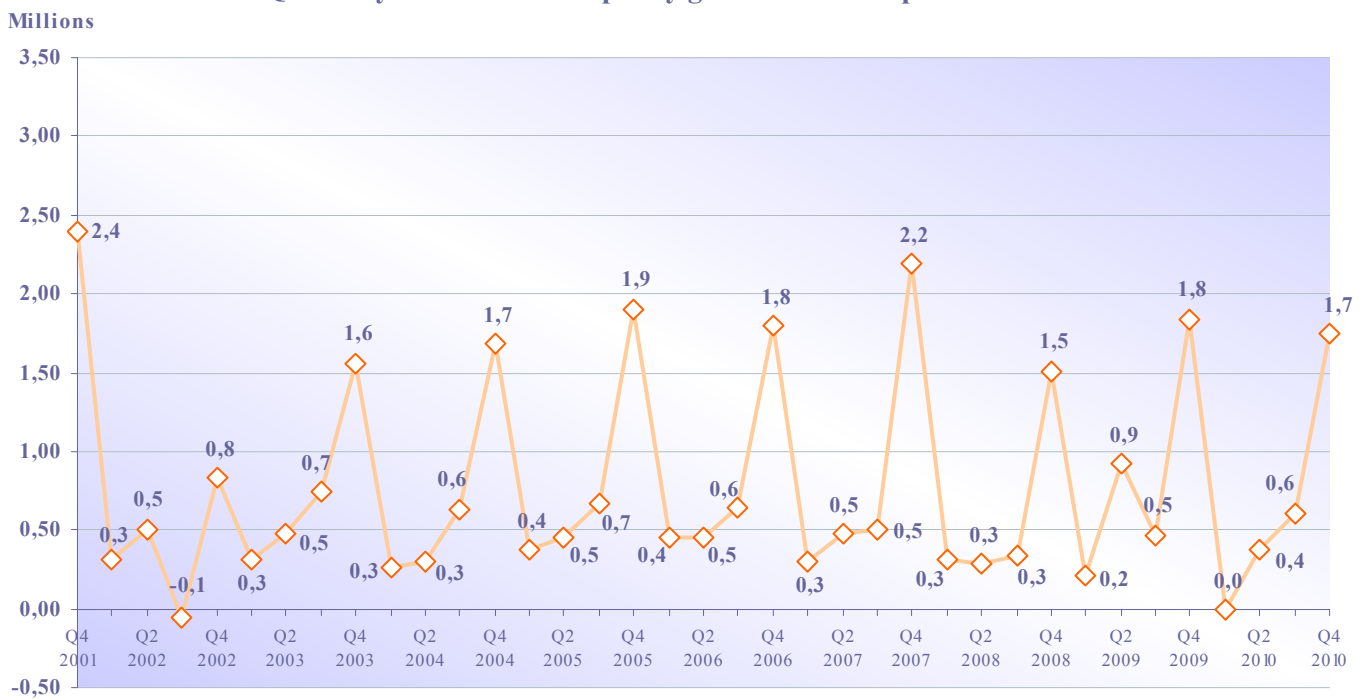
SMS traffic in thousands of units (13)	18 850 100	21 609 300	23 503 100	24 546 100	30 228 000
- Quarterly growth in thousands of units (4)	3 743 500	2 759 200	1 893 800	1 043 000	5 681 900
- Quaterly growth as a %	24,8%	14,6%	8,8%	4,4%	23,1%
- Year on year growth (4)	67,1%	63,8%	65,9%	62,5%	60,4%
Average monthly SMS Traffic per active customers (13)	110,9	125,2	135,3	140,0	169,4

* Obtained by extrapolation to all operators of the data given by operators declaring more than 50 000 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)
 December 31st 2010

	Dec-09	March-10	June-10	Sept-10	Dec-10
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MNOs	55 579 000	55 453 600	55 787 300	56 343 100	57 846 200
- Among which postpaid customers	39 872 700	40 373 800	41 099 000	41 934 600	43 012 600
- Quarterly Net Adds (4)	1 441 800	-125 400	333 700	555 800	1 503 100
- Quaterly net growth as a %	2,7%	-0,2%	0,6%	1,0%	2,7%
- Year on year net growth (4)	5,1%	4,6%	3,6%	4,1%	4,1%

MVNOs	3 577 300	3 704 000	3 748 900	3 795 100	4 036 200
- Quarterly Net Adds (4)	391 700	126 700	44 900	46 200	241 100
- Quaterly net growth as a %	12,3%	3,5%	1,2%	1,2%	6,4%
- Year on year net growth (4)	26,9%	28,2%	25,0%	19,1%	12,8%

MVNO Market share	6,05%	6,26%	6,30%	6,31%	6,52%
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MVNO Market share of gross postpaid sales (9)	10,3%	8,9%	8,7%	7,8%	9,9%
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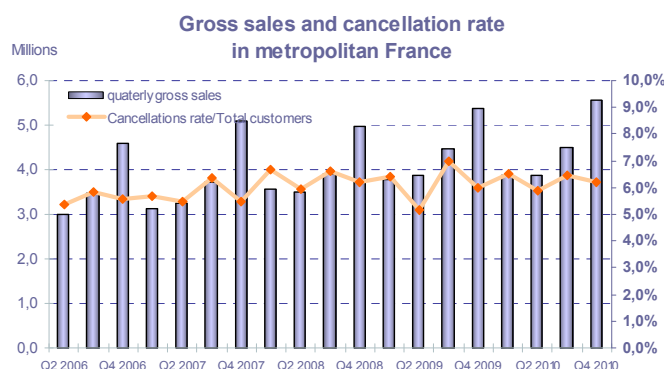
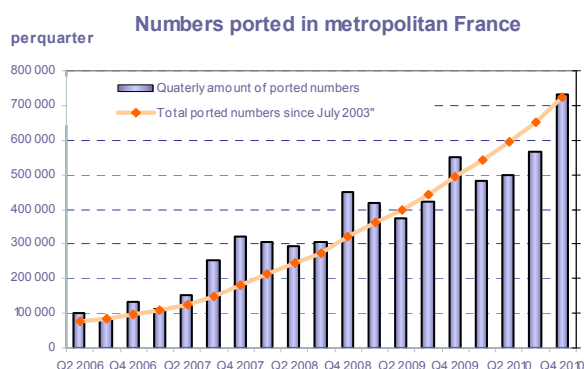
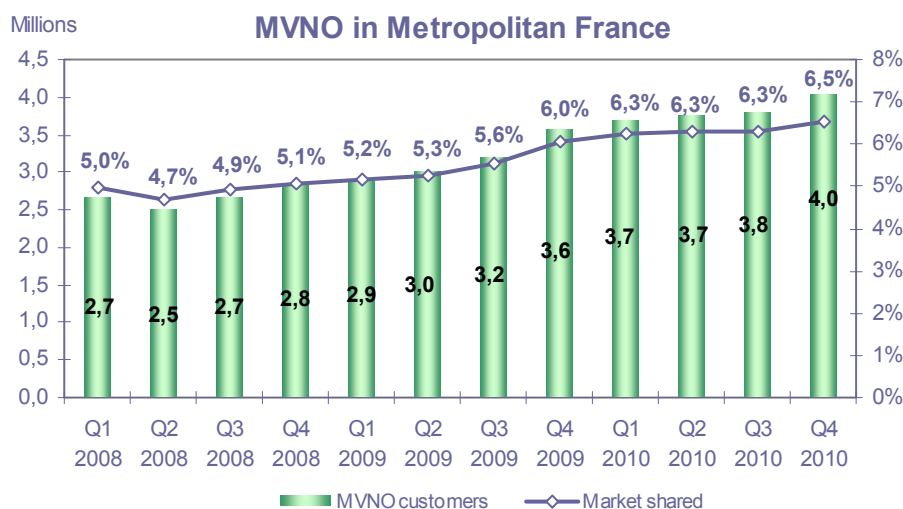
MVNO Market share of gross prepaid sales (9)	16,2%	17,2%	14,4%	12,5%	11,9%
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Quaterly postpaid cancellation rate (10)	4,2%	3,7%	3,2%	3,6%	4,3%
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Quaterly prepaid cancellation rate (10)	10,5%	13,3%	12,7%	14,2%	11,5%
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Numbers ported during the quarter	552 100	481 500	499 400	565 700	733 000
- Total numbers ported since July 2003 (11)	4 964 000	5 445 500	5 944 900	6 510 600	7 243 600
- Year on year growth (4)	22,8%	15,1%	33,2%	34,0%	32,8%

adjusted figures



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

	Dec-09	March-10	June-10	Sept-10	Dec-10
RESIDENTIAL MARKET					
Postpaid residential customers (2)	33 804 400	34 077 800	34 500 600	35 109 500	35 867 200
- Quarterly gross sales (3)	2 291 900	1 581 800	1 558 000	1 944 800	2 340 400
- Quarterly Net Adds (4)	882 900	273 400	422 800	608 900	757 700
- Quaterly net growrh as a %	2,7%	0,8%	1,2%	1,8%	2,2%
- Year on year net growth (4)	7,1%	6,8%	6,7%	6,6%	6,1%
Prepaid residential customers (2)	17 627 800	17 028 300	16 572 700	16 242 600	16 734 300
- Quarterly gross sales (3)	2 514 700	1 754 900	1 728 100	2 051 500	2 455 500
- Quarterly Net Adds (4)	611 600	-599 500	-455 600	-330 100	491 700
- Quaterly net growrh as a %	3,6%	-3,4%	-2,7%	-2,0%	3,0%
- Year on year net growth (4)	0,3%	-1,3%	-5,1%	-4,5%	-5,1%
Total residential customers (2)	51 432 200	51 106 100	51 073 300	51 352 100	52 601 500
<i>among which Internet SIM card</i>	1 308 900	1 419 600	1 559 100	1 711 800	1 844 500
- Quarterly Net Adds (4)	1 494 500	-326 100	-32 800	278 800	1 249 400
- Quaterly net growrh as a %	3,0%	-0,6%	-0,1%	0,5%	2,4%
- Year on year net growth (4)	4,7%	3,9%	2,5%	2,8%	2,3%
adjusted figures					

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

	Dec-09	March-10	June-10	Sept-10	Dec-10
RESIDENTIAL MARKET					
MNOs	47 876 800	47 424 100	47 345 700	47 586 100	48 590 900
- Quarterly Net Adds (4)	1 110 400	-452 700	-78 400	240 400	1 004 800
- Quaterly net growrh as a %	2,4%	-0,9%	-0,2%	0,5%	2,1%
- Year on year net growth (4)	3,3%	2,4%	1,1%	1,8%	1,5%
MVNOs	3 555 500	3 681 900	3 727 500	3 766 000	4 010 600
- Quarterly Net Adds (4)	384 200	126 400	45 600	38 500	244 600
- Quaterly net growrh as a %	12,1%	3,6%	1,2%	1,0%	6,5%
- Year on year net growth (4)	26,7%	28,0%	24,9%	18,8%	12,8%
MVNO Market share	6,91%	7,20%	7,30%	7,33%	7,62%
MVNO Market share of gross postpaid sales (9)	12,4%	11,8%	12,0%	9,5%	13,1%
MVNO Market share of gross prepaid sales (9)	16,2%	17,2%	14,4%	12,5%	11,9%
Quarterly postpaid cancellation rate (10)	4,5%	4,0%	3,5%	4,0%	4,6%
Quarterly prepaid cancellation rate (10)	10,5%	13,3%	12,7%	14,2%	11,5%
Numbers ported during the quarter	471 000	408 000	422 800	500 900	635 700
adjusted figures					

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

December 31st 2010

	Dec-09	March-10	June-10	Sept-10	Dec-10
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Postpaid customers (2)	1 204 300	1 218 100	1 226 400	1 246 200	1 267 300
- Quarterly Net Adds (4)	20 800	13 800	8 300	19 800	21 100
- Quarterly net growth as a %	1,8%	1,1%	0,7%	1,6%	1,7%
- Year on year net growth (4)	6,7%	5,7%	4,8%	5,3%	5,2%

Prepaid customers (2)	1 177 500	1 168 900	1 178 700	1 186 500	1 230 100
- Quarterly Net Adds (4)	8 000	-8 600	9 800	7 800	43 600
- Quarterly net growth as a %	0,7%	-0,7%	0,8%	0,7%	3,7%
- Year on year net growth (4)	2,1%	2,1%	2,5%	1,5%	4,5%

Total customers (2)	2 381 800	2 387 000	2 405 100	2 432 700	2 497 400
- Quarterly Net Adds (4)	28 800	5 200	18 100	27 600	64 700
- Quarterly net growth as a %	1,2%	0,2%	0,8%	1,1%	2,7%
- Year on year net growth (4)	4,4%	3,9%	3,6%	3,4%	4,9%

Penetration Rate (5)	115,3%	114,3%	115,1%	116,5%	119,6%
Population at January the 1st of previous year (source: INSEE)	2 065 800	2 088 800	2 088 800	2 088 800	2 088 800

Active customers*(7)	2 193 700	2 142 500	2 151 500	2 189 800	2 252 700
- as a % of total active customers	92,1%	89,8%	89,5%	90,0%	90,2%
- Quarterly Net Adds (4)	52 300	-51 200	9 000	38 300	62 900
- Quarterly net growth as a %	2,4%	-2,3%	0,4%	1,8%	2,9%
- Year on year net growth	6,7%	1,6%	2,0%	2,3%	2,7%

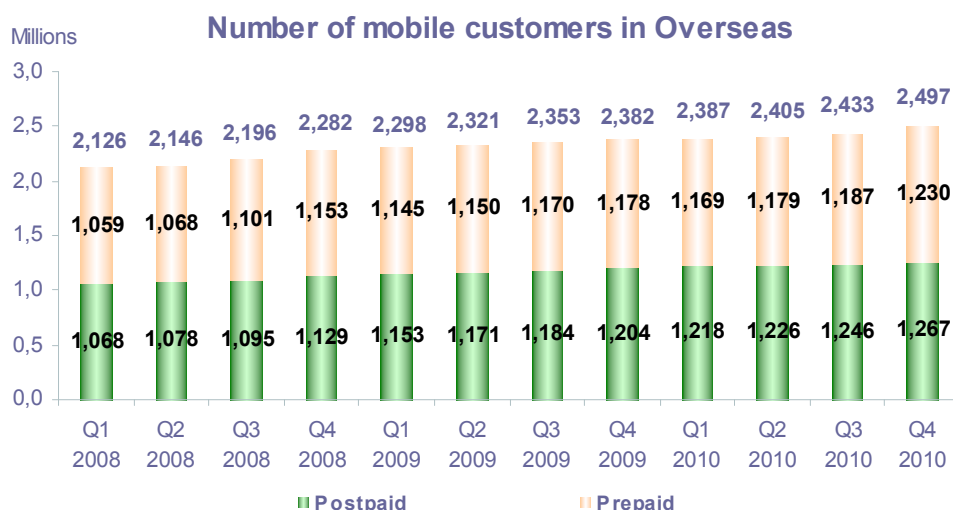
Active Penetration Rate (5)	106,2%	102,6%	103,0%	104,8%	107,8%
Population at January the 1st of previous year (source: INSEE)	2 065 800	2 088 800	2 088 800	2 088 800	2 088 800

adjusted figures

SMS Traffic - Overseas

	Dec-09	March-10	June-10	Sept-10	Dec-10
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SMS traffic in thousands of units (13)	586 600	659 900	701 000	740 100	854 300
- Quarterly growth in thousands of units (4)	44 300	73 300	41 100	39 100	114 200
- Quarterly growth as a %	8,2%	12,5%	6,2%	5,6%	15,4%
- Year on year growth (4)	51,3%	35,9%	39,5%	36,5%	45,6%
Average monthly SMS Traffic per active customers (13)	90,2	101,5	108,8	113,7	128,2



III. 2. OVERSEAS REPORT : ANTILLES-GUYANE

Mobile Network Operators (1)

December 31st 2010

	Dec-09	March-10	June-10	Sept-10	Dec-10
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Postpaid customers (2)	668 700	675 000	677 100	688 700	700 400
- Quarterly Net Adds (4)	10 300	6 300	2 100	11 600	11 700
- Quaterly net growrh as a %	1,6%	0,9%	0,3%	1,7%	1,7%
- Year on year net growth (4)	4,8%	4,1%	3,4%	4,6%	4,7%

Prepaid customers (2)	616 800	616 900	641 300	663 400	702 000
- Quarterly Net Adds (4)	8 400	100	24 400	22 100	38 600
- Quaterly net growrh as a %	1,4%	0,0%	4,0%	3,4%	5,8%
- Year on year net growth (4)	6,9%	7,4%	10,5%	9,0%	13,8%

Total customers (2)	1 285 500	1 291 900	1 318 400	1 352 100	1 402 400
- Quarterly Net Adds (4)	18 700	6 400	26 500	33 700	50 300
- Quaterly net growrh as a %	1,5%	0,5%	2,1%	2,6%	3,7%
- Year on year net growth (4)	5,8%	5,7%	6,7%	6,7%	9,1%

Penetration Rate (5)	120,0%	119,7%	122,2%	125,3%	130,0%
Population at January the 1st of previous year (source: INSEE)	1 071 000	1 079 000	1 079 000	1 079 000	1 079 000

Active customers*(7)	1 200 100	1 177 200	1 189 700	1 221 800	1 267 800
- as a % of total active customers	93,4%	91,1%	90,2%	90,4%	90,4%
- Quarterly Net Adds (4)	48 500	-22 900	12 500	32 100	46 000
- Quaterly net growrh as a %	4,2%	-1,9%	1,1%	2,7%	3,8%
- Year on year net growth	9,2%	4,0%	5,4%	6,1%	5,6%

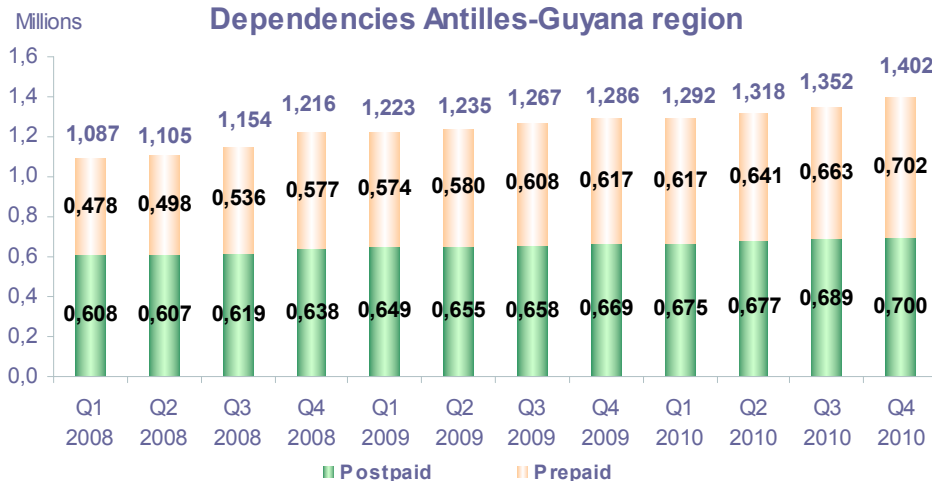
Active Penetration Rate (5)	112,1%	109,1%	110,3%	113,2%	117,5%
Population at January the 1st of previous year (source: INSEE)	1 071 000	1 079 000	1 079 000	1 079 000	1 079 000

SMS Traffic - Overseas (ANTILLES-GUYANE)

	Dec-09	March-10	June-10	Sept-10	Dec-10
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SMS traffic in thousands of units (13)	201 700	217 400	232 600	254 200	296 600
- Quarterly growth in thousands of units (4)	11 700	15 700	15 200	21 600	42 400
- Quaterly growrh as a %	6,2%	7,8%	7,0%	9,3%	16,7%
- Year on year growth (4)	20,9%	9,7%	21,0%	33,8%	47,1%
Average monthly SMS Traffic per active customers (13)	57,2	61,0	65,5	70,3	79,4

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



III. 3. OVERSEAS REPORT : REUNION-MAYOTTE

Mobile Network Operators (1)

December 31st 2010

	Dec-09	March-10	June-10	Sept-10	Dec-10
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Postpaid customers (2)	533 600	541 100	547 200	555 300	564 800
- Quarterly Net Adds (4)	10 500	7 500	6 100	8 100	9 500
- Quaterly net growrh as a %	2,0%	1,4%	1,1%	1,5%	1,7%
- Year on year net growth (4)	9,3%	7,8%	6,5%	6,2%	5,8%

Prepaid customers (2)	559 500	550 900	536 200	521 700	526 600
- Quarterly Net Adds (4)	-500	-8 600	-14 700	-14 500	4 900
- Quaterly net growrh as a %	-0,1%	-1,5%	-2,7%	-2,7%	0,9%
- Year on year net growth (4)	-2,7%	-3,4%	-5,7%	-6,8%	-5,9%

Total customers (2)	1 093 100	1 092 000	1 083 400	1 077 000	1 091 400
- Quarterly Net Adds (4)	10 000	-1 100	-8 600	-6 400	14 400
- Quaterly net growrh as a %	0,9%	-0,1%	-0,8%	-0,6%	1,3%
- Year on year net growth (4)	2,8%	1,9%	0,1%	-0,6%	-0,2%

Penetration Rate (5)	110,6%	108,8%	108,0%	107,3%	108,8%
Population at January the 1st of previous year (source: INSEE)	988 500	1 003 500	1 003 500	1 003 500	1 003 500

Active customers*(7)	990 400	962 200	958 600	964 400	981 400
- as a % of total active customers	90,6%	88,1%	88,5%	89,5%	89,9%
- Quarterly Net Adds (4)	3 700	-28 200	-3 600	5 800	17 000
- Quaterly net growrh as a %	0,4%	-2,8%	-0,4%	0,6%	1,8%
- Year on year net growth	3,9%	-1,2%	-2,0%	-2,3%	-0,9%

adjusted figure

Active Penetration Rate (5)	100,2%	95,9%	95,5%	96,1%	97,8%
Population at January the 1st of previous year (source: INSEE)	988 500	1 003 500	1 003 500	1 003 500	1 003 500

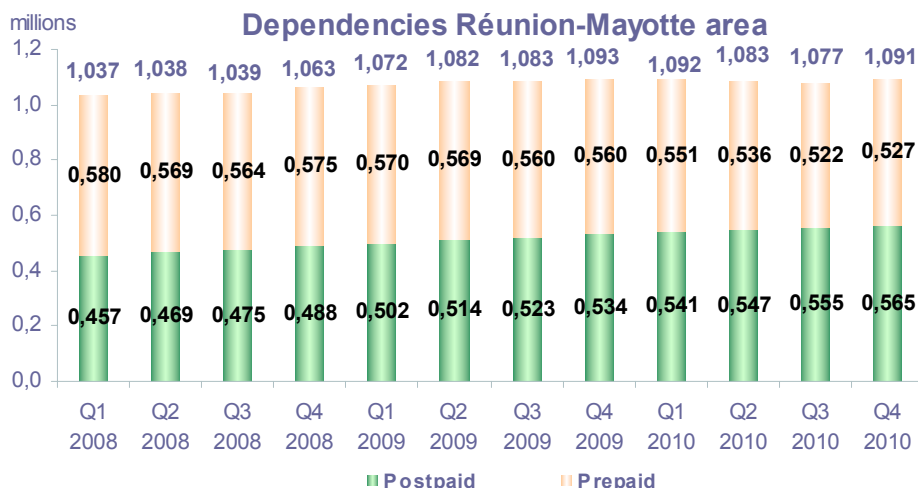
SMS Traffic - Overseas (REUNION-MAYOTTE)

	Dec-09	March-10	June-10	Sept-10	Dec-10
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SMS traffic in thousands of units (13)	384 900	442 500	468 400	485 900	557 700
- Quarterly growth in thousands of units (4)	32 600	57 600	25 900	17 500	71 800
- Quaterly growrh as a %	9,3%	15,0%	5,9%	3,7%	14,8%
- Year on year growth (4)	74,2%	54,0%	51,0%	37,9%	44,9%
Average monthly SMS Traffic per active customers (13)	129,8	151,1	162,6	168,5	191,1

Number of mobile customers in Overseas :

Dependencies Réunion-Mayotte area



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, Lebara mobile, Legos, Mobeel, NRJ Mobile, Numéricable, Omer mobile, Omer Telecom, Pritel, SCT Télécom, SIM +, Sister, 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. 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).