



Telecommunications observatory  
(mobile market)

4<sup>th</sup> quarter 2013

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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>

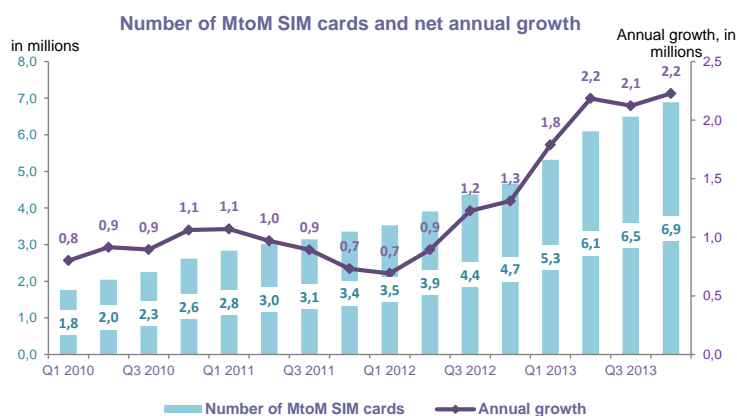
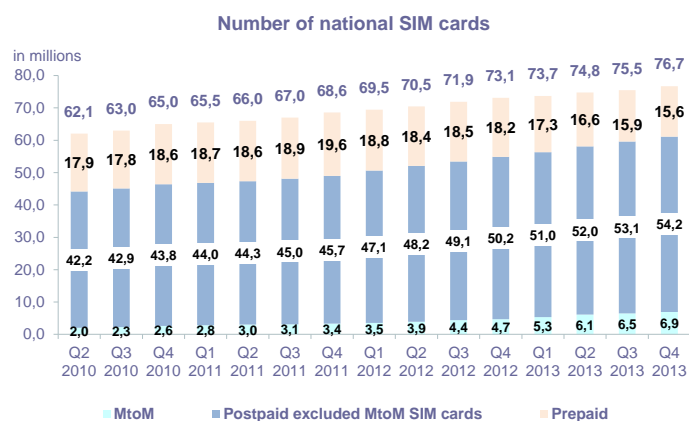
*Except opposite mention, indicators are in millions of units.*

## I. NATIONAL REPORT

### Total customers segmentation and total active customers

	Dec-12	March-13	June-13	Sept-13	Dec-13
<b>Total customers</b>	<b>73,135</b>	<b>73,672</b>	<b>74,773</b>	<b>75,499</b>	<b>76,742</b>
- Quarterly Net Adds	1,203	0,537	1,101	0,727	1,242
- Year on year net growth	6,7%	6,0%	6,1%	5,0%	4,9%
<b>of which total customers, MtoM SIM cards excluded</b>	<b>68,471</b>	<b>68,356</b>	<b>68,681</b>	<b>69,006</b>	<b>69,851</b>
- Quarterly Net Adds	0,911	-0,115	0,325	0,325	0,845
- Year on year net growth	5,0%	3,7%	3,2%	2,1%	2,0%
<b>Penetration Rate</b>	<b>112,1%</b>	<b>112,4%</b>	<b>114,1%</b>	<b>115,2%</b>	<b>117,1%</b>
<i>Population at January the 1<sup>st</sup> of previous year (source: INSEE)</i>	65,259	65,551	65,551	65,551	65,551
<b>Penetration Rate, MtoM SIM cards excluded</b>	<b>104,9%</b>	<b>104,3%</b>	<b>104,8%</b>	<b>105,3%</b>	<b>106,6%</b>
<b>Postpaid customers MtoM SIM cards excluded</b>	<b>50,227</b>	<b>51,037</b>	<b>52,043</b>	<b>53,108</b>	<b>54,219</b>
- Quarterly Net Adds	1,141	0,810	1,006	1,065	1,111
- Year on year net growth	10,0%	8,3%	8,0%	8,2%	7,9%
<b>MtoM SIM cards</b>	<b>4,663</b>	<b>5,316</b>	<b>6,091</b>	<b>6,493</b>	<b>6,890</b>
- Quarterly Net Adds	0,292	0,653	0,775	0,402	0,397
- Year on year net growth	39,0%	50,7%	55,9%	48,5%	47,8%
<b>Prepaid customers</b>	<b>18,244</b>	<b>17,319</b>	<b>16,639</b>	<b>15,898</b>	<b>15,633</b>
- Quarterly Net Adds	-0,231	-0,925	-0,681	-0,741	-0,266
- Year on year net growth	-6,7%	-8,0%	-9,5%	-13,9%	-14,3%

	Dec-12	March-13	June-13	Sept-13	Dec-13
<b>Total active customers</b>	<b>70,363</b>	<b>70,878</b>	<b>71,935</b>	<b>72,658</b>	<b>73,846</b>
- as a % of total customers	96,2%	96,2%	96,2%	96,2%	96,2%
- Quarterly Net Adds	1,376	0,515	1,057	0,723	1,188
- Year on year net growth	6,1%	5,8%	6,2%	5,3%	4,9%



## II. 1. METROPOLITAN REPORT

### Total customers segmentation and total active customers

	Dec-12	March-13	June-13	Sept-13	Dec-13
<b>Total customers</b>	<b>70,487</b>	<b>71,007</b>	<b>72,107</b>	<b>72,803</b>	<b>73,994</b>
<b>among which Internet SIM cards</b>	<b>3,374</b>	<b>3,410</b>	<b>3,524</b>	<b>3,618</b>	<b>3,587</b>
- Quarterly Net Adds	1,245	0,520	1,100	0,696	1,192
- Year on year net growth	6,9%	6,3%	6,4%	5,1%	5,0%

<b>Penetration Rate</b>	<b>111,7%</b>	<b>112,0%</b>	<b>113,7%</b>	<b>114,8%</b>	<b>116,7%</b>
<i>Population at January the 1st of previous year (source: INSEE)</i>	63,128	63,409	63,409	63,409	63,409

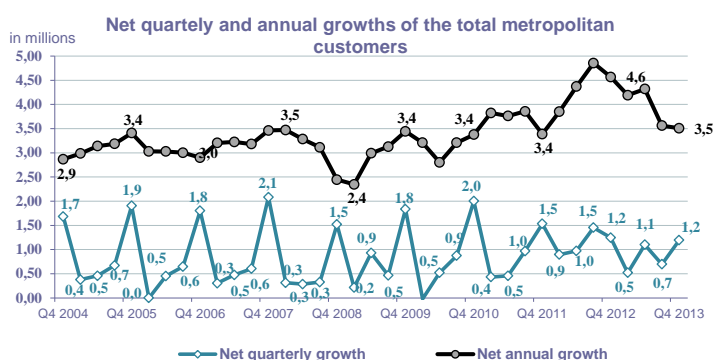
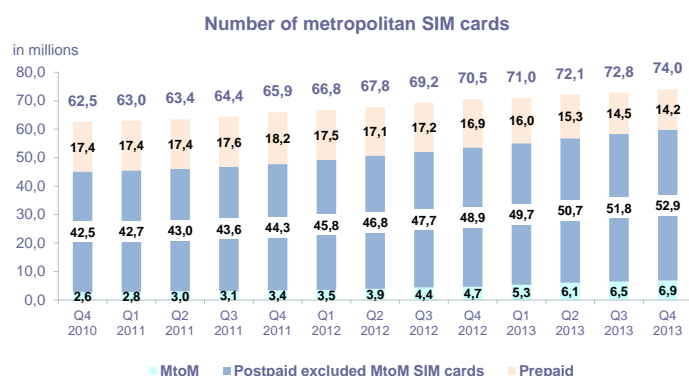
<b>Postpaid customers MtoM SIM cards excluded</b>	<b>48,928</b>	<b>49,737</b>	<b>50,733</b>	<b>51,797</b>	<b>52,884</b>
- Quarterly gross sales	4,064	3,620	3,367	3,308	3,738
- Quarterly Net Adds	1,219	0,809	0,996	1,064	1,087
- Year on year net growth	10,4%	8,7%	8,4%	8,6%	8,1%

<b>MtoM SIM cards</b>	<b>4,663</b>	<b>5,300</b>	<b>6,072</b>	<b>6,474</b>	<b>6,871</b>
-Gross sales for the quarter	0,408	0,668	0,835	0,449	0,433
- Quarterly Net Adds	0,292	0,636	0,773	0,401	0,397
- Year on year net growth	39,0%	50,2%	55,4%	48,1%	47,3%

<b>Prepaid customers</b>	<b>16,895</b>	<b>15,970</b>	<b>15,302</b>	<b>14,532</b>	<b>14,240</b>
- Quarterly gross sales	2,700	2,113	2,125	2,401	2,347
- Quarterly Net Adds	-0,265	-0,925	-0,668	-0,770	-0,292
- Year on year net growth	-7,4%	-8,8%	-10,4%	-15,3%	-15,7%

	Dec-12	March-13	June-13	Sept-13	Dec-13
<b>Total active customers</b>	<b>68,063</b>	<b>68,572</b>	<b>69,644</b>	<b>70,353</b>	<b>71,498</b>
- as a % of total customers	96,6%	96,6%	96,6%	96,6%	96,6%
- Quarterly Net Adds	1,449	0,509	1,072	0,709	1,145
- Year on year net growth	6,4%	6,1%	6,5%	5,6%	5,0%

#### Adjusted figures

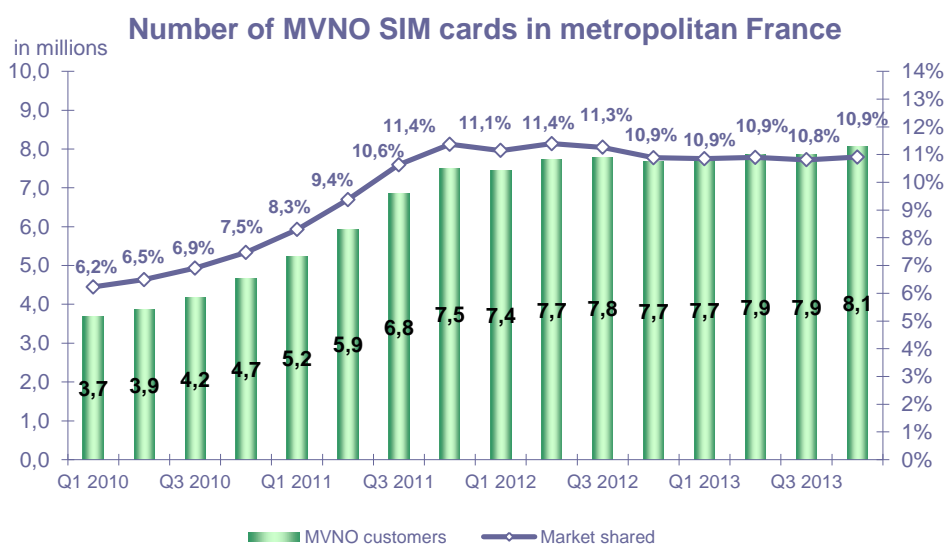


## II. 2. METROPOLITAN COMPETITION REPORT

### Mobile Virtual Network Operators Market shares

	Dec-12	March-13	June-13	Sept-13	Dec-13
<b>MNOs</b>	<b>62,813</b>	<b>63,301</b>	<b>64,251</b>	<b>64,932</b>	<b>65,921</b>
- Among which postpaid customers	<b>49,983</b>	<b>51,308</b>	<b>52,997</b>	<b>54,354</b>	<b>55,700</b>
- Quarterly Net Adds	1,369	0,489	0,949	0,681	0,990
- Year on year net growth	7,5%	6,6%	7,0%	5,7%	4,9%
<b>MVNOs</b>	<b>7,674</b>	<b>7,706</b>	<b>7,857</b>	<b>7,871</b>	<b>8,073</b>
- Quarterly Net Adds	-0,124	0,032	0,151	0,014	0,202
- Year on year net growth	2,4%	3,5%	1,7%	0,9%	5,2%
<b>MVNO Market shares</b>	<b>10,9%</b>	<b>10,9%</b>	<b>10,9%</b>	<b>10,8%</b>	<b>10,9%</b>
<b>MVNO Market share of gross postpaid sales</b>	9,2%	9,6%	10,4%	11,2%	11,3%
<b>MVNO Market share of gross prepaid sales</b>	38,4%	40,3%	44,0%	40,9%	42,6%

Not relevant growths (integration of the customers of Futur Telecom in the MVNOs market)



## II. 3. METROPOLITAN COMPETITION REPORT

### Fluidity of the market

	Dec-12	March-13	June-13	Sept-13	Dec-13
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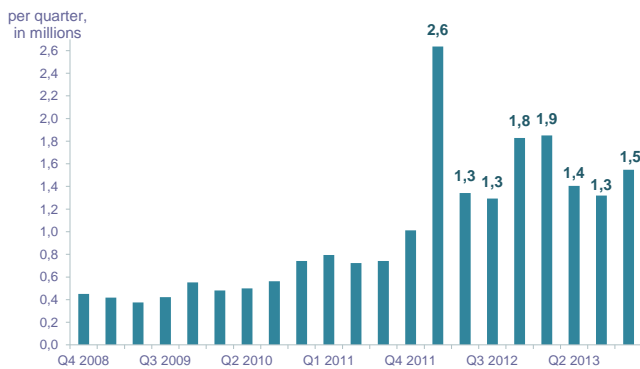
Quaterly postpaid cancellation rate	5,7%	5,3%	4,5%	4,1%	4,7%
Quaterly prepaid cancellation rate	17,1%	18,1%	17,4%	20,8%	17,9%

Numbers ported during the quarter	1,828	1,851	1,405	1,320	1,547
- Year on year growth	80,6%	-29,8%	4,7%	2,1%	-15,4%

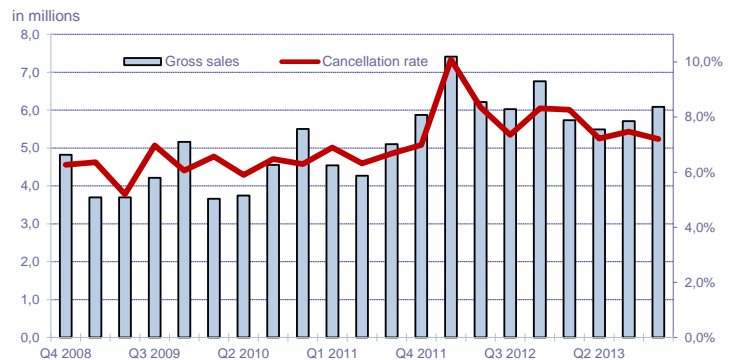
Post-paid customers not under commitment contract	17,672	20,000	22,275	23,844	26,203
- % of post-paid customers not under commitment contract	33,0%	36,3%	39,2%	40,9%	43,9%

Total customers not under commitment contract	34,567	35,970	37,576	38,376	40,443
- % of customers not under commitment contract	49,0%	50,7%	52,1%	52,7%	54,7%

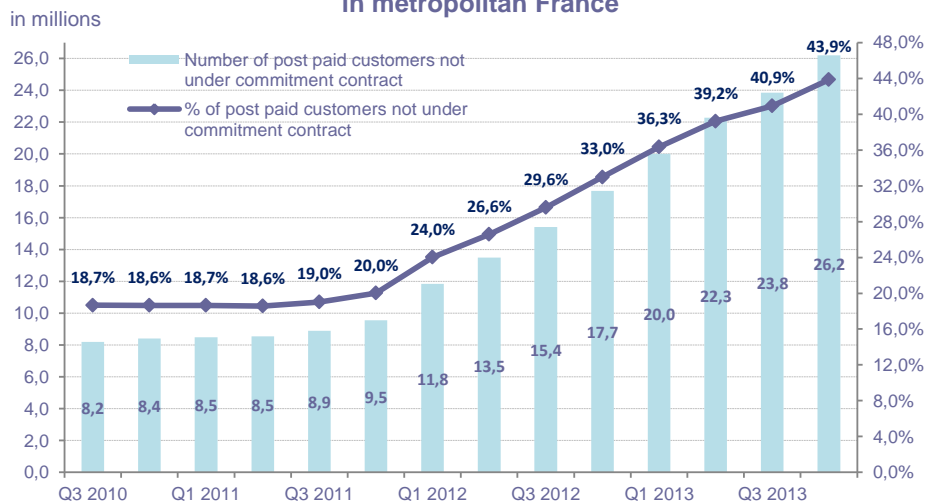
Numbers ported in metropolitan France



Gross sales and cancellation rate in metropolitan France



Post-paid customers not under commitment contract in metropolitan France



## II. 4. METROPOLITAN RESIDENTIEL MARKET

### Total customers segmentation

	Dec-12	March-13	June-13	Sept-13	Dec-13
<b>Total residential customers</b>	<b>58,415</b>	<b>58,283</b>	<b>58,603</b>	<b>58,889</b>	<b>59,632</b>
<b>among which Internet SIM card</b>	<b>2,264</b>	<b>2,290</b>	<b>2,393</b>	<b>2,488</b>	<b>2,445</b>
- Quarterly Net Adds	0,912	-0,132	0,320	0,286	0,744
- Year on year net growth	5,5%	4,0%	3,6%	2,4%	2,1%
<b>Postpaid residential customers</b>	<b>41,520</b>	<b>42,313</b>	<b>43,301</b>	<b>44,357</b>	<b>45,392</b>
- <b>Quarterly gross sales</b>	3,712	3,278	3,067	3,029	3,391
- Quarterly Net Adds	1,177	0,793	0,988	1,056	1,035
- Year on year net growth	11,8%	9,9%	9,7%	9,9%	9,3%
<b>Prepaid residential customers</b>	<b>16,895</b>	<b>15,970</b>	<b>15,302</b>	<b>14,532</b>	<b>14,240</b>
- <b>Quarterly gross sales</b>	2,700	2,113	2,125	2,401	2,347
- Quarterly Net Adds	-0,265	-0,925	-0,668	-0,770	-0,292
- Year on year net growth	-7,4%	-8,8%	-10,4%	-15,3%	-15,7%

## II. 5. METROPOLITAN RESIDENTIEL MARKET

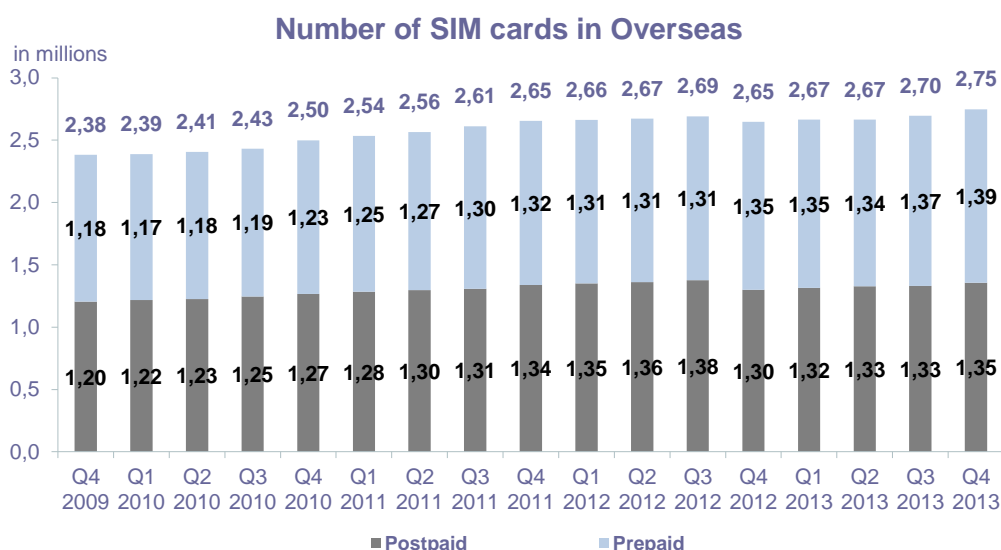
### Mobile Virtual Network Operators Market shares

	Dec-12	March-13	June-13	Sept-13	Dec-13
<b>MNOs</b>	<b>50,822</b>	<b>50,737</b>	<b>50,921</b>	<b>51,218</b>	<b>51,795</b>
- Quarterly Net Adds	1,039	-0,084	0,183	0,297	0,577
- Year on year net growth	6,0%	4,3%	4,1%	2,9%	1,9%
<b>MVNOs</b>	<b>7,593</b>	<b>7,546</b>	<b>7,682</b>	<b>7,671</b>	<b>7,837</b>
- Quarterly Net Adds	-0,127	-0,048	0,136	-0,011	0,166
- Year on year net growth	2,1%	2,2%	0,4%	-0,6%	3,2%
<b>MVNO Market shares</b>	<b>13,0%</b>	<b>12,9%</b>	<b>13,1%</b>	<b>13,0%</b>	<b>13,1%</b>

### III. 1. OVERSEAS REPORT : DOM, Saint-Martin, Saint-Barthélemy, Saint-Pierre-et-Miquelon

#### Total customers segmentation and total active customers

	Dec-12	March-13	June-13	Sept-13	Dec-13
<b>Total customers</b>	<b>2,648</b>	<b>2,665</b>	<b>2,666</b>	<b>2,697</b>	<b>2,747</b>
- Quarterly Net Adds	-0,043	0,017	0,001	0,031	0,050
- Year on year net growth	-0,2%	0,1%	-0,3%	0,2%	3,7%
<b>Penetration Rate</b>	<b>124,3%</b>	<b>124,4%</b>	<b>124,4%</b>	<b>125,9%</b>	<b>128,2%</b>
Population at January the 1st of previous year (source: INSEE)	2,131	2,142	2,142	2,142	2,142
					0,099
<b>Postpaid customers</b>	<b>1,299</b>	<b>1,316</b>	<b>1,328</b>	<b>1,331</b>	<b>1,355</b>
- Quarterly Net Adds	-0,077	0,017	0,013	0,002	0,024
- Year on year net growth	-2,9%	-2,6%	-2,4%	-3,3%	4,3%
<b>Prepaid customers</b>	<b>1,349</b>	<b>1,349</b>	<b>1,337</b>	<b>1,366</b>	<b>1,392</b>
- Quarterly Net Adds	0,035	0,000	-0,012	0,029	0,026
- Year on year net growth	2,5%	2,9%	1,9%	3,9%	3,2%
<b>Total active customers</b>	<b>2,300</b>	<b>2,306</b>	<b>2,291</b>	<b>2,305</b>	<b>2,348</b>
- as a % of total customers	86,9%	86,5%	85,9%	85,5%	85,5%
- Quarterly Net Adds	-0,073	0,006	-0,015	0,014	0,043
- Year on year net growth	-2,1%	-2,0%	-2,6%	-2,9%	2,1%





### III. 2. OVERSEAS REPORT : ANTILLES-GUYANE

#### Total customers segmentation and total active customers

	Dec-12	March-13	June-13	Sept-13	Dec-13
<b>Total customers</b>	<b>1,542</b>	<b>1,568</b>	<b>1,579</b>	<b>1,614</b>	<b>1,643</b>
- Quarterly Net Adds	-0,029	0,026	0,011	0,035	0,030
- Year on year net growth	0,3%	1,5%	1,6%	2,7%	6,6%
<b>Penetration Rate</b>	<b>142,6%</b>	<b>145,0%</b>	<b>146,0%</b>	<b>149,3%</b>	<b>152,0%</b>
<i>Population at January the 1st of previous year (source: INSEE)</i>	<i>1,081</i>	<i>1,081</i>	<i>1,081</i>	<i>1,081</i>	<i>1,081</i>
<b>Postpaid customers</b>	<b>0,701</b>	<b>0,716</b>	<b>0,726</b>	<b>0,723</b>	<b>0,736</b>
- Quarterly Net Adds	-0,058	0,015	0,010	-0,003	0,013
- Year on year net growth	-4,6%	-3,8%	-3,1%	-4,7%	5,0%
<b>Prepaid customers</b>	<b>0,841</b>	<b>0,852</b>	<b>0,852</b>	<b>0,890</b>	<b>0,907</b>
- Quarterly Net Adds	0,029	0,011	0,000	0,038	0,017
- Year on year net growth	4,7%	6,5%	6,1%	9,6%	7,9%
<b>Total active customers</b>	<b>1,291</b>	<b>1,310</b>	<b>1,307</b>	<b>1,308</b>	<b>1,325</b>
- as a % of total customers	83,8%	83,5%	82,8%	81,0%	80,6%
- Quarterly Net Adds	-0,052	0,018	-0,002	0,000	0,017
- Year on year net growth	-2,5%	-1,1%	-1,3%	-2,7%	2,6%

### III. 3. OVERSEAS REPORT : REUNION / MAYOTTE

#### Total customers segmentation and total active customers

	Dec-12	March-13	June-13	Sept-13	Dec-13
<b>Total customers</b>	<b>1,102</b>	<b>1,093</b>	<b>1,083</b>	<b>1,079</b>	<b>1,100</b>
- Quarterly Net Adds	-0,014	-0,009	-0,010	-0,004	0,021
- Year on year net growth	-1,0%	-1,8%	-2,9%	-3,3%	-0,2%
<b>Penetration Rate</b>	<b>105,6%</b>	<b>103,7%</b>	<b>102,7%</b>	<b>102,3%</b>	<b>104,3%</b>
<i>Population at January the 1st of previous year (source: INSEE)</i>	<i>1,044</i>	<i>1,055</i>	<i>1,055</i>	<i>1,055</i>	<i>1,055</i>
<b>Postpaid customers</b>	<b>0,595</b>	<b>0,598</b>	<b>0,600</b>	<b>0,605</b>	<b>0,616</b>
- Quarterly Net Adds	-0,019	0,002	0,002	0,005	0,011
- Year on year net growth	-0,8%	-1,1%	-1,5%	-1,6%	3,5%
<b>Prepaid customers</b>	<b>0,507</b>	<b>0,496</b>	<b>0,483</b>	<b>0,475</b>	<b>0,484</b>
- Quarterly Net Adds	0,006	-0,011	-0,013	-0,009	0,009
- Year on year net growth	-1,1%	-2,6%	-4,6%	-5,3%	-4,6%
<b>Total active customers</b>	<b>1,005</b>	<b>0,992</b>	<b>0,980</b>	<b>0,993</b>	<b>1,019</b>
- as a % of total customers	91,1%	90,7%	90,4%	92,0%	92,7%
- Quarterly Net Adds	-0,021	-0,013	-0,013	0,014	0,026
- Year on year net growth	-1,7%	-3,1%	-4,2%	-3,1%	1,4%

## Definitions

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

**MtoM SIM cards:** number of SIM cards employed solely for remote machine-to-machine communications for uses other than person-to-person messaging or accessing the Internet.

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

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

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

**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 2013, taken from the estimates published on 1<sup>st</sup> January 2013 (and therefore on 1<sup>st</sup> January 2012), is a Metropolitan population of 63 409 191, to which are added a population of 2 242 271 for the DOM and COM, broken down as 1 081 000 inhabitants for the Antilles-Guyana area and 1 054 959 for the Réunion/Mayotte area. The Mayotte population of January 1st, 2011 results from an estimation of the World Bank.

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

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

**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.

## **Operators**

- **Metropolitan mobile network operators** : Orange SA, Société Française du Radiotéléphone (SFR), Bouygues Telecom, Free mobile.
- **Overseas mobile network operators** Orange Caraïbe, Orange Réunion, Société Réunionnaise du Radiotéléphone (SRR), Digicel AFG, SAS SPM, Dauphin Telecom, Outremer Telecom.
- **Mobile Virtual Network Operators.**