



KEY MARKET INDICATORS	2005	2006	2007	2008	2009	2010
<b>Mobile Telephony</b>						
Active subscriptions as at end of period	323,890	346,771	368,530	385,636	422,083	455,414
prepaid subscriptions	297,946	316,290	334,065	333,067	343,694	366,169
postpaid subscriptions	25,944	30,481	34,465	52,569	78,389	89,245
Outgoing voice calls	-	-	-	-	250,260,432	279,429,547
Outgoing voice traffic minutes	146,088,004	181,757,317	222,771,633	249,600,788	308,468,486	383,350,045
Outgoing SMSs	407,146,812	447,955,928	511,388,540	503,663,255	508,518,530	579,165,103
Outgoing MMSs	812,673	687,281	562,556	390,187	279,954	144,334
Roaming activity - minutes	25,886,579	28,676,380	36,722,616	43,919,926	42,750,148	47,973,639
outbound roaming activity	4,263,279	4,910,584	5,882,915	7,159,996	8,907,738	10,577,022
minutes made	2,861,763	3,213,821	3,758,187	4,430,256	5,397,741	6,202,419
minutes received	1,401,516	1,696,763	2,124,728	2,729,740	3,509,997	4,374,603
inbound roaming activity	21,623,300	23,765,796	30,839,701	36,759,931	33,842,410	37,396,617
minutes made	13,637,382	14,725,020	18,671,312	21,557,412	20,790,289	22,270,153
minutes received	7,985,918	9,040,776	12,168,389	15,202,519	13,052,121	15,126,464
Average revenue per user (ARPU, €)	260.88	270.77	272.29	282.44	264.20	289.50
Mobile penetration rate (%) as at end of period	79.97%	85.03%	89.82%	93.24%	102.21%	110.28%
Mobile inward portings	-	3,188	10,583	15,131	12,447	15,552
<b>Fixed Line Telephony</b>						
Active subscriptions as at end of period	204,222	204,748	230,433	241,115	245,848	247,346
prepaid subscriptions	-	43,117	46,876	46,298	54,369	55,112
postpaid subscriptions	202,116	159,296	181,386	192,954	188,636	189,326
other subscriptions	2,106	2,335	2,171	1,863	2,843	2,908
Outgoing voice calls	227,312,764	205,689,991	195,539,792	203,308,405	219,276,898	211,554,615
Outgoing voice traffic minutes	823,147,121	702,758,521	640,494,802	660,943,862	736,083,511	721,786,642
Fixed line inward portings	-	-	802	6,226	3,904	4,095
<b>Internet</b>						
Active Internet subscriptions as at end of period	89,584	95,737	87,587	102,908	111,543	119,422
dial-up subscriptions	40,225	29,436	5,426	1,993	694	50
broadband subscriptions	49,359	66,301	82,161	100,915	110,849	119,372
cable subscriptions	21,150	32,873	42,185	51,983	54,221	51,319
DSL subscriptions	28,209	33,428	39,027	46,050	52,815	63,394
wireless subscriptions	-	-	949	2,882	3,813	4,659
Fixed broadband penetration rate (%)	12.19%	16.26%	20.03%	24.40%	26.84%	28.91%
<b>Pay TV</b>						
Active Pay TV subscriptions as at end of period	103,984	109,387	124,274	132,632	139,336	144,203
analogue subscriptions	89,514	72,753	65,305	48,448	29,100	13,391
cable subscriptions	89,514	72,753	65,305	48,448	29,100	13,391
digital subscriptions	14,470	36,634	58,969	84,184	110,236	130,812
cable subscriptions	9,396	25,673	37,475	52,012	65,265	70,366
DTTV subscriptions	5,074	10,961	21,494	32,172	44,971	60,446
<b>Post</b>						
Postal mail volumes	18,171,941	59,778,023	51,097,740	47,439,753	44,710,245	44,486,951
letter post items	11,984,418	35,486,780	23,538,017	19,963,332	15,896,353	16,925,659
bulk mail items	5,988,331	23,267,267	26,477,197	26,641,055	27,881,661	26,541,190
registered mail items	186,821	977,678	1,026,841	765,267	850,066	944,449
parcel mail items	12,371	46,298	55,685	70,099	82,165	75,653

A.0 Mobile Telephony		
A.1	Active subscriptions	
	prepaid subscribers	Prepaid subscribers having a MSISDN with registered inbound or outbound activity within 90 days of the period stipulated.
	postpaid subscribers	Postpaid subscribers having a MSISDN with registered inbound or outbound activity within 30 days of the period stipulated.
A.2	Outgoing voice calls	Number of calls originating from local mobile networks and terminating on fixed and mobile network operators.
A.3	Outgoing voice traffic minutes	Number of minutes originating from local mobile networks and terminating on fixed and mobile network operators.
A.4	Outgoing SMSs	Number of SMSs originating from local mobile networks and terminating on fixed and mobile network operators.
A.5	Outgoing MMSs	Number of SMSs originating from local mobile networks and terminating on fixed and mobile network operators.
A.6	Roaming activity - minutes	
A.6.1	outbound roaming activity	
	minutes made	Number of minutes originated by your subscribers while roaming abroad as per TAP records during the period.
	minutes received	Number of minutes received by your subscribers roaming abroad as per TAP records during the period.
A.6.2	Inbound roaming activity	
	minutes made	Number of minutes originated by foreign subscribers roaming on your mobile network as per TAP records during the period.
	minutes received	Number of terminated minutes received by foreign subscribers roaming on your mobile network as per TAP records during the period.
A.7	Average revenue per user (ARPU, C)	Total revenues of the operator divided by the average active subscribers during the period. <b>[Revenues</b> include the total revenues from all outgoing and incoming activity registered by all active postpaid and prepaid subscribers, including outbound roaming revenues and interconnections revenues <b>BUT EXCLUDING</b> inbound roaming revenues. Average <b>active subscribers</b> includes the average active postpaid and prepaid MSISDNs (CODE 1.1.1) during the period (ie subscribers at the start of the period+subscribers at the end of the period, divided by 2).
A.8	Mobile penetration rate (%)	Measured as the total number of mobile subscriptions per population.
A.9	Mobile inward portings	Number of portings from each individual operator that were completed successfully within the time limits of the specification (1 day or if quota is applied).

B.0 Fixed Line Telephony		
B.1	Active subscriptions	Connections which made and received any call within 90 days of the period stipulated.
	prepaid subscriptions	Number of active subscriptions on a prepaid service having a fixed telephony connection at the end of the period.
	postpaid subscriptions	Number of active subscriptions on a postpaid service having a fixed telephony connection at the end of the period.
	other subscriptions	Number of active subscriptions not having a standard fixed telephony connection at the end of the period (incl. dual and 30 channel subs).
B.2	Outgoing voice calls	Number of calls originating from local fixed networks and terminating on other fixed and mobile networks.
B.3	Outgoing voice traffic minutes	Number of minutes of calls originating from local fixed networks and terminating on other fixed and mobile networks.
B.4	Fixed line inward portings	Number of portings from each individual operator that were completed successfully within the time limits of the specification.

C.0 Internet		
C.1	Active Internet subscriptions	Connections having recorded a transaction within 90 days of the period stipulated.
C.1.1	dial-up subscriptions	Connections which made a call to an internet number (2188 or 2186) within the last 90 days
C.1.2	broadband subscriptions	Connection to the internet which are 'always on' and have a speed of more than 128kbps.
	cable subscriptions	Cable connections to the internet which are 'always on' and have a speed of more than 128kbps.
	DSL subscriptions	DSL connections to the internet which are 'always on' and have a speed of more than 128kbps.
	wireless subscriptions	WiMax connections to the internet which are 'always on' and have a speed of more than 128kbps.
	other subscriptions	Other broadband connections to the internet which are 'always on' and have a speed of more than 128kbps.
C.2	Fixed broadband penetration rate (%)	Measured as the total number of fixed broadband connections per population.

D.0 Pay TV		
D.1	Active Pay TV subscriptions	Connections which have been receiving a Pay TV service within the past 90 days from the period stipulated.
D.1.1	analogue subscriptions	Connections which have been receiving an analogue Pay TV service within the past 90 days from the period stipulated.
	cable subscriptions	Connections on a cable platform which have been receiving an analogue Pay TV service within the past 90 days from the period stipulated.
	DTTV subscriptions	Connections on a DTTV platform which have been receiving an analogue Pay TV service within the past 90 days from the period stipulated.
D.1.2	digital subscriptions	Connections which have been receiving a digital Pay TV service within the past 90 days from the period stipulated.
	cable subscriptions	Connections on a cable platform which have been receiving a digital Pay TV service within the past 90 days from the period stipulated.
	DTTV subscriptions	Connections on a DTTV platform which have been receiving a digital Pay TV service within the past 90 days from the period stipulated.

E.0 Post		
E.1	Postal mail volumes	
	letter post items	Volume of domestically-originating letter post items excluding bulk mail falling within the reserved and unreserved area.
	bulk mail items	Volume of domestically-originating bulk mail letter items.
	registered mail items	Volume of domestically-originating registered mail items.
	parcel mail items	Volume of domestically-originating and domestically-bound parcels.