



Telecommunications observatory (mobile market)

December 31st, 2011 - provisional results

Summary :

➤ **National**

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- Page 4 : customers geographic distribution

➤ **Metropolitan France**

- Pages 5 to 6: customers base, multimedia, penetration rate
- Page 7: Panel of competition
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➤ **Appendix (page 12)**

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 million units.

I. NATIONAL REPORT

Mobile Network Operators (1) and Mobile Virtual Network Operators (1')

December 31st, 2011

	Dec-10	March-11	June-11	Sept-11	Dec-11
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Postpaid customers (2)	46,402	46,829	47,367	48,146	49,079
- Quarterly Net Adds (4)	1,273	0,427	0,538	0,779	0,933
- Quaterly net growth as a %	2,8%	0,9%	1,1%	1,6%	1,9%
- Year on year net growth (4)	8,6%	8,0%	7,2%	6,7%	5,8%

Prepaid customers (2)	18,627	18,685	18,645	18,864	19,441
- Quarterly Net Adds (4)	0,792	0,058	-0,040	0,219	0,577
- Quaterly net growth as a %	4,4%	0,3%	-0,2%	1,2%	3,1%
- Year on year net growth (4)	-0,9%	2,8%	4,3%	5,8%	4,4%

Total customers (2)	65,029	65,514	66,012	67,010	68,520
- Quarterly Net Adds (4)	2,065	0,485	0,498	0,998	1,510
- Quaterly net growth as a %	3,3%	0,7%	0,8%	1,5%	2,3%
- Year on year net growth (4)	5,7%	6,5%	6,4%	6,4%	5,4%

Penetration Rate (5)	100,7%	100,9%	101,7%	103,2%	105,5%
Population at January the 1 st of previous year (source: INSEE)	64,558	64,920	64,920	64,920	64,920

Active customers*(7)	63,166	63,454	63,956	65,034	66,262
- as a % of total customers	97,1%	96,9%	96,9%	97,1%	96,7%
- Quarterly Net Adds (4)	1,860	0,288	0,502	1,078	1,228
- Quaterly net growth as a %	3,0%	0,5%	0,8%	1,7%	1,9%
- Year on year net growth (4)	6,0%	6,1%	5,8%	6,1%	4,9%

Active Penetration Rate (5)	97,8%	97,7%	98,5%	100,2%	102,1%
Population at January the 1 st of previous year (source: INSEE)	64,558	64,920	64,920	64,920	64,920

adjusted figures

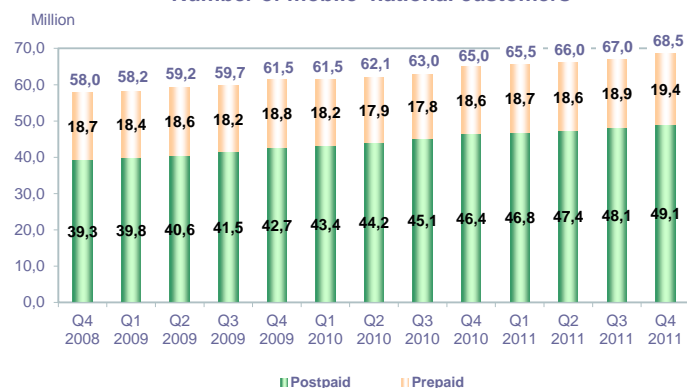
* Obtained by extrapolation to all operators of the data given by operators declaring more than 50 000 customers

SMS traffic - National

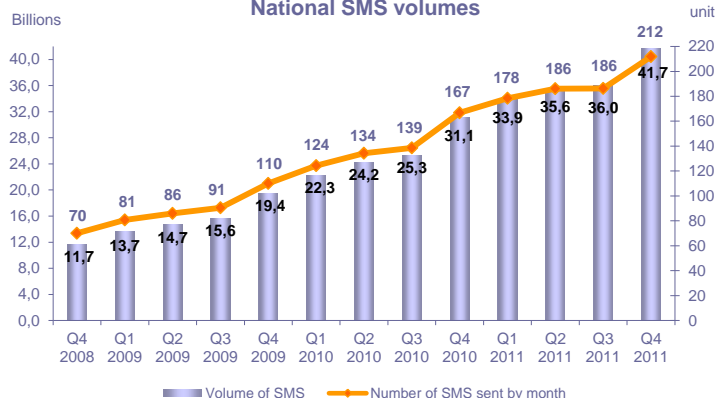
	Dec-10	March-11	June-11	Sept-11	Dec-11
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SMS traffic in billions of units (13)	31,145	33,888	35,561	36,038	41,733
- Quarterly growth in billions of units (4)	5,826	2,743	1,673	0,477	5,695
- Quaterly growth as a %	23,0%	8,8%	4,9%	1,3%	15,8%
- Year on year growth (4)	60,2%	52,2%	46,9%	42,3%	34,0%
Average monthly SMS Traffic per active customers (13)	166,8	178,4	186,1	186,3	211,9

Number of mobile national customers



National SMS volumes



**I. 2. Customers geographic distribution (8)
Metropolitan MNOs (1) and MVNOs (1)
December 31st, 2011**

County	Population at January, the 1st 2010	County penetration rate* March 2011	County penetration rate* June 2011	County penetration rate* September 2011	County penetration rate* December 2011
Alsace	1,856	89,4%	90,5%	92,2%	93,6%
Aquitaine	3,227	89,0%	89,6%	91,1%	93,7%
Auvergne	1,345	77,4%	77,8%	79,5%	81,1%
Basse-Normandie	1,474	79,9%	80,3%	81,4%	83,8%
Bourgogne	1,643	83,7%	84,6%	85,4%	87,7%
Bretagne	3,195	77,5%	77,9%	79,3%	81,2%
Centre	2,545	87,9%	88,4%	89,8%	92,1%
Champagne-Ardenne	1,334	92,4%	92,6%	93,9%	96,1%
Corse	0,311	104,3%	104,0%	104,8%	106,8%
Franche-Comté	1,173	76,0%	77,0%	78,1%	80,3%
Haute-Normandie	1,833	91,7%	91,8%	92,9%	92,1%
Ile-de-France	11,798	145,6%	147,6%	149,1%	153,1%
Languedoc-Roussillon	2,633	92,4%	93,0%	94,5%	95,4%
Limousin	0,746	80,0%	80,7%	83,4%	84,9%
Lorraine	2,350	89,2%	89,6%	90,9%	93,4%
Midi-Pyrénées	2,893	85,3%	86,3%	88,3%	90,5%
Nord-Pas-De-Calais	4,026	93,2%	93,5%	94,8%	96,6%
Pays de la Loire	3,565	80,8%	81,0%	82,4%	84,6%
Picardie	1,914	87,7%	87,6%	88,6%	90,4%
Poitou-Charentes	1,774	81,4%	82,1%	83,5%	85,9%
PACA	4,951	113,3%	113,6%	115,9%	117,6%
Rhône-Alpes	6,212	94,4%	95,1%	96,6%	99,0%
Total	62,799	100,3%	101,0%	102,5%	104,9%

* 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, 2011**

County	Population at January, the 1st 2010	County penetration rate March 2011	County penetration rate June 2011	County penetration rate September 2011	County penetration rate December 2011
Guadeloupe	0,448	139,6%	143,0%	148,1%	151,0%
Martinique	0,400	136,5%	138,2%	141,8%	143,7%
Guyane	0,232	113,9%	116,6%	120,9%	123,4%
Mayotte	0,201	91,1%	93,0%	94,7%	94,9%
Réunion	0,833	109,5%	109,2%	108,7%	110,7%
Saint Pierre et Miquelon	0,006	55,9%	56,1%	57,9%	58,8%
Total	2,121	119,5%	120,9%	123,1%	125,2%

II. 1. METROPOLITAN REPORT

Mobile Network Operators (1) and Mobile Virtual Network Operators (1')

December 31st, 2011

	Dec-10	March-11	June-11	Sept-11	Dec-11
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Postpaid customers (2)	45,135	45,546	46,070	46,840	47,742
- Quarterly gross sales (3)	3,125	2,596	2,187	2,598	3,158
- Quarterly Net Adds (4)	1,252	0,411	0,524	0,770	0,902
- Quaterly net growth as a %	2,9%	0,9%	1,2%	1,7%	1,9%
- Year on year net growth (4)	8,7%	8,1%	7,2%	6,7%	5,8%

Prepaid customers (2)	17,397	17,434	17,379	17,559	18,125
- Quarterly gross sales (3)	2,769	2,200	2,298	2,712	3,046
- Quarterly Net Adds (4)	0,749	0,037	-0,055	0,180	0,566
- Quaterly net growth as a %	4,5%	0,2%	-0,3%	1,0%	3,2%
- Year on year net growth (4)	-1,3%	2,5%	4,1%	5,5%	4,2%

Total customers (2)	62,532	62,980	63,449	64,399	65,867
among which Internet SIM card	2,716	2,769	2,848	3,003	3,124
among which M2M SIM card	2,622	2,836	3,012	3,147	3,354
- Quarterly Net Adds (4)	2,001	0,448	0,469	0,950	1,468
- Quaterly net growth as a %	3,3%	0,7%	0,7%	1,5%	2,3%
- Year on year net growth (4)	5,7%	6,5%	6,4%	6,4%	5,3%

Penetration Rate (5)	100,1%	100,3%	101,0%	102,5%	104,9%
Population at January the 1st of previous year (source: INSEE)	62,469	62,799	62,799	62,799	62,799

Customers not under commitment contract* (6)	25,813	25,930	25,936	26,475	27,696
- post-paid customers not under commitment contract	8,416	8,496	8,557	8,916	9,571
- % of post-paid customers not under commitment contract	18,6%	18,7%	18,6%	19,0%	20,0%

Active customers*(7)	60,886	61,167	61,667	62,715	63,912
- as a % of total customers	97,4%	97,1%	97,2%	97,4%	97,0%
- Quarterly Net Adds (4)	1,803	0,281	0,500	1,048	1,197
- Quaterly net growth as a %	3,1%	0,5%	0,8%	1,7%	1,9%
- Year on year net growth (4)	6,0%	6,1%	5,9%	6,1%	5,0%

Active Penetration Rate (5)	97,5%	97,4%	98,2%	99,9%	101,8%
Population at January the 1st of previous year (source: INSEE)	62,469	62,799	62,799	62,799	62,799

Active mobile multimedia clients - Metropolitan

	Dec-10	March-11	June-11	Sept-11	Dec-11
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Active mobile multimedia clients* (12)	27,872	27,898	29,139	30,026	31,746
- as a % of total active customers	45,8%	45,6%	47,3%	47,9%	49,7%
- Quarterly Net Adds (4)	2,325	0,026	1,241	0,887	1,720
- Quaterly net growth as a %	9,1%	0,1%	4,4%	3,0%	5,7%
- Year on year net growth	19,7%	18,1%	19,7%	17,5%	13,9%

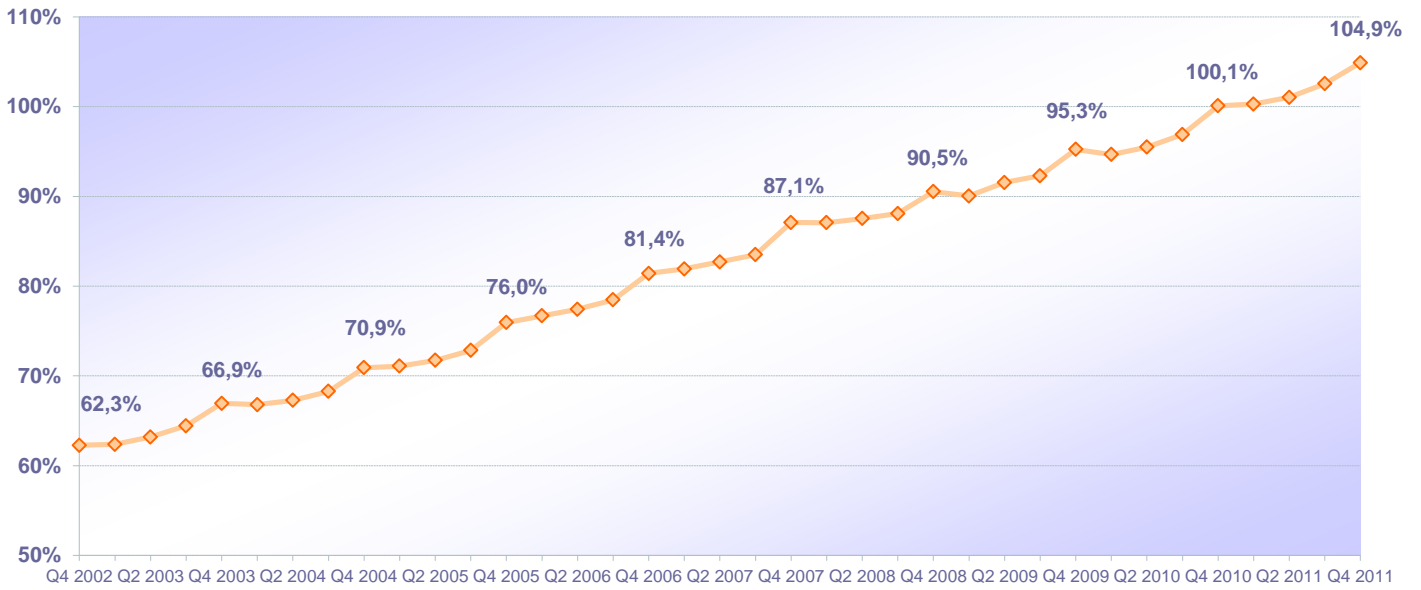
SMS Traffic - Metropolitan

	Dec-10	March-11	June-11	Sept-11	Dec-11
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SMS traffic in billions of units (13)	30,280	32,963	34,604	35,031	40,633
- Quarterly growth in billions of units (4)	5,701	2,683	1,641	0,427	5,602
- Quaterly growth as a %	23,2%	8,9%	5,0%	1,2%	16,0%
- Year on year growth (4)	60,6%	52,5%	47,2%	42,5%	34,2%
Average monthly SMS Traffic per active customers (13)	168,3	180,0	187,8	187,8	213,9

* 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 (1) and Mobile Virtual Network Operators (1')
 December 31st, 2011

	Dec-10	March-11	June-11	Sept-11	Dec-11
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MNOs	57,858	57,741	57,473	57,542	58,425
- Among which postpaid customers	42,993	43,124	43,177	43,636	44,292
- Quarterly Net Adds (4)	1,508	-0,117	-0,268	0,069	0,883
- Quaterly net growth as a %	2,7%	-0,2%	-0,5%	0,1%	1,5%
- Year on year net growth (4)	4,1%	4,1%	3,0%	2,1%	1,0%

MVNOs	4,673	5,238	5,975	6,857	7,441
- Quarterly Net Adds (4)	0,491	0,565	0,737	0,882	0,584
- Quaterly net growth as a %	11,7%	12,1%	14,1%	14,8%	8,5%
- Year on year net growth (4)	30,6%	42,2%	54,4%	64,0%	59,2%

MVNO Market share	7,47%	8,32%	9,42%	10,65%	11,30%
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MVNO Market share of gross postpaid sales (9)	10,2%	15,9%	15,8%	18,7%	15,4%
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MVNO Market share of gross prepaid sales (9)	21,5%	27,8%	31,1%	34,9%	34,1%
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Quaterly postpaid cancellation rate (10)	4,3%	4,9%	3,7%	4,0%	4,8%
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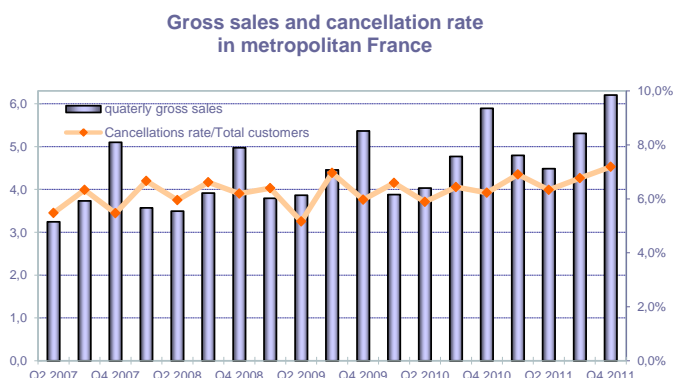
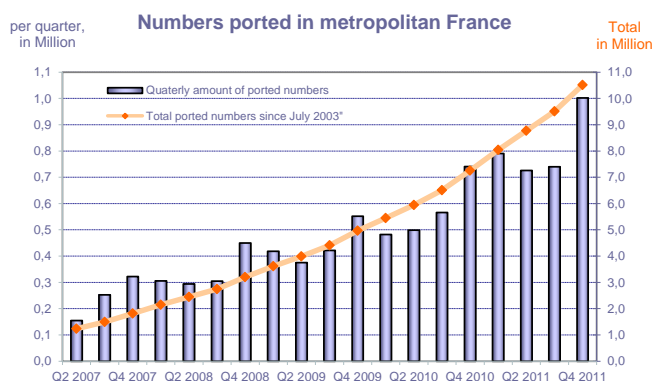
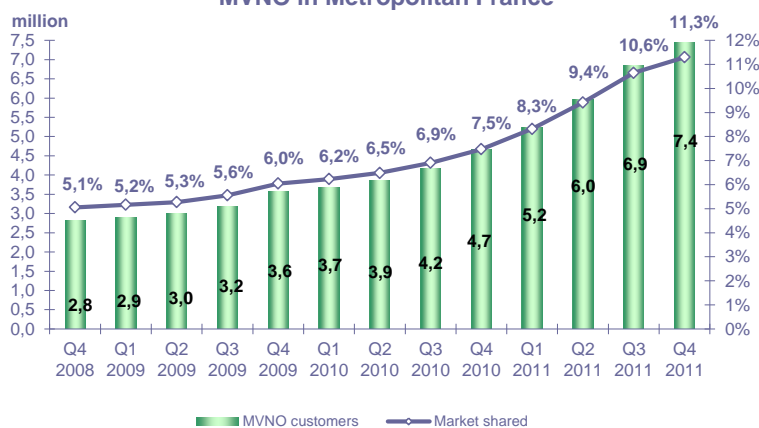
Quaterly prepaid cancellation rate (10)	11,5%	12,3%	13,4%	14,4%	13,8%
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Numbers ported during the quarter	0,741	0,791	0,726	0,740	1,002
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- Total numbers ported since July 2003 (11)	7,252	8,043	8,769	9,509	10,511
- Year on year growth (4)	34,2%	64,1%	45,5%	30,7%	35,2%

Not relevant growths (integration of the customers of La Poste Telecom formerly Débitel in the MVNO market)

MVNO in Metropolitan France



II. 3. METROPOLITAN REPORT - RESIDENTIAL MARKET

Mobile Network Operators (1) and Mobile Virtual Network Operators (1')

December 31st, 2011

	Dec-10	March-11	June-11	Sept-11	Dec-11
Postpaid residential customers (2)	35,837	35,822	36,068	36,632	37,229
- Quarterly gross sales (3)	2,331	2,037	1,668	2,102	2,508
- Quarterly Net Adds (4)	0,740	-0,015	0,246	0,564	0,597
- Quaterly net growrh as a %	2,1%	0,0%	0,7%	1,6%	1,6%
- Year on year net growth (4)	6,0%	5,1%	4,5%	4,4%	3,9%
Prepaid residential customers (2)	17,397	17,434	17,379	17,559	18,125
- Quarterly gross sales (3)	2,769	2,200	2,298	2,712	3,046
- Quarterly Net Adds (4)	0,749	0,037	-0,055	0,180	0,566
- Quaterly net growrh as a %	4,5%	0,2%	-0,3%	1,0%	3,2%
- Year on year net growth (4)	-1,3%	2,5%	4,1%	5,5%	4,2%
Total residential customers (2)	53,234	53,256	53,447	54,191	55,354
among which Internet SIM card	1,819	1,830	1,883	2,006	2,095
- Quarterly Net Adds (4)	1,489	0,022	0,191	0,744	1,163
- Quaterly net growrh as a %	2,9%	0,0%	0,4%	1,4%	2,1%
- Year on year net growth (4)	3,5%	4,2%	4,4%	4,7%	4,0%

II. 4. METROPOLITAN COMPETITION REPORT - RESIDENTIAL MARKET

Mobile Network Operators (1) and Mobile Virtual Network Operators (1')

December 31st, 2011

	Dec-10	March-11	June-11	Sept-11	Dec-11
MNOs	48,603	48,069	47,526	47,390	47,976
- Quarterly Net Adds (4)	1,010	-0,534	-0,543	-0,136	0,586
- Quaterly net growrh as a %	2,1%	-1,1%	-1,1%	-0,3%	1,2%
- Year on year net growth (4)	1,5%	1,4%	0,4%	-0,4%	-1,3%
MVNOs	4,631	5,186	5,921	6,802	7,378
- Quarterly Net Adds (4)	0,478	0,555	0,735	0,881	0,576
- Quaterly net growrh as a %	11,5%	12,0%	14,2%	14,9%	8,5%
- Year on year net growth (4)	30,2%	41,6%	53,8%	63,8%	59,3%
MVNO Market share	8,70%	9,74%	11,08%	12,55%	13,33%
MVNO Market share of gross postpaid sales (9)	12,8%	20,1%	20,4%	22,8%	19,0%
MVNO Market share of gross prepaid sales (9)	21,5%	27,8%	31,1%	34,9%	34,1%
Quaterly postpaid cancellation rate (10)	4,6%	5,6%	4,0%	4,3%	5,2%
Quaterly prepaid cancellation rate (10)	11,5%	12,3%	13,4%	14,4%	13,8%
Numbers ported during the quarter	0,644	0,712	0,641	0,664	0,898

adjusted figures

Not relevant growths (integration of the customers of La Poste Telecom formerly Débitel in the MVNO market)

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

December 31st, 2011

	Dec-10	March-11	June-11	Sept-11	Dec-11
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Postpaid customers (2)	1,267	1,283	1,297	1,306	1,337
- Quarterly Net Adds (4)	0,021	0,016	0,014	0,009	0,031
- Quarterly net growth as a %	1,7%	1,3%	1,1%	0,7%	2,4%
- Year on year net growth (4)	5,2%	5,3%	5,8%	4,8%	5,5%

Prepaid customers (2)	1,230	1,252	1,267	1,305	1,317
- Quarterly Net Adds (4)	0,043	0,022	0,015	0,038	0,012
- Quarterly net growth as a %	3,6%	1,8%	1,2%	3,0%	0,9%
- Year on year net growth (4)	4,5%	7,1%	7,5%	9,9%	7,1%

Total customers (2)	2,497	2,535	2,564	2,611	2,654
- Quarterly Net Adds (4)	0,064	0,038	0,029	0,047	0,043
- Quarterly net growth as a %	2,6%	1,5%	1,1%	1,8%	1,6%
- Year on year net growth (4)	4,9%	6,2%	6,6%	7,3%	6,3%

Penetration Rate (5)	119,5%	119,5%	120,9%	123,1%	125,1%
Population at January the 1st of previous year (source: INSEE)	2,089	2,121	2,121	2,121	2,121

Active customer (7)	2,280	2,287	2,289	2,319	2,350
- as a % of total active customers	91,3%	90,2%	89,3%	88,8%	88,5%
- Quarterly Net Adds (4)	0,057	0,007	0,002	0,030	0,031
- Quarterly net growth as a %	2,6%	0,3%	0,1%	1,3%	1,3%
- Year on year net growth	4,0%	5,1%	4,8%	4,3%	3,1%

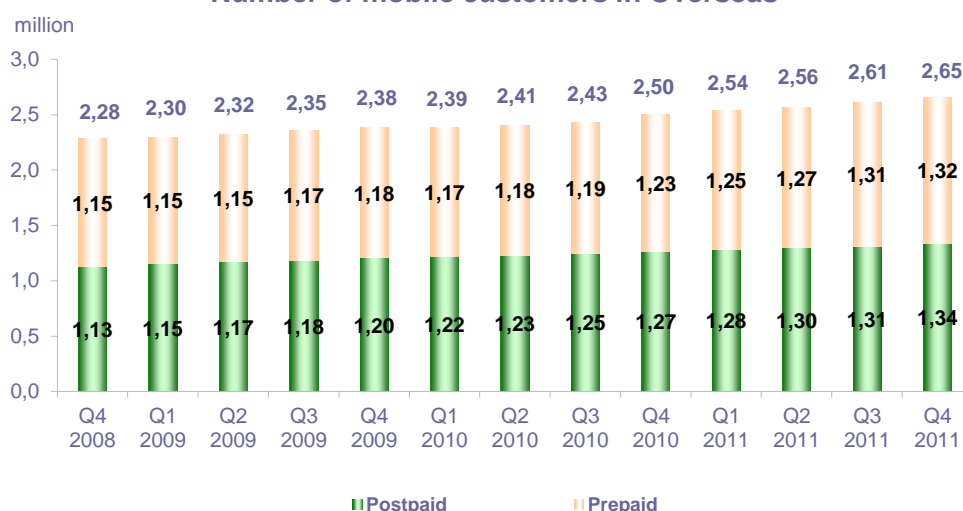
Active Penetration Rate (5)	109,2%	107,8%	107,9%	109,3%	110,8%
Population at January the 1st of previous year (source: INSEE)	2,089	2,121	2,121	2,121	2,121

SMS Traffic - Overseas

	Dec-10	March-11	June-11	Sept-11	Dec-11
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SMS traffic in billions of units (13)	0,865	0,925	0,957	1,007	1,100
- Quarterly growth in billions of units (4)	0,125	0,060	0,032	0,050	0,093
- Quarterly growth as a %	16,9%	6,9%	3,5%	5,2%	9,2%
- Year on year growth (4)	47,4%	40,2%	36,5%	36,1%	27,2%
Average monthly SMS Traffic per active customers (13)	128,1	135,0	139,4	145,7	157,1

Number of mobile customers in Overseas



III. 2. OVERSEAS REPORT : ANTILLES-GUYANE

Mobile Network Operators (1)

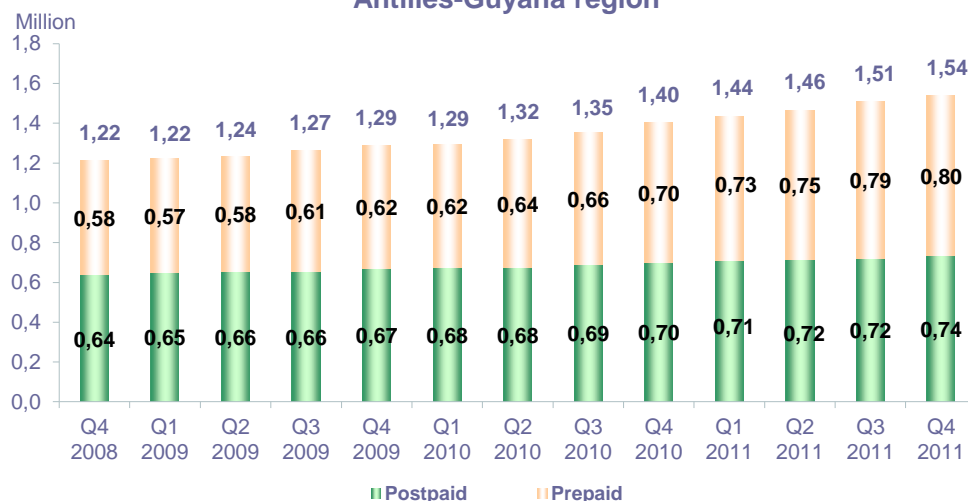
December 31st, 2011

	Dec-10	March-11	June-11	Sept-11	Dec-11
Postpaid customers (2)	0,700	0,710	0,716	0,721	0,735
- Quarterly Net Adds (4)	0,011	0,010	0,006	0,005	0,014
- Quaterly net growrh as a %	1,6%	1,4%	0,8%	0,7%	1,9%
- Year on year net growth (4)	4,6%	5,2%	5,8%	4,6%	5,0%
Prepaid customers (2)	0,702	0,726	0,747	0,790	0,803
- Quarterly Net Adds (4)	0,039	0,024	0,021	0,043	0,013
- Quaterly net growrh as a %	5,9%	3,4%	2,9%	5,8%	1,6%
- Year on year net growth (4)	13,8%	17,7%	16,5%	19,2%	14,4%
Total customers (2)	1,402	1,436	1,463	1,511	1,538
- Quarterly Net Adds (4)	0,050	0,034	0,027	0,048	0,027
- Quaterly net growrh as a %	3,7%	2,4%	1,9%	3,3%	1,8%
- Year on year net growth (4)	9,0%	11,1%	11,0%	11,8%	9,7%
Penetration Rate (5)	129,9%	133,0%	135,5%	139,9%	142,4%
Population at January the 1st of previous year (source: INSEE)	1,079	1,080	1,080	1,080	1,080

Active customer (7)	1,265	1,266	1,273	1,304	1,325
- as a % of total active customers	90,2%	88,2%	87,0%	86,3%	86,2%
- Quarterly Net Adds (4)	0,043	0,001	0,007	0,031	0,021
- Quaterly net growrh as a %	3,5%	0,1%	0,6%	2,4%	1,6%
- Year on year net growth	5,4%	7,6%	7,0%	6,7%	4,7%
Active Penetration Rate (5)	117,2%	117,2%	117,9%	120,7%	122,7%
Population at January the 1st of previous year (source: INSEE)	1,079	1,080	1,080	1,080	1,080

SMS Traffic - Overseas (ANTILLES-GUYANE)	Dec-10	March-11	June-11	Sept-11	Dec-11
SMS traffic in billions of units (13)	0,307	0,328	0,345	0,365	0,424
- Quarterly growth in billions of units (4)	0,053	0,021	0,017	0,020	0,059
- Quaterly growth as a %	20,9%	6,8%	5,2%	5,8%	16,2%
- Year on year growth (4)	52,0%	51,2%	48,1%	43,7%	38,1%
Average monthly SMS Traffic per active customers (13)	82,3	86,4	90,6	94,4	107,5

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



III. 3. OVERSEAS REPORT : REUNION-MAYOTTE

Mobile Network Operators (1)

December 31st, 2011

	Dec-10	March-11	June-11	Sept-11	Dec-11
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Postpaid customers (2)	0,565	0,571	0,579	0,583	0,600
- Quarterly Net Adds (4)	0,010	0,006	0,008	0,004	0,017
- Quaterly net growth as a %	1,8%	1,1%	1,4%	0,7%	2,9%
- Year on year net growth (4)	5,8%	5,5%	5,9%	5,0%	6,2%

Prepaid customers (2)	0,527	0,525	0,518	0,513	0,513
- Quarterly Net Adds (4)	0,005	-0,002	-0,007	-0,005	0,000
- Quaterly net growth as a %	1,0%	-0,4%	-1,3%	-1,0%	0,0%
- Year on year net growth (4)	-5,9%	-4,7%	-3,4%	-1,7%	-2,7%

Total customers (2)	1,092	1,096	1,097	1,096	1,113
- Quarterly Net Adds (4)	0,015	0,004	0,001	-0,001	0,017
- Quaterly net growth as a %	1,4%	0,4%	0,1%	-0,1%	1,6%
- Year on year net growth (4)	-0,2%	0,4%	1,3%	1,8%	1,9%

Penetration Rate (5)	108,8%	105,9%	106,0%	105,9%	107,6%
Population at January the 1st of previous year (source: INSEE)	1,004	1,034	1,034	1,034	1,034

Active customer (7)	1,011	1,018	1,013	1,012	1,022
- as a % of total active customers	92,6%	92,9%	92,3%	92,3%	91,8%
- Quarterly Net Adds (4)	0,013	0,007	-0,005	-0,001	0,010
- Quaterly net growth as a %	1,3%	0,7%	-0,5%	-0,1%	1,0%
- Year on year net growth	2,0%	2,3%	2,1%	1,4%	1,1%

adjusted figure

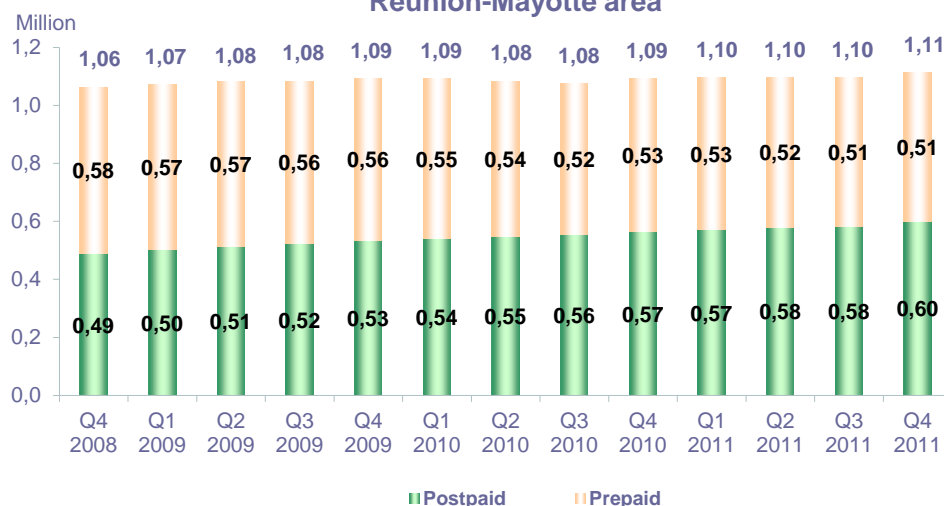
Active Penetration Rate (5)	100,7%	98,4%	97,9%	97,8%	98,8%
Population at January the 1st of previous year (source: INSEE)	1,004	1,034	1,034	1,034	1,034

SMS Traffic - Overseas (REUNION-MAYOTTE)

	Dec-10	March-11	June-11	Sept-11	Dec-11
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SMS traffic in billions of units (13)	0,558	0,597	0,612	0,642	0,676
- Quarterly growth in billions of units (4)	0,072	0,039	0,015	0,030	0,034
- Quaterly growth as a %	14,8%	7,0%	2,5%	4,9%	5,3%
- Year on year growth (4)	44,9%	35,1%	30,8%	32,1%	21,1%
Average monthly SMS Traffic per active customers (13)	185,2	196,2	200,9	211,4	221,6

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: France Telecom, Ten, Neuf Cegetel, Mobisud.
- 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.
- (1') Metropolitan MVNOs independent of mobile operators and active during the quarter : Acropolis Telecom, Afone, Auchan Telecom, Athéna Mobile, Bazile Telecom, Bretagne Telecom, Budget Telecom, Carrefour mobile, Connexion Verte, Consulcom, Convertel, Coriolis Telecom, Darty Mobile, E-plus (KPN), IC Telecom, Keyyo, La Poste Telecom, Lebara mobile, Legos, Lycamobile, Mobeel, Network Telecom, NRJ Mobile, Numéricable, Omer mobile, Omer Telecom, Ortel Mobile, Ouest Telecom, Prixtel, SCT Telecom, Sim +, Sisteer, Symacom, Talentis, Titext, Transatel, Winea, Zéro forfait.
- (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 2011, taken from the estimates published on 1st January 2011 (and therefore on 1st January 2010), is a Metropolitan population of 62 799 180, to which are added a population of 2 088 800 for the DOM and COM, broken down as 1 079 954 inhabitants for the Antilles-Guyana area and 1 034 451 for the Réunion-Mayotte area. The Mayotte population of January 1st, 2010 results from an estimation of the World Bank.
- (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, used a multimedia service 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 (½ 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 (½ 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).