Flash Report on Mobile Phone

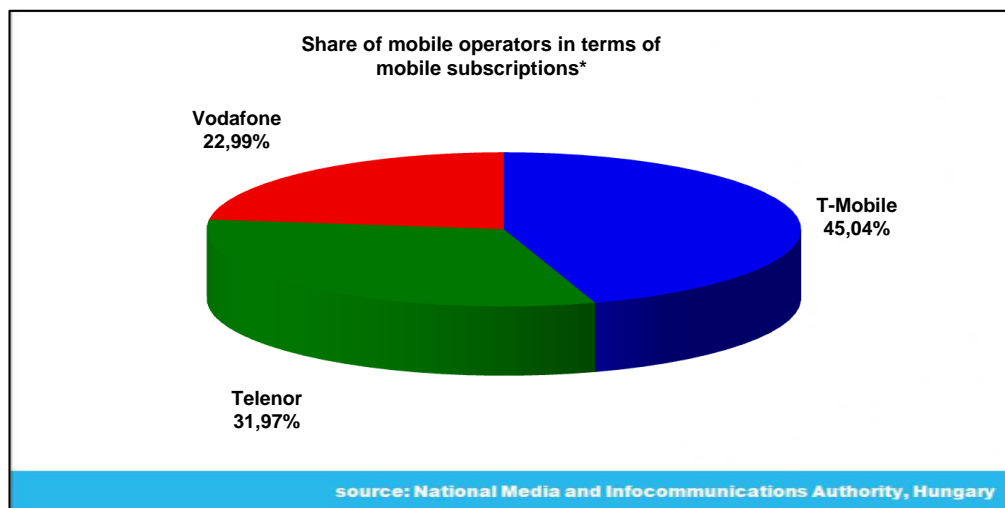## December 2011

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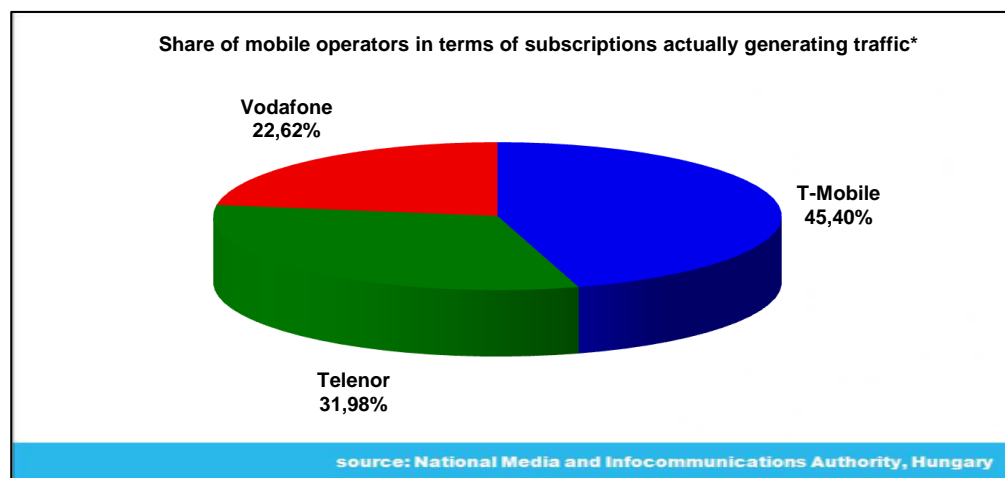NATIONAL MEDIA AND
INFOCOMMUNICATIONS
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Flash report on mobile phone, December 2011
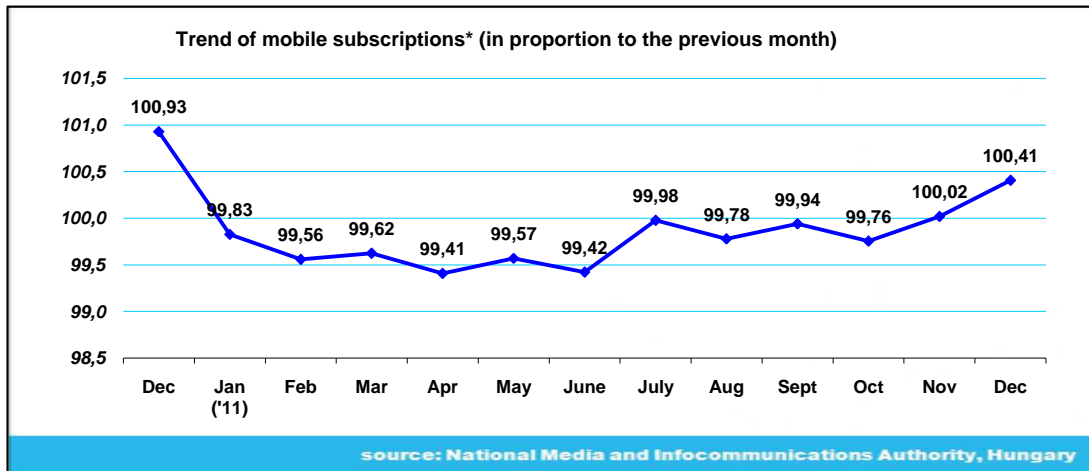
Summary at the end of month

Total number of subscriptions (pc)	11 689 937	Total number of active mobile SIM cards
Number of subscriptions actually generating traffic (pc)	11 099 617	Total number of active SIM cards generated traffic in the previous three months
Mobile subscriptions per 100 inhabitants (pc)	117,3	Number of active SIM cards compared to the population publicated by the Hungarian Central Statistical Office
Change in the number of subscriptions (%)	100,41%	Compared to the previous month
	97,32%	Compared to the same month of the previous year

Share of mobile operators in terms of mobile subscriptions*

Vodafone 22,99%
T-Mobile 45,04%
Telenor 31,97%

source: National Media and Infocommunications Authority, Hungary

*(Subscriptions of operator / Total number of subscriptions)*100

Share of mobile operators in terms of subscriptions actually generating traffic*

Vodafone 22,62%
T-Mobile 45,40%
Telenor 31,98%
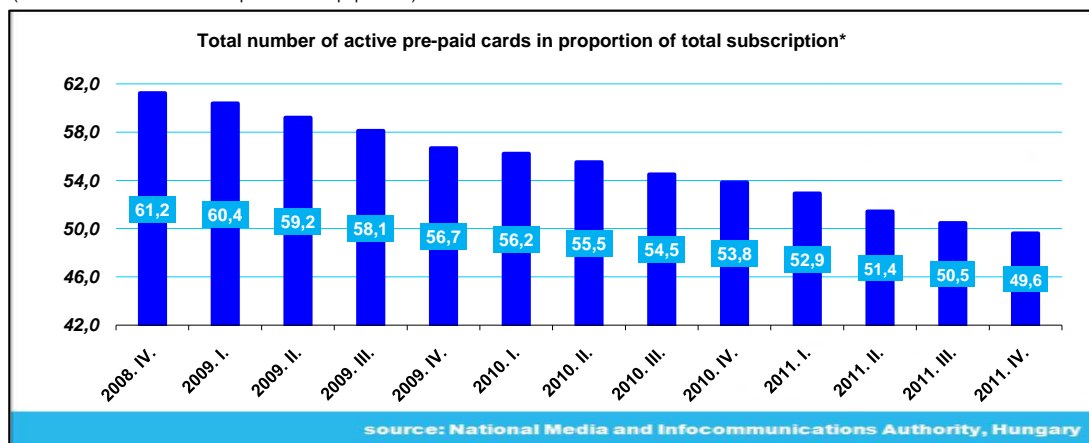
source: National Media and Infocommunications Authority, Hungary

* (Operator's subscriptions actually generating traffic / Total number of subscriptions actually generating traffic)*100

Trend of mobile subscriptions* (in proportion to the previous month)

Month	Value
Dec	100,93
Jan ('11)	99,83
Feb	99,56
Mar	99,62
Apr	99,41
May	99,57
June	99,42
July	99,98
Aug	99,78
Sept	99,94
Oct	99,76
Nov	100,02
Dec	100,41

source: National Media and Infocommunications Authority, Hungary

*(Total number of mobile subscriptions (current month) / Total number of mobile subscriptions (previous month))*100

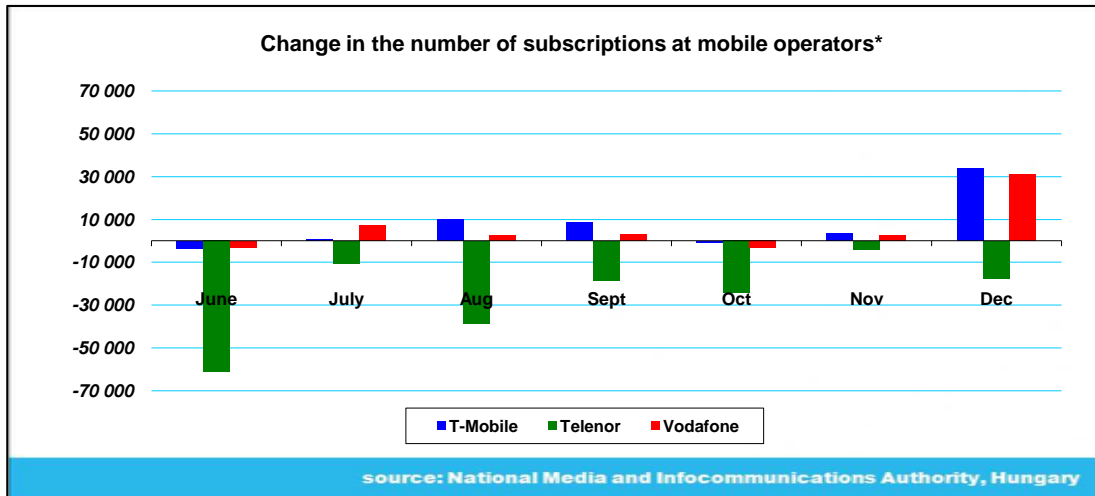**Mobile subscriptions per 100 inhabitants (end of month)***

Month	Value
Dec	120,2
Jan ('11)	120,0
Feb	119,6
Mar	119,1
Apr	118,4
May	118,0
June	117,4
July	117,4
Aug	117,1
Sept	117,1
Oct	116,8
Nov	116,8
Dec	117,3

source: National Media and Infocommunications Authority, Hungary
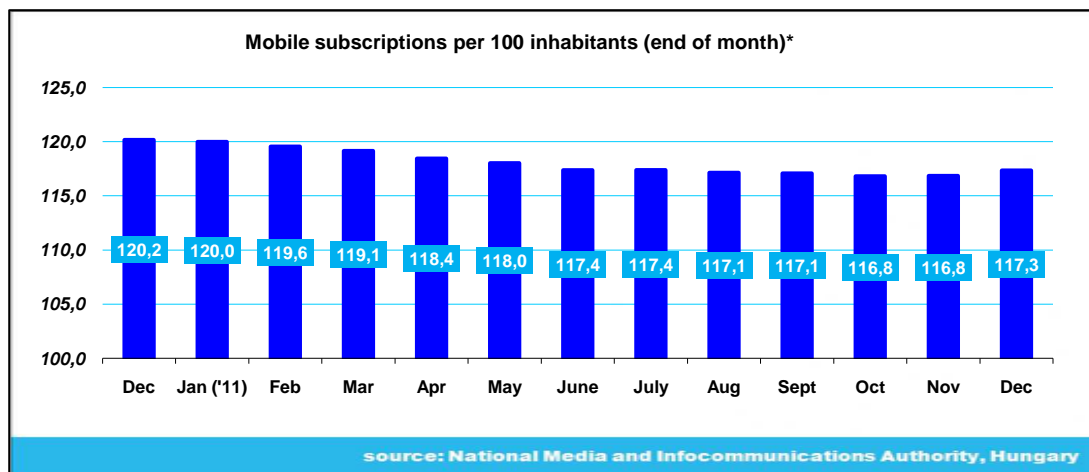
*(Total number of mobile subscriptions / Total population)*100

Total number of active pre-paid cards in proportion of total subscription*

Period	Value
2008. IV.	61,2
2009. I.	60,4
2009. II.	59,2
2009. III.	58,1
2009. IV.	56,7
2010. I.	56,2
2010. II.	55,5
2010. III.	54,5
2010. IV.	53,8
2011. I.	52,9
2011. II.	51,4
2011. III.	50,5
2011. IV.	49,6

source: National Media and Infocommunications Authority, Hungary

*(Total number of active pre-paid cards / Total number of subscriptions)*100

Note: Quartelry data

Change in the number of subscriptions at mobile operators*

Legend: ■ T-Mobile ■ Telenor ■ Vodafone

source: National Media and Infocommunications Authority, Hungary

*Note: change includes new customers and churn together

Explanation:

Total number of subscriptions: Number of active SIM-cards, which are able to receive calls at 12 pm on the last day of the month. SIM cards, which do not generate revenue (used for the operation of the service provider) are excluded.

Number of subscriptions actually generating traffic: The figure includes the number of post-paid SIM cards and the number of pre-paid SIM cards actually originated and terminated calls, initiated SMS in the previous three months. Roaming and data services (e.g. WAP,MMS,GPRS...) are traffic generating items too.

Total population: Number of total population according to the online data base of the Hungarian Central Statistical Office.

Number of pre-paid subscriptions: Number of active pre-paid SIM cards, where the subscriber can use the services of the operator against a certain amount paid beforehand.