

Press release

Data services give the wireless market momentum

- World market in wireless communications to reach €578 billion
- 16 percent growth in mobile data services
- Great Britain largest market in Europe

Berlin, 12th February 2009

According to current data of the market research organisation EITO the international market in wireless communications is expected to grow by 6.6 percent in 2009, to a total value of €578 billion. Mobile voice revenues are increasing by 4.2 percent, to €454 billion. Mobile data services world-wide are experiencing a boom, with growth of 16 percent to €124 billion. "Thanks to new applications and attractive devices, mobile telecommunications remains a growth market in spite of the economic crisis", said EITO-Chairman Bruno Lamborghini before the opening of the international mobile telecommunications fair "Mobile World" in Barcelona. In Europe, the mobile telecommunications market is expected to grow by 2.4 percent this year to reach an overall value of €144.5 billion. Mobile communication is receiving a new impetus through the growing traffic in data, which now contributes nearly a quarter of the total turnover in mobile telecommunications. "E-mails, music downloads or sending photos are now standard applications of modern mobile telephones", said Scheer. In Europe, turnover in mobile data services is growing this year by 8.4 percent, to €33 billion, while turnover in mobile voice telephony is increasing by 0.7 percent to €111.5 billion.

European Information
Technology Observatory

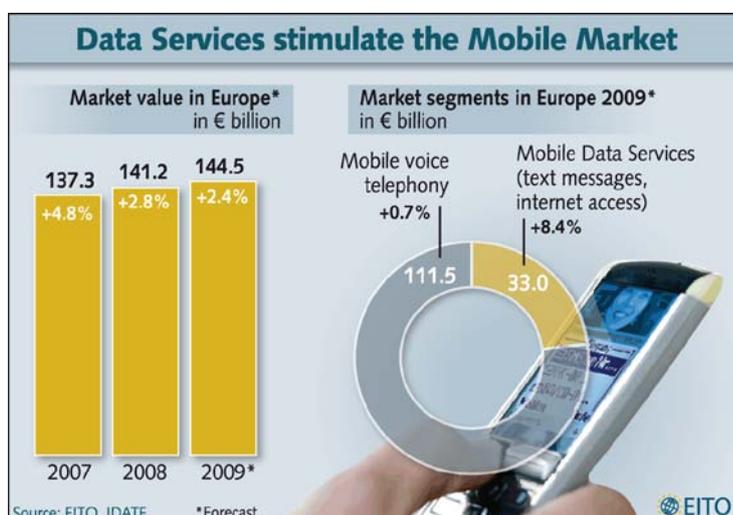
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The largest single market in Europe with above average rates of growth is Great Britain. Revenues there are forecast to increase by 3.8 percent to €26.4 billion. In Great Britain too, mobile Internet applications for mobile telephones and notebooks are experiencing a boom. Turnover in mobile data services is increasing by 9.8 percent, to €7.1 billion. With mini-notebooks, a new class of equipment has established itself, in addition to mobile telephones. The so-called Netbooks include integrated mobile network access or use a USB stick for wireless Internet access.

Development in the German mobile telecommunications market is rather weaker than the European average. According to the EITO forecast, overall turnover in 2009 is growing by 0.3 percent to €22.3 billion. Revenues in mobile data services are increasing by 8 percent, to €5.5 billion. The market for mobile voice telephony in Germany is expected to fall by 2 percent to €16.8 billion due to diminishing prices in a highly competitive environment. In third place among the largest mobile telecommunications markets in Europe lies France, with a growth of 2.8 percent to €20.4 billion for the year 2009.

The European Information Technology Observatory (www.eito.com) offers high quality and up-to-date information on European and global markets for information technology, telecommunications and consumer electronics. The EITO is managed by Bitkom Research GmbH, a wholly owned subsidiary of BITKOM, the German Association for Information Technology, Telecommunications and New Media. EITO is sponsored by CeBIT, Deutsche Telekom, KPMG, Messe München, red.es, Simo and Telecom Italia. The research activities of the EITO Task Force are supported by the European Commission and the OECD.