

CTIA

Measuring Wireless Today

CTIA's Semi-Annual Survey

-Measuring the How Many and How Much of
the Wireless Industry

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CTIA Research



CTIA's Semi-Annual Wireless Industry "Data Survey"

- Conducted semi-annually since January 1985 - surveys facilities-based service providers (licensees) and lays down the benchmarks for the wireless industry:
 - how many revenue-generating subscribers
 - how much service revenue
 - how much cumulative capital investment
 - how many operational cell sites/switches
 - how many direct employees
 - average local monthly bill
 - usage measurements

CTIA's Semi-Annual Wireless Industry "Data Survey"

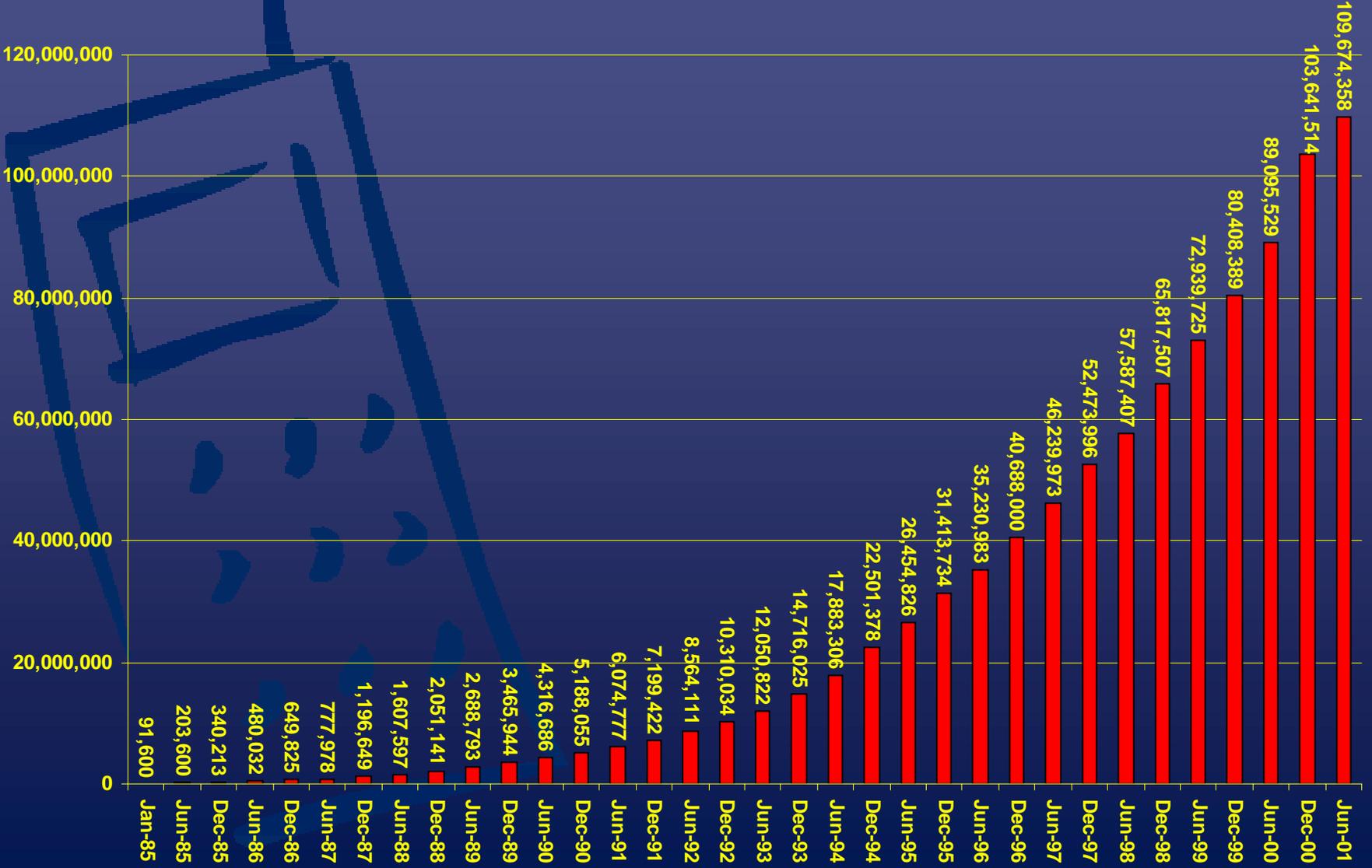
- Does not track price per minute
- Does not track "Cost per Gross Add"
- Does not track prospective investment
- Does not track specific pricing plans (e.g., One-rate type offerings)
- Does not maintain carrier-specific data, only aggregate industry data
 - Nonetheless, collected data does provide basis for variety of benchmarks, both direct and derived benchmarks / ratios.

Revenue Generating Subscribership

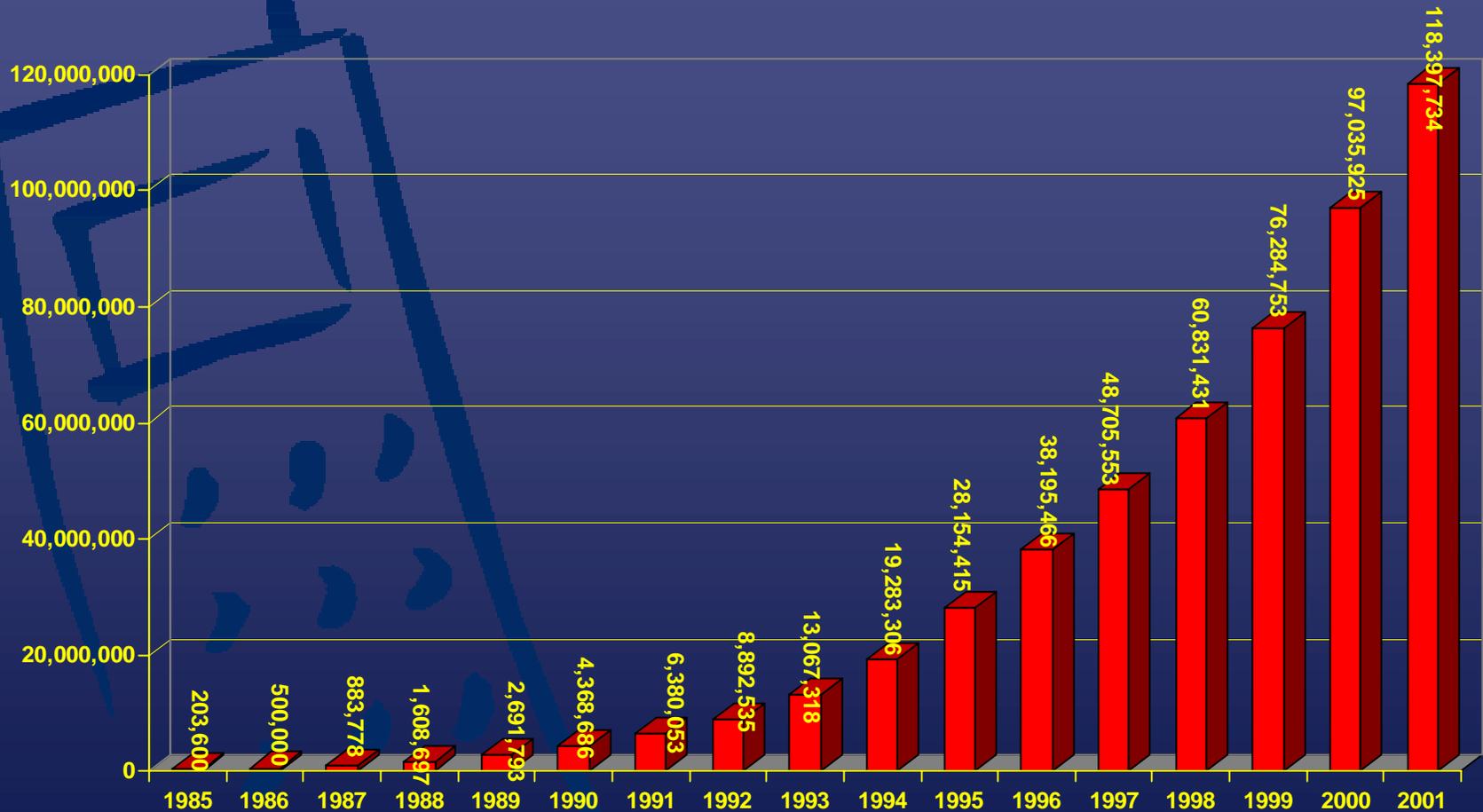
We ask carriers to report:

- Total Beginning and ending revenue-generating subscribers,
- Digital Beginning and ending revenue-generating subscribers,
- Beginning and ending prepaid subscribership,
- Gross additions, and
- Total disconnects for the six month survey period.

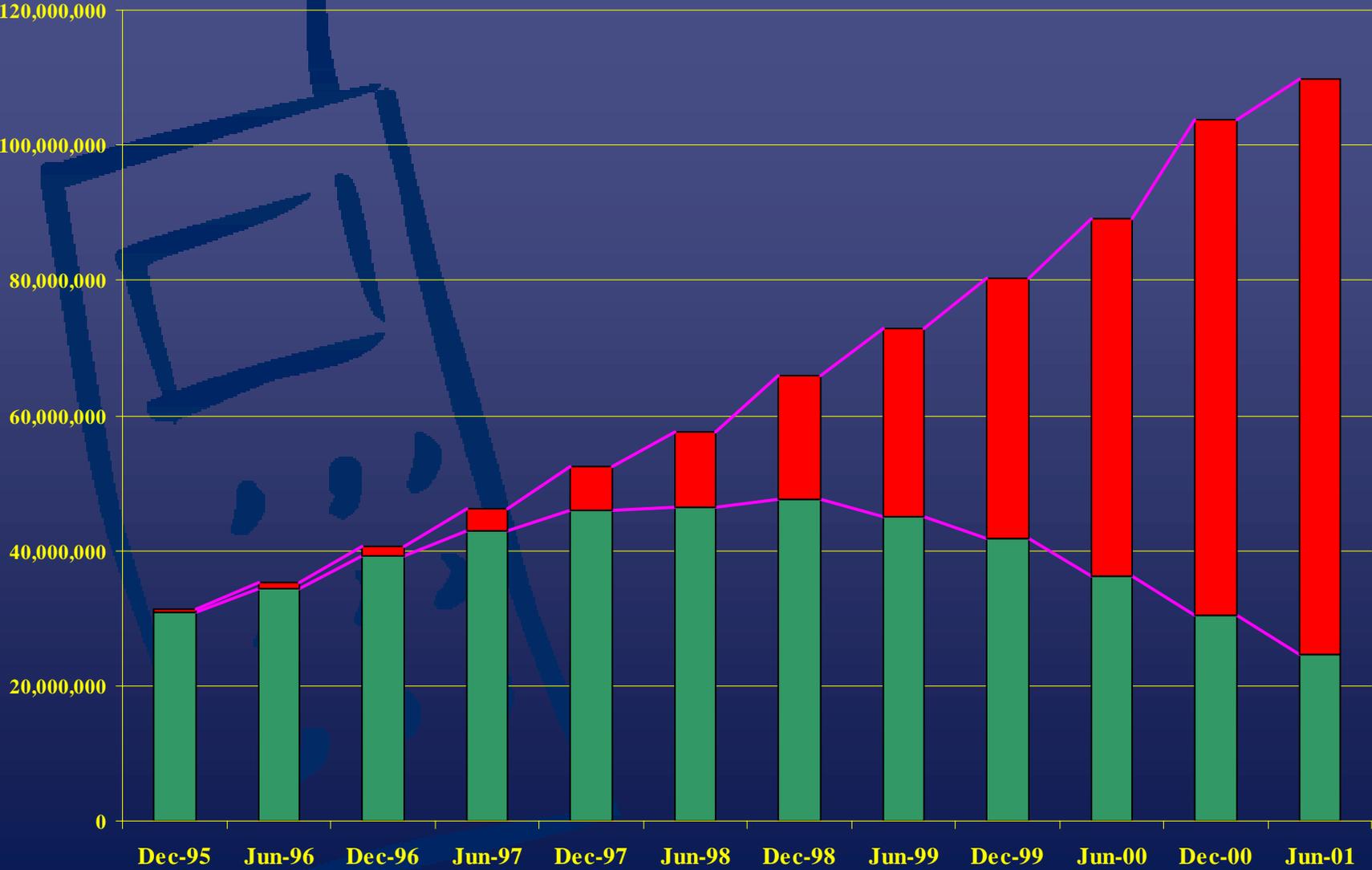
Reported Wireless Subscribers 1985 - 2001



Estimated Wireless Subscribership: June 1985 - June 2001



Derived Analog Subscribers **Reported Digital Subscribers**

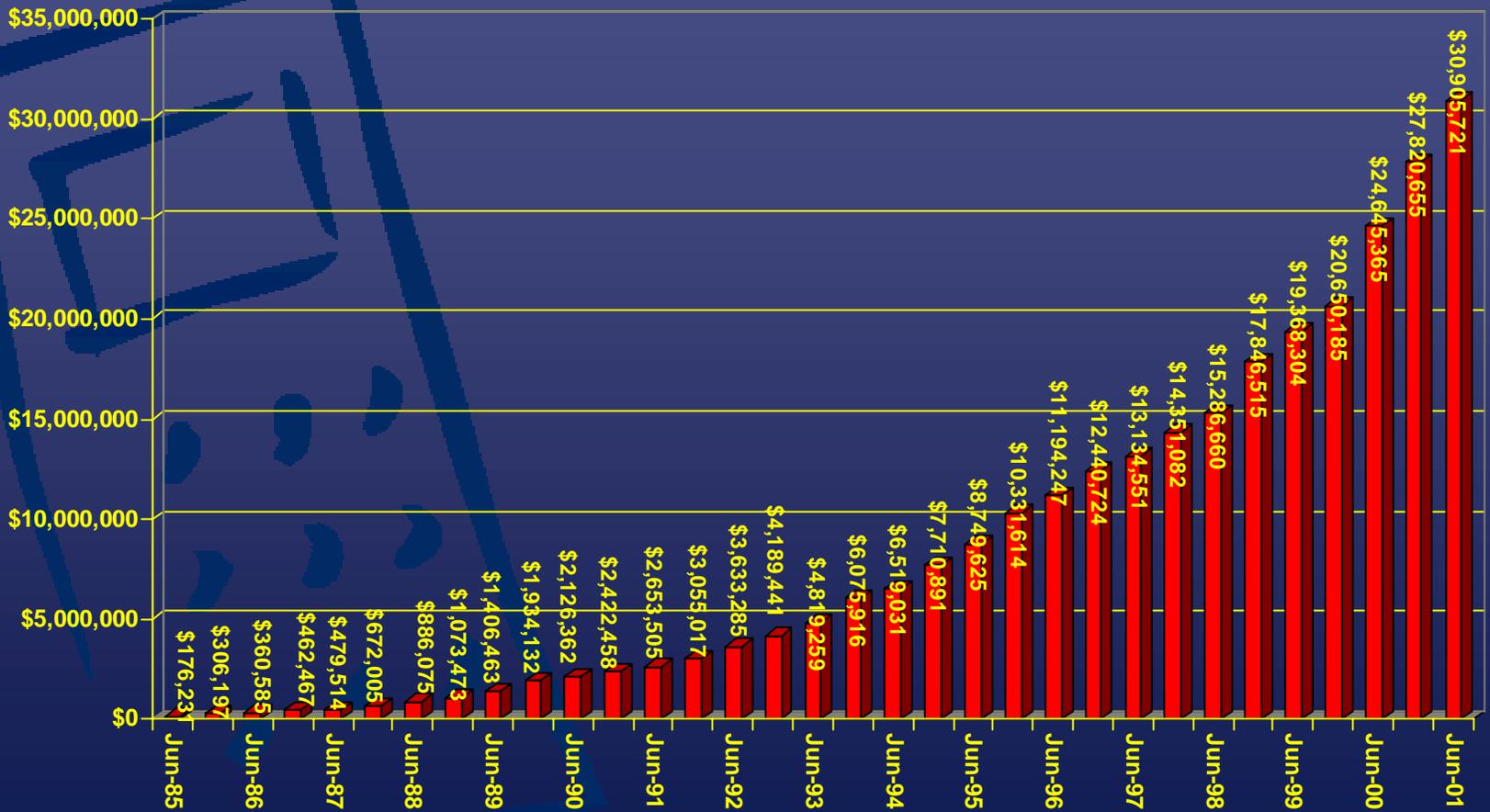


Total Service Revenues

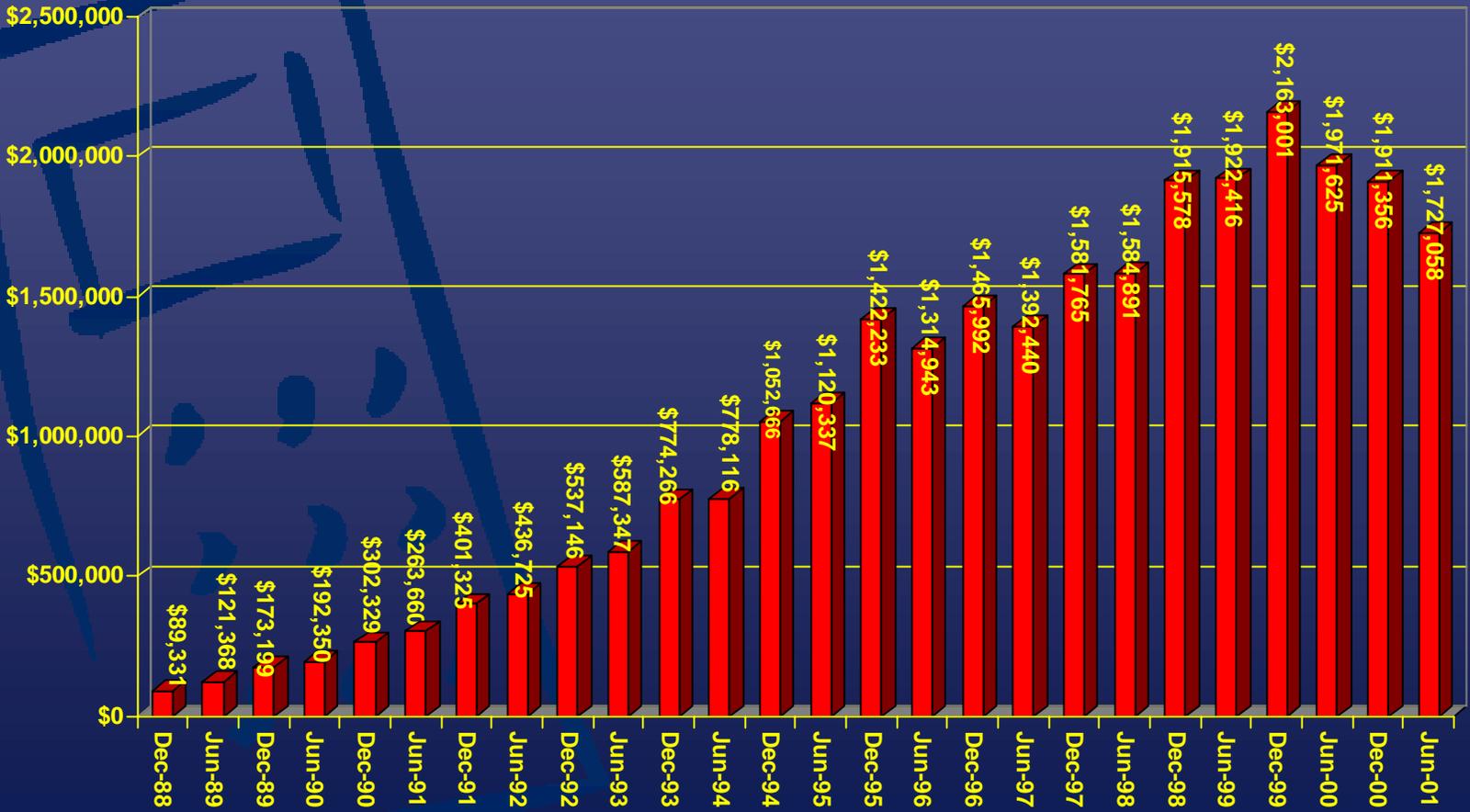
The “total service” revenues we track are composed of:

- Local service revenues,
 - Roaming revenues,
 - Prepaid revenues, and
 - Vertical service charges.
-
- Toll revenues have only been tracked since December 1998, and are tracked separately from the traditionally defined “total service” revenues.

Six-Month Revenues: June 1985 - June 2001 (in Thousands)



Six-Month Roamer Revenues: June 1985 - June 2001 (in Thousands)

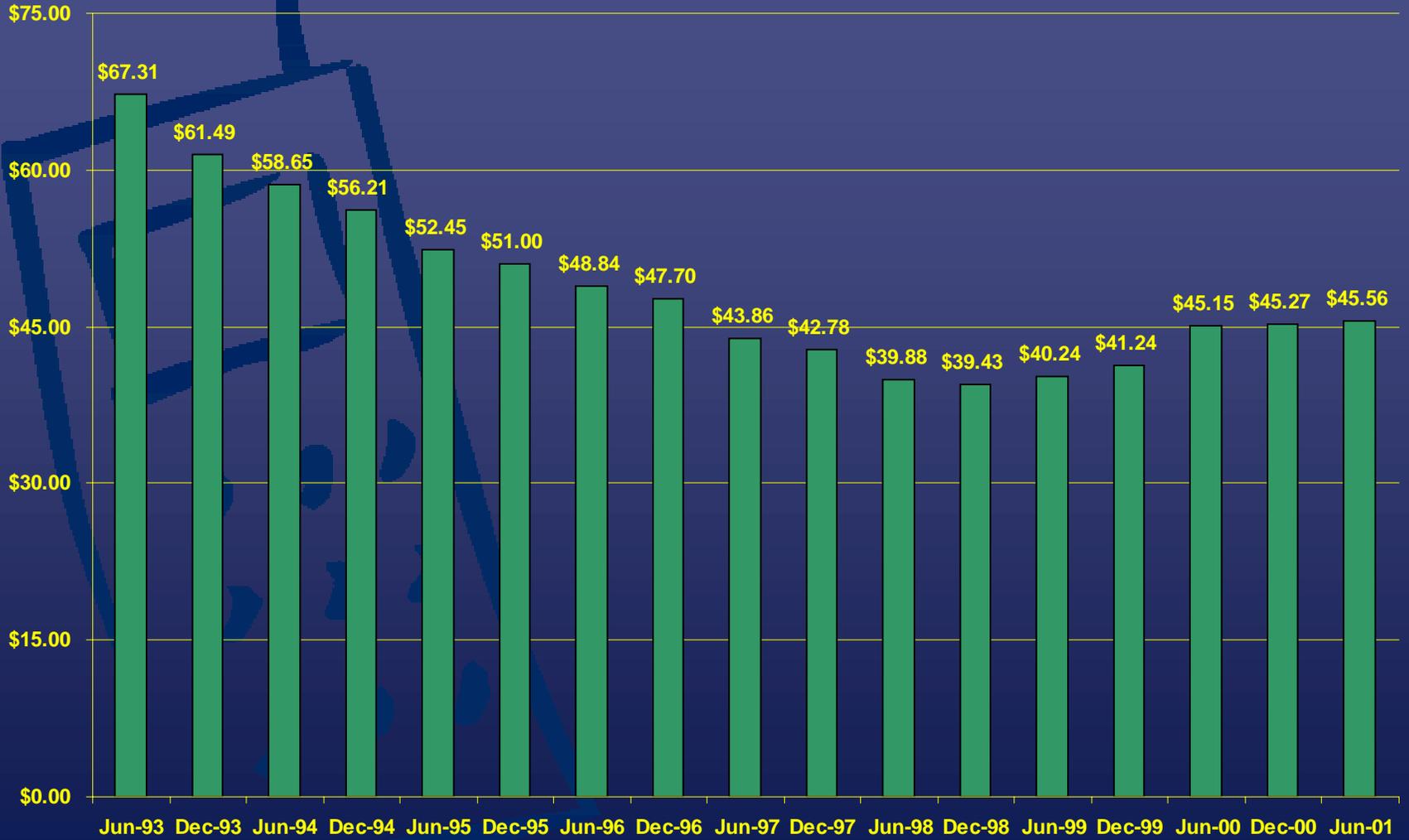


Average Local Monthly Bill

We request carriers report:

- The average local monthly bill, which is based on:
 - Local service revenues,
 - Including charges for vertical services in the local serving area.
- This is exclusive of:
 - Toll and roaming revenues,
 - Equipment-related revenues,
 - Taxes, fees, or pass-through surcharges.
- This is based only on active revenue-generating subscribers.

Average Local Monthly Bill 1993 - 2001

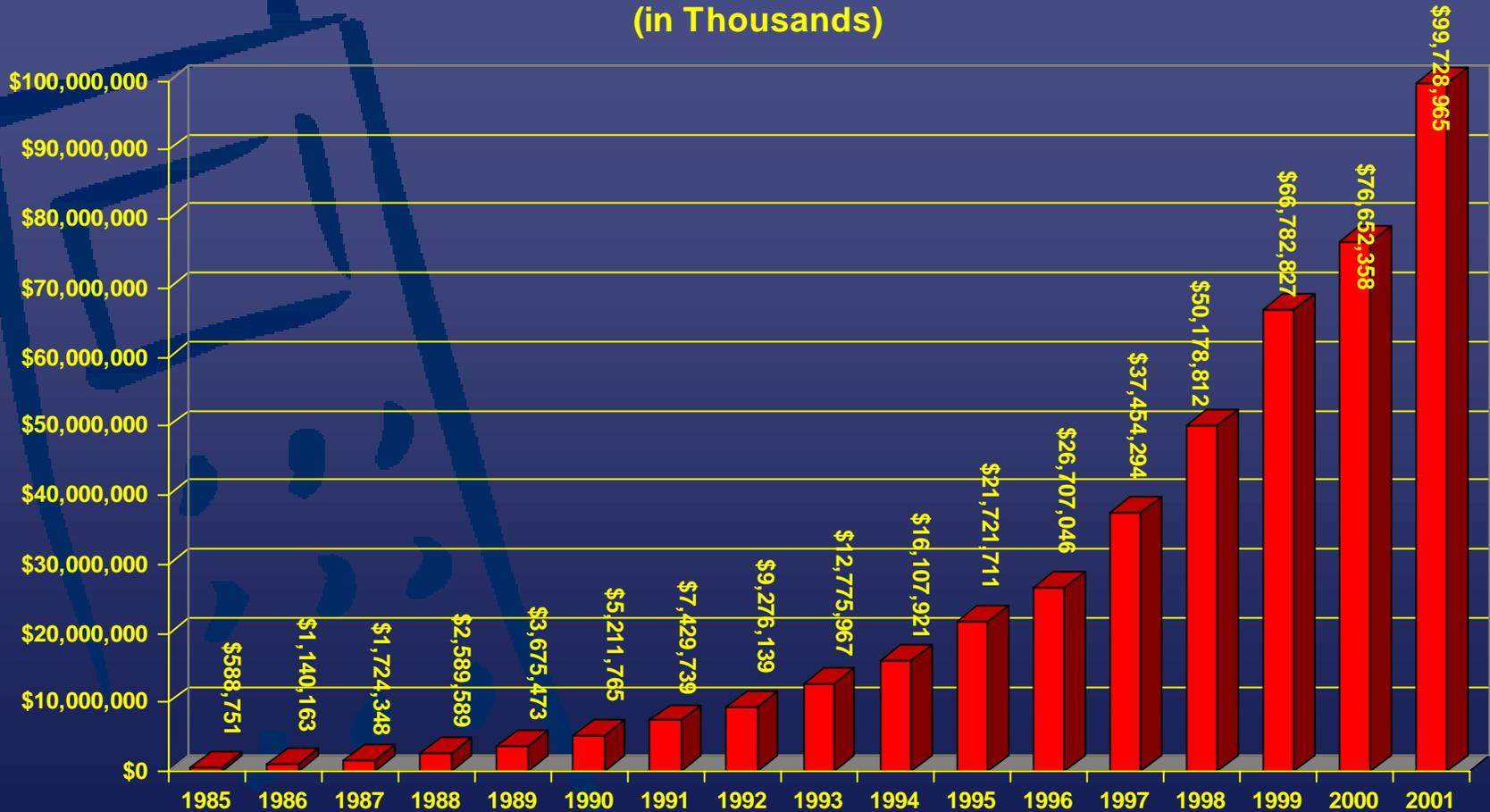


Cumulative Capital Investment

We request carriers report:

- Total cumulative capital investment, including
- Cumulative System/Network capital investment,
- Cumulative Non-system/non-network capital investment.
- This is exclusive of the cost of licenses (whether bought at public or private auction, or otherwise acquired), and excludes intangibles.
- This is not reduced by accumulated depreciation.

Cumulative Capital Investment: June 1985 - June 2001 (in Thousands)

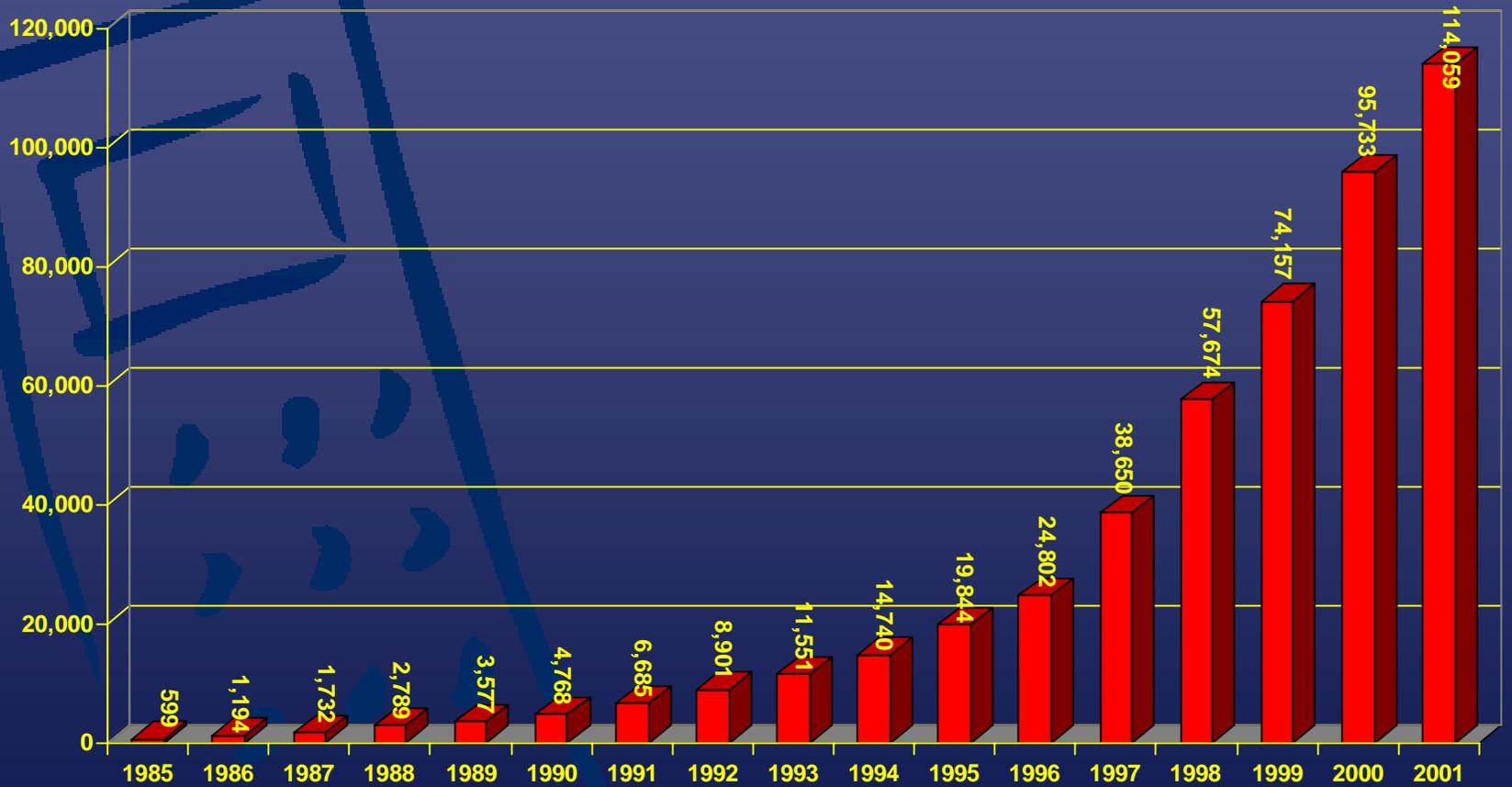


Cell Sites

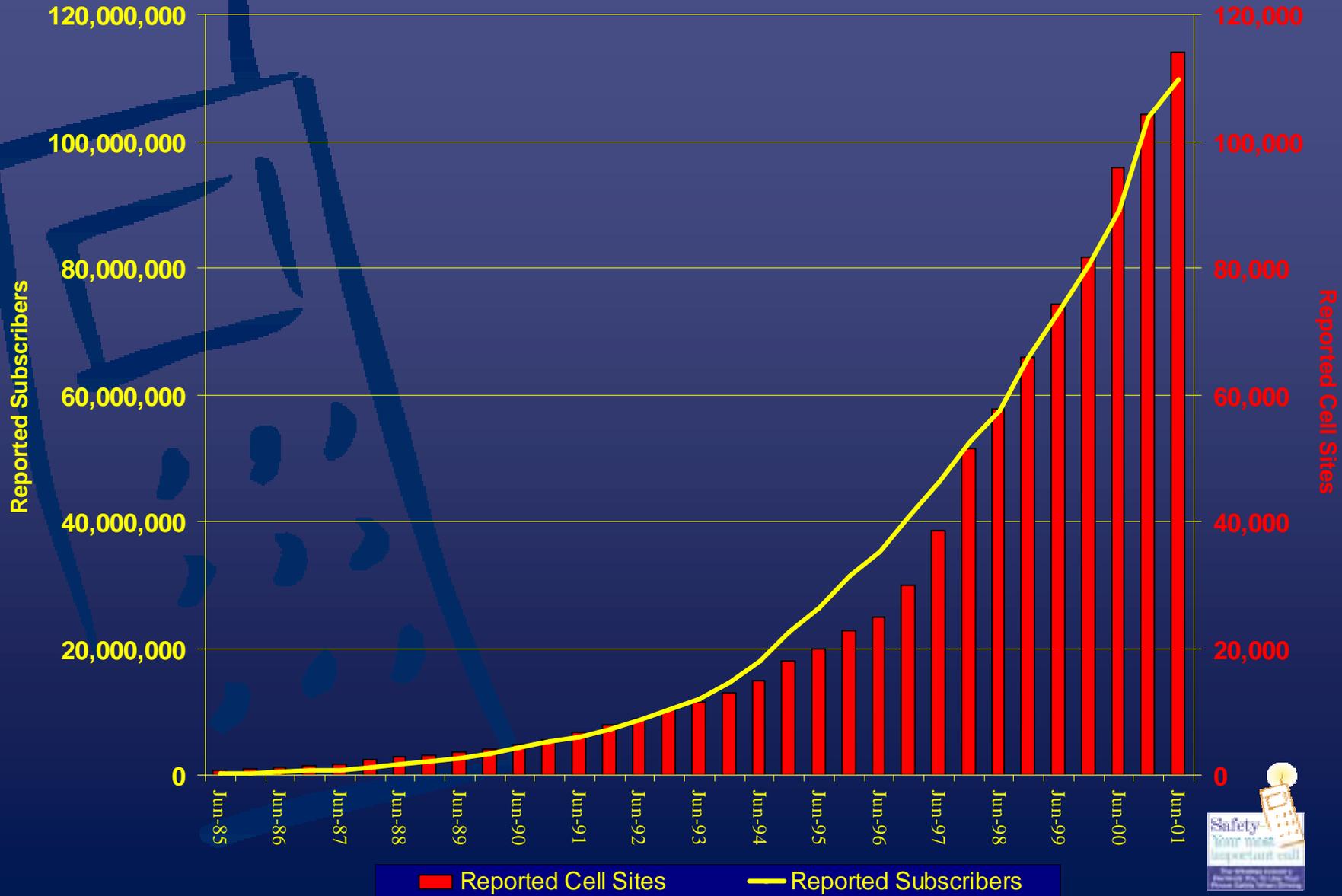
We request carriers report:

- The total number of commercially operational cell sites as of the end of the survey period.
- Non-operational cell sites (e.g., those prior to service initiation) are not to be reported.
- We do not request carriers report these cell sites broken down by technological flavor – i.e., GSM v. TDMA v. CDMA v. AMPS.
- We do not track the number of “towers” nor do we adjust the figures for non-responding companies or for co-location.

Cell Sites in Commercial Use: June 1985 - June 2001



Reported Subscriber and Cell Site Trends

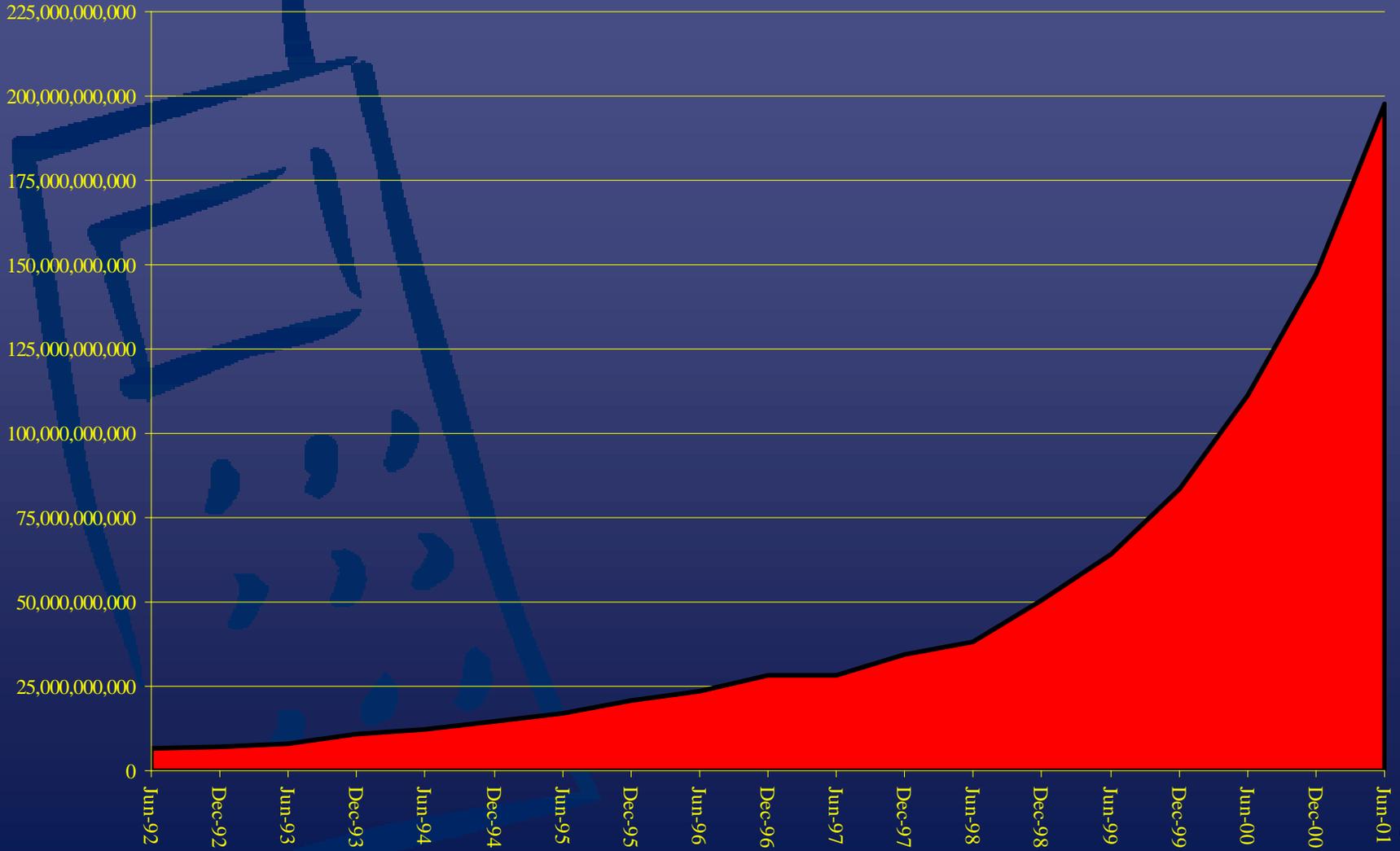


Minutes of Use and Average Length of Call

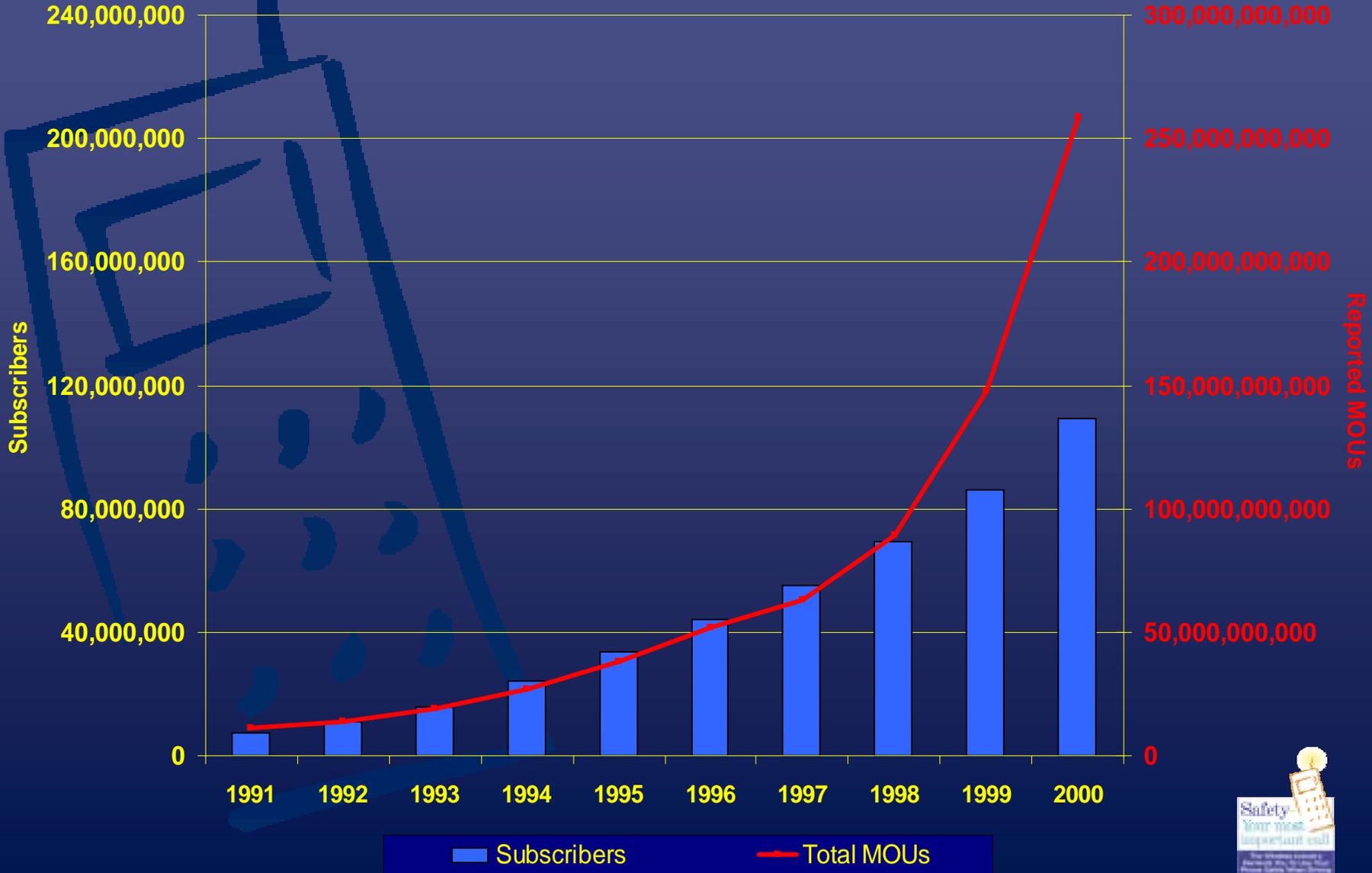
We request carriers report:

- Total local billable minutes of use and billable calls;
- Total roaming billable minutes of use and billable calls;
- Total prepaid billable minutes of use and billable calls (a subset of local minutes of use and calls).
- This makes possible calculation of total reported industry billable MOUs, as well as:
 - the average length of call for each subset,
 - a straight average MOUs per reported subscriber for the period (based on reported MOUs and average reported subscribership).

Total Reported Billable Minutes of Use



Wireless Demand and Usage Trends



Carrier Employment

We request carriers report:

- The total number of direct carrier employees,
- The total number of direct sales employees,
- The total number of other direct employees.
- We do not further segment the reported employee base, nor do we track sales agents or their employees.

Direct Employment by Wireless Service Providers: June 1985 - June 2001

