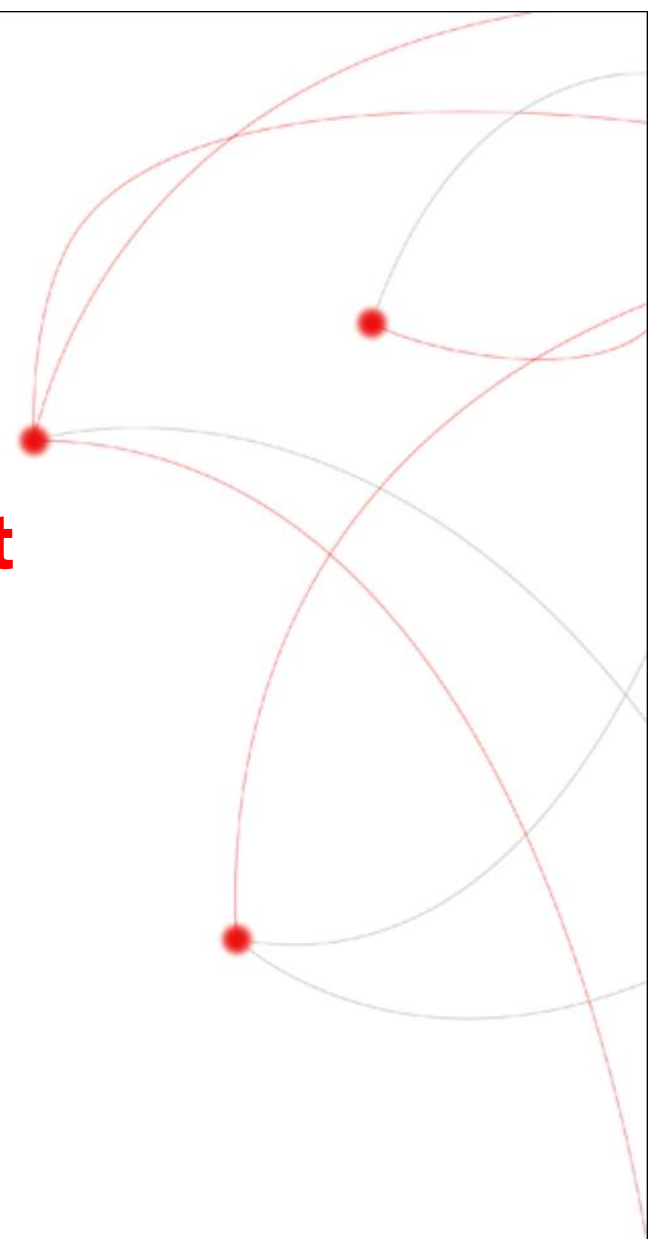


GRUPPO TELECOM ITALIA

**Osservatorio Congiunturale**

# **Italian Telecoms Market Trends**

PA.SEN.AEG



# The Italian Telecoms Market

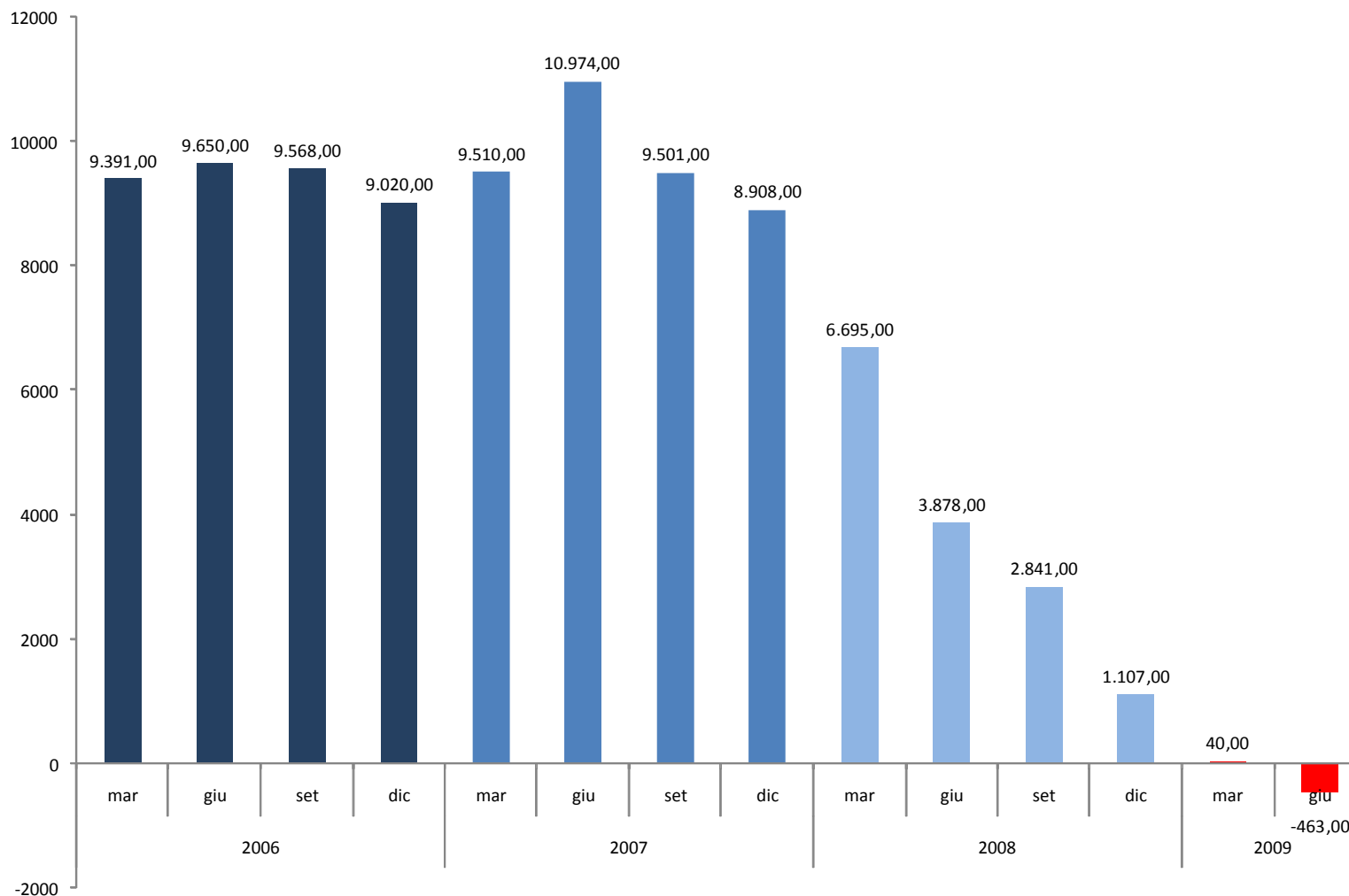
Total retail revenues in Telecom services in Country

In Local currency	Units	Total 2007	1Q 2008	2Q 2008	3Q 2008	4Q 2008	Total 2008	1Q 2009
<b>Mobile Revenues</b>	Millions loc. cur.	18.626	4.476	4.684	4.783	4.967	18.910	4.381
<b>Fixed Revenues</b>	Millions loc. cur.	16.862	4.182	4.190	3.981	4.174	16.527	4.049
o/w Broadband revenues	Millions loc. cur.	3.835	1.024	1.047	1.042	1.107	4.220	1.095
o/w PSTN	Millions loc. cur.	9.926	2.379	2.338	2.211	2.250	9.179	2.205
<b>Total revenues</b>		<b>35.488</b>	<b>8.658</b>	<b>8.874</b>	<b>8.764</b>	<b>9.141</b>	<b>35.437</b>	<b>8.430</b>
<b>Growth Year on Year</b>								
<b>Mobile Revenues</b>	0,0%	1,6%	0,1%	1,7%	1,9%	2,2%	1,5%	-2,1%
<b>Fixed Revenues</b>	0,0%	-4,9%	-1,8%	-1,5%	-2,2%	-2,5%	-2,0%	-3,2%
o/w Broadband revenues	0,0%	32,7%	9,4%	9,8%	9,3%	11,5%	10,0%	6,9%
o/w PSTN	0,0%	-5,7%	-7,0%	-6,9%	-7,8%	-8,5%	-7,5%	-7,3%

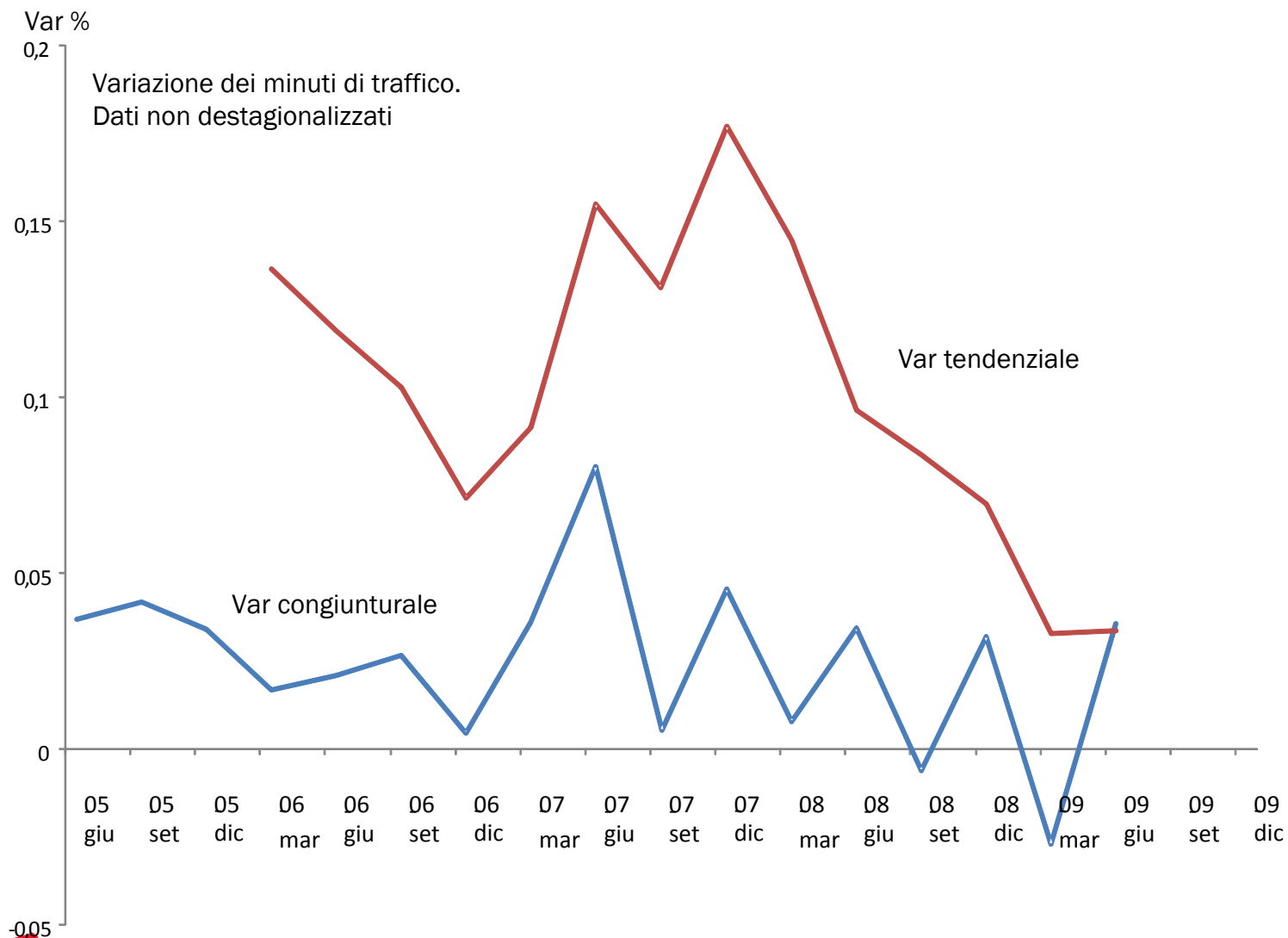
Fonte: elaborazioni su dati SIRMI

## Focus on mobile market: new lines

000 Net Adds (Yearly)

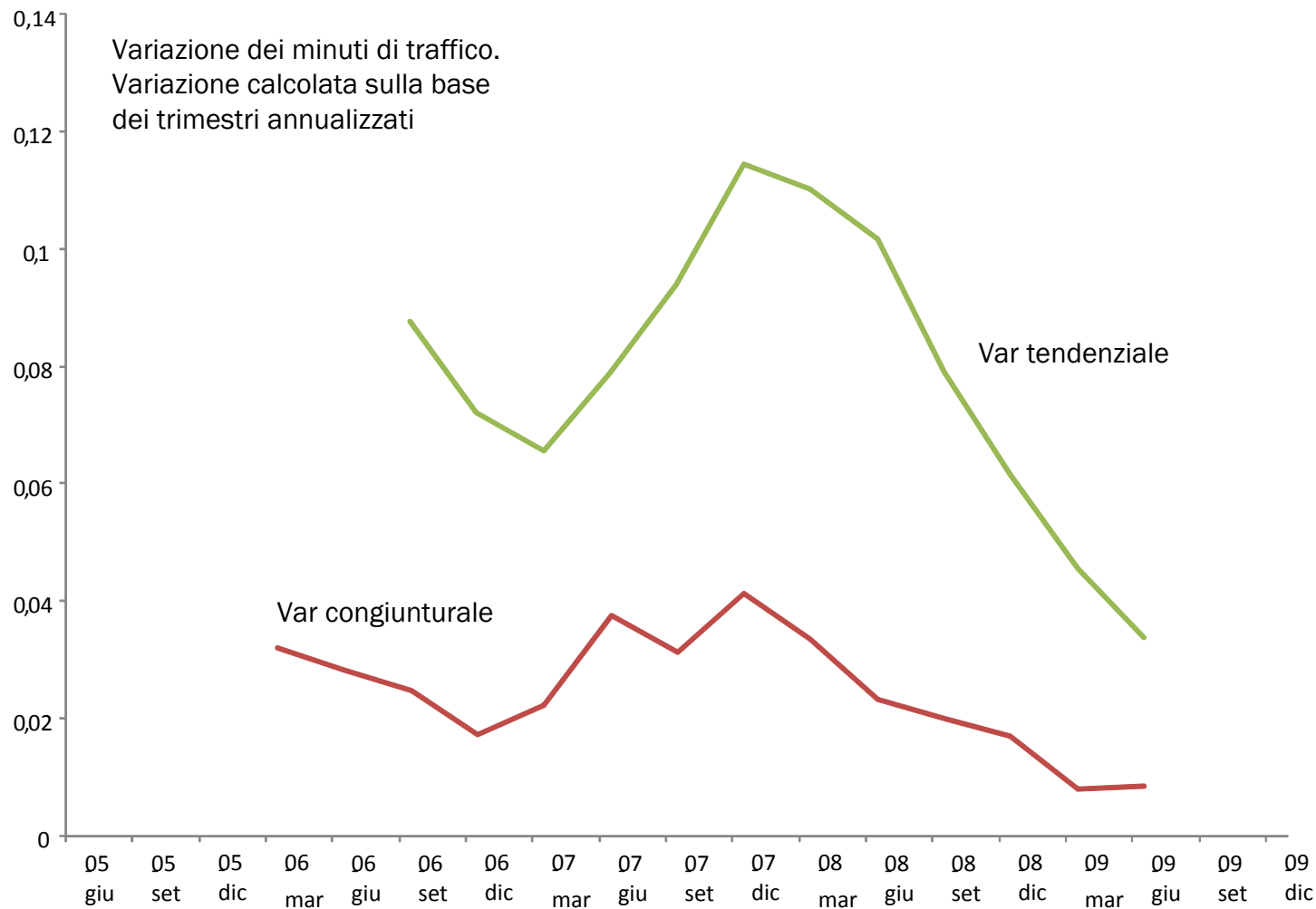


## Focus on mobile market: traffic (1/2)

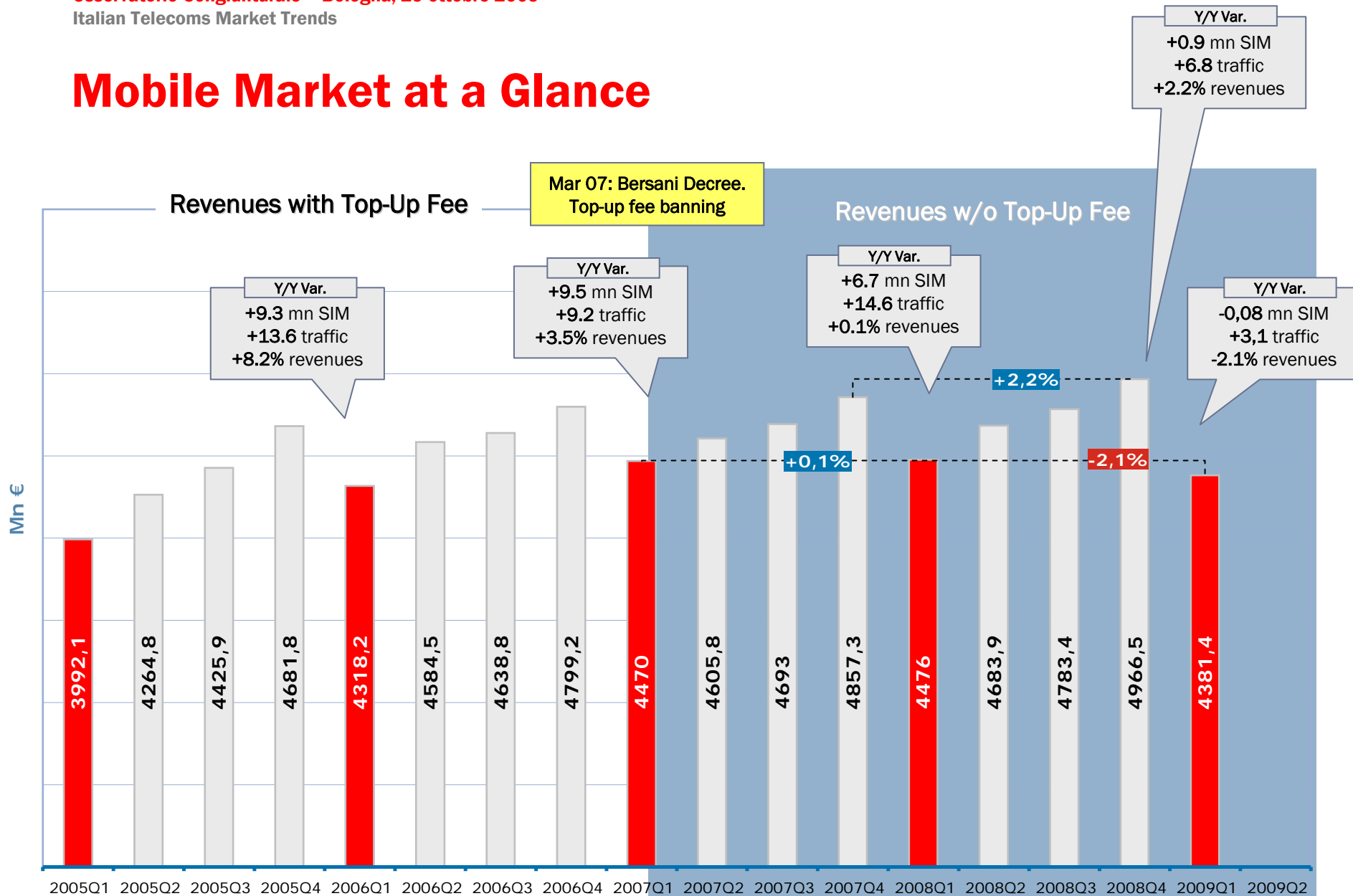


## Focus on mobile market: traffic (2/2)

Var % (Yearly)

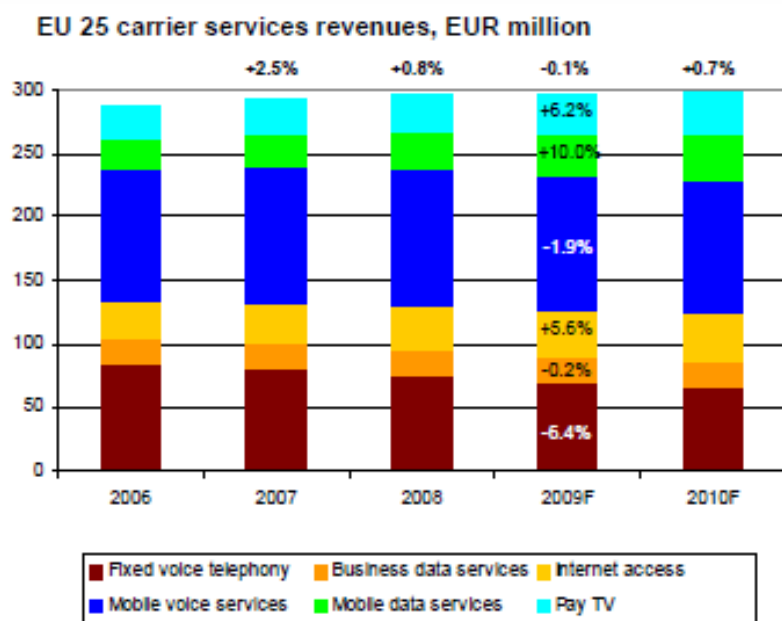


# Mobile Market at a Glance



## Forecasts: IDATE-EITO

### EU carrier services market



- Structural fixed voice decline at a ever increasing pace
  - Decrease in the number of lines
  - Marked drop in average revenue per line
- Increasing part of data and internet services
  - Growth just offsetting fixed voice decline
- Remaining internet, mainly broadband, and mobile growths due to subscriber uptake
- But mobile dropped points with mobile voice revenues sharp decline