

# **MOBILE TELEPHONY IN MOROCCO**

## **Quarterly Observatory\*** **-June 2012-**

- This document is published as an indication. Dispositions appearing in it are to be considered for information purposes.

## **SUMMARY**

**Global mobile telephony market**

**Post-paid market**

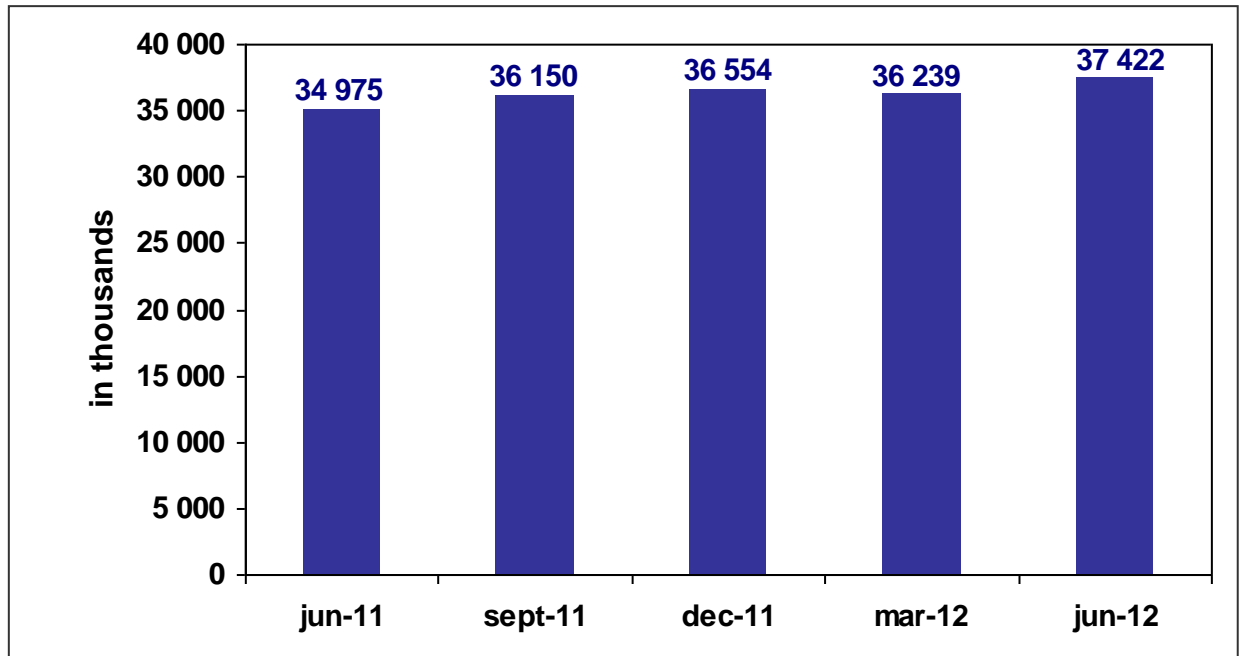
**Prepaid Market**

**Outgoing Mobile Telephone Voice Traffic**

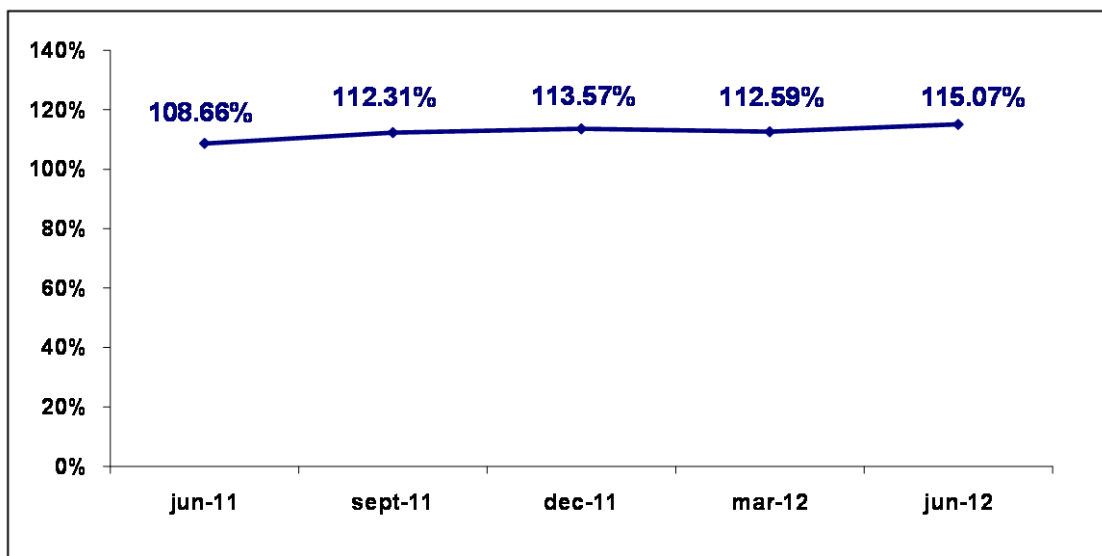
**Outgoing SMS Traffic**

**Price trend (ARPM) and Average Monthly Outgoing Use by  
Mobile Telephone Customer**

## Market evolution



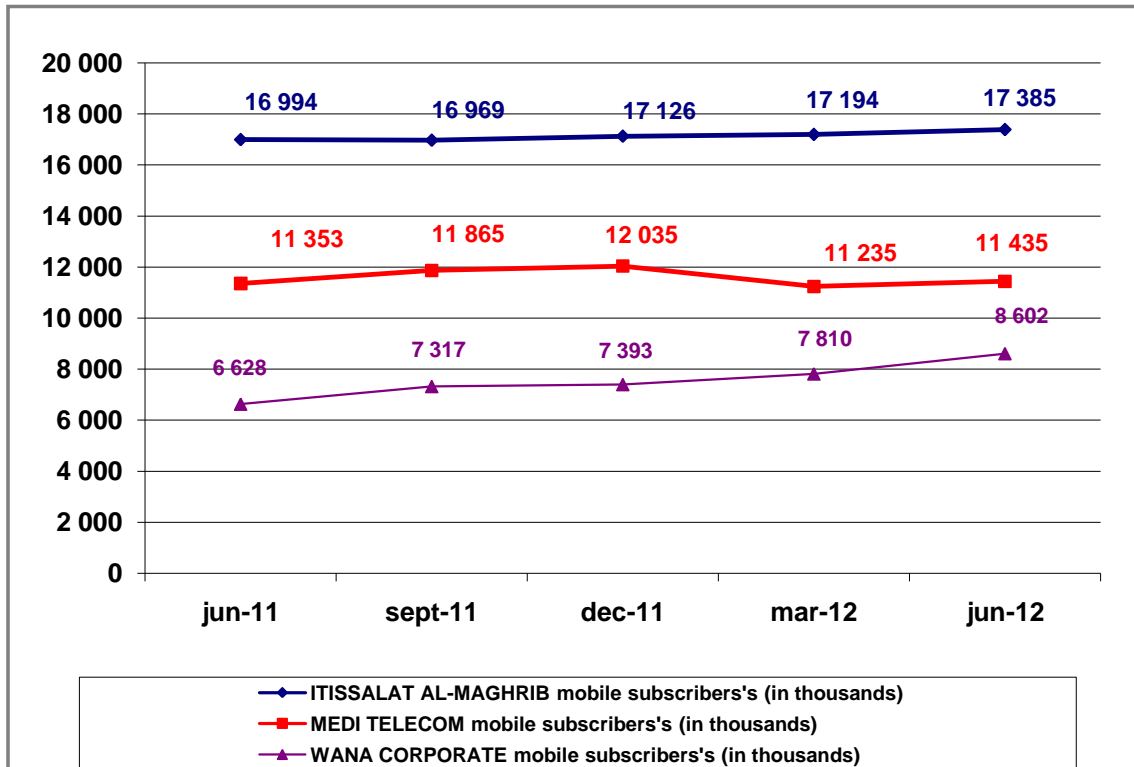
## Penetration rate<sup>2</sup>



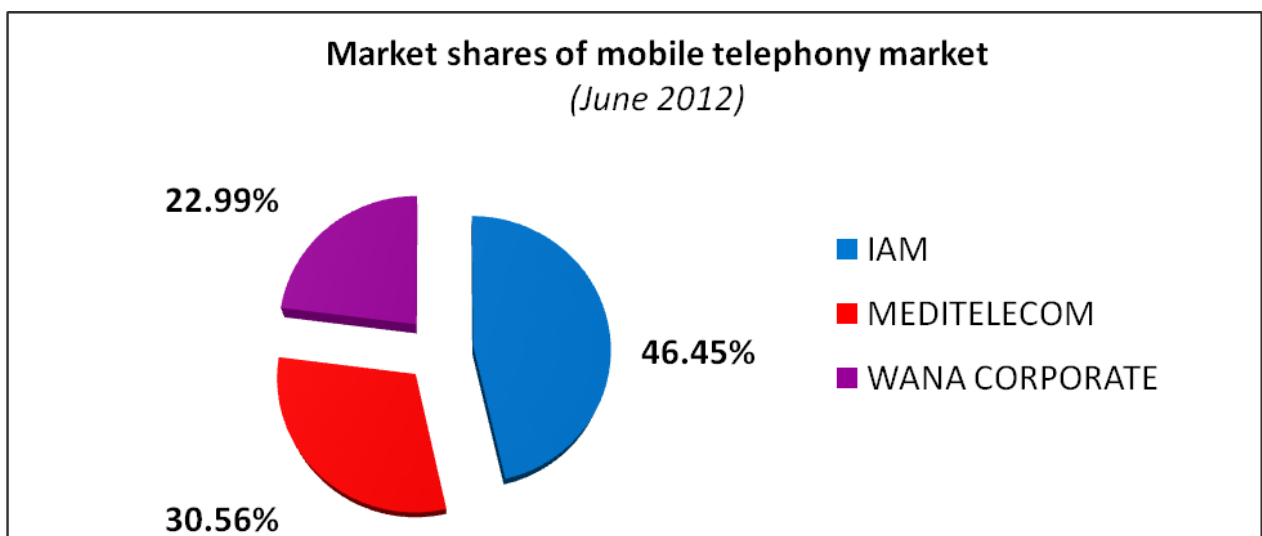
<sup>1</sup> This figure includes mobile subscribers to mobile telephony using the 2G and 3G networks.

<sup>2</sup> The accounting of the penetration rate for fixed telephony by the ANRT Market Observatory is based on the population projections published by the Statistics Department/HCP based on the General census of population 2004. Starting from June of the year N, the reference population for accounting this rate results from Statistics Department/HCP projections of this year.

## Market growth by operator



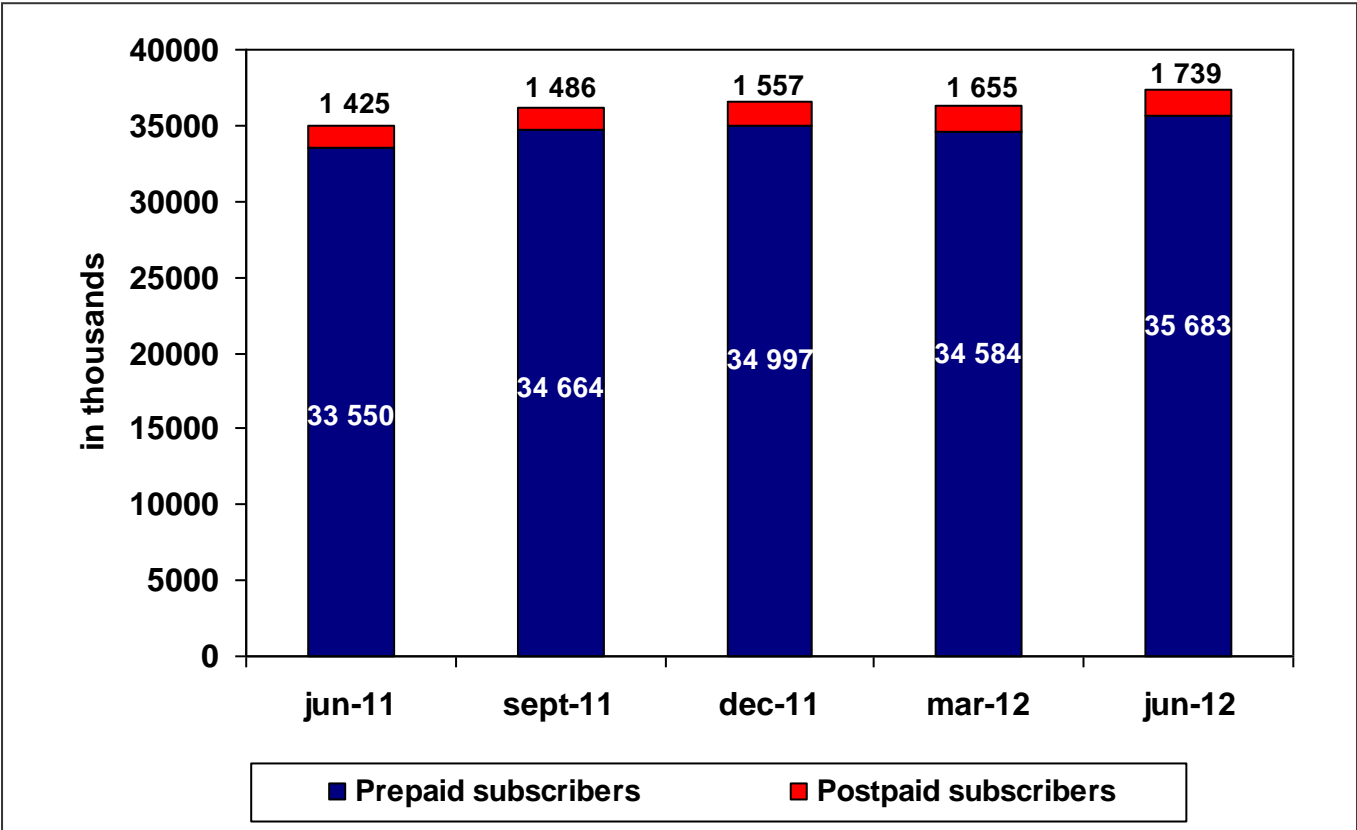
## Market shares at June 30<sup>th</sup> 2012



**Net ads in the Global mobile telephony market**

Global Mobile subscribers (in thousands)	Jun-11	Sept-11	Dec-11	Mar-12	Jun-12
Net ads <sup>3</sup>	1 600	1 175	404	- 315	1 183
% of growth <sup>4</sup>	4.79%	3.36%	1.12%	- 0.86%	3.27%

**Post-paid/ Prepaid market distribution**

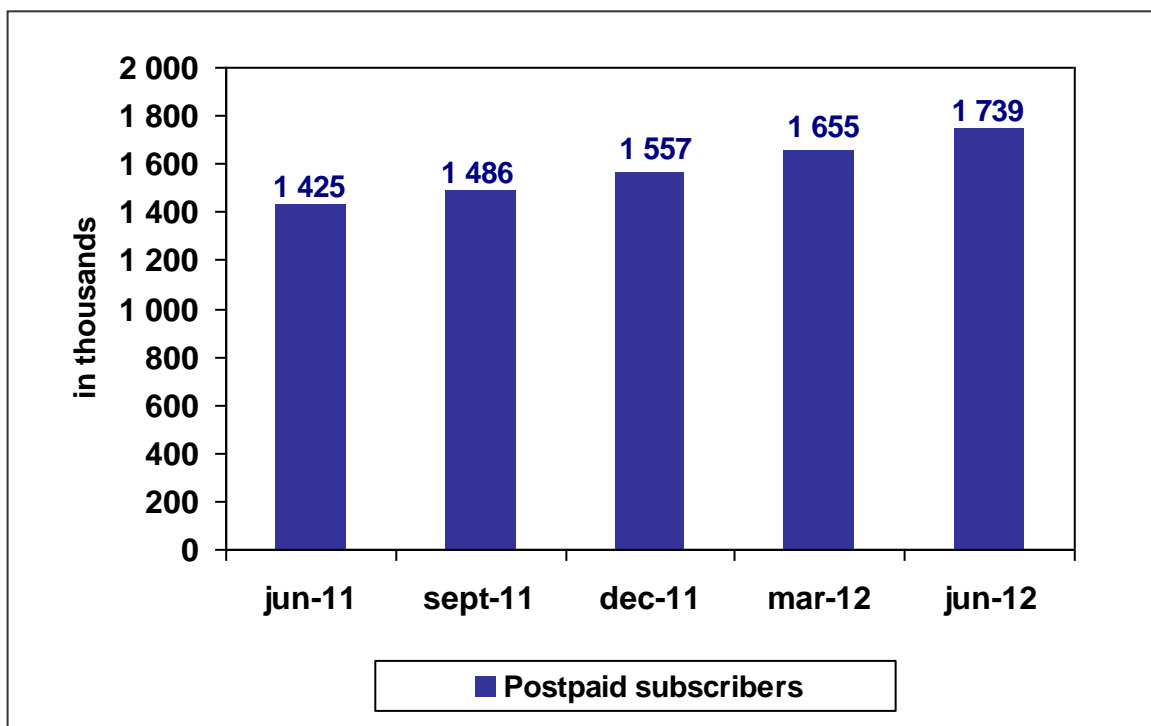


<sup>3</sup> Net ads in the month M equals to the difference between the subscribers number of the months M and M-3

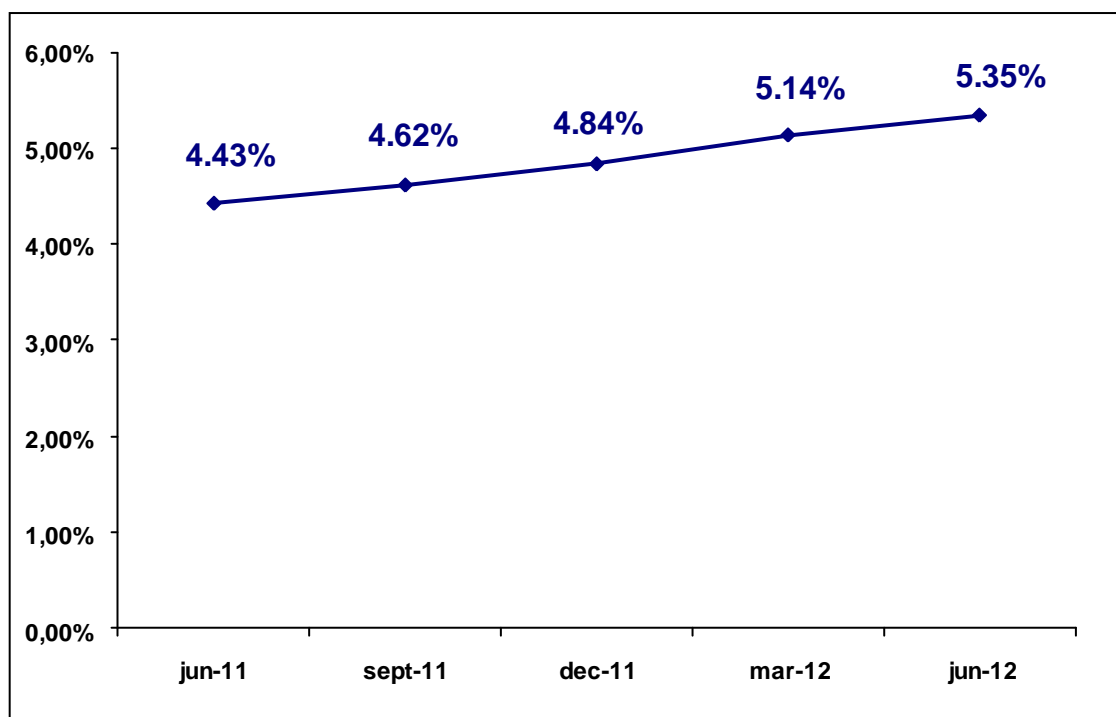
<sup>4</sup> % of growth at the month M equals to the difference between the subscribers number of the months M and M-3 divided by the subscribers number of the month M-3

## POST-PAID MARKET

### Post-paid market evolution

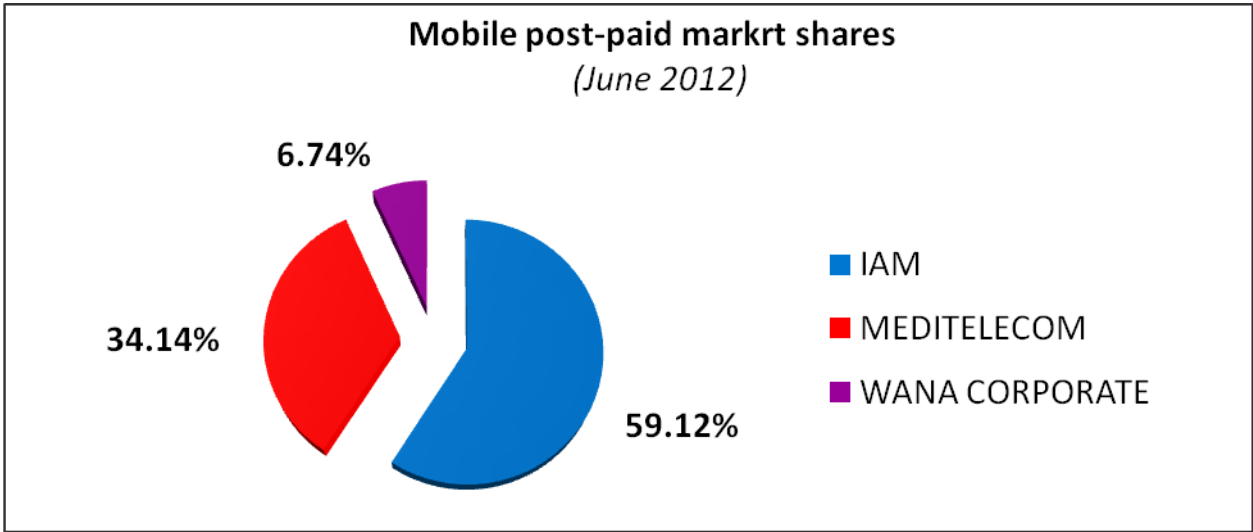


### Post-paid penetration rate<sup>5</sup>



<sup>5</sup> See note 1.

**Post-paid market shares at June 30<sup>th</sup> 2012**



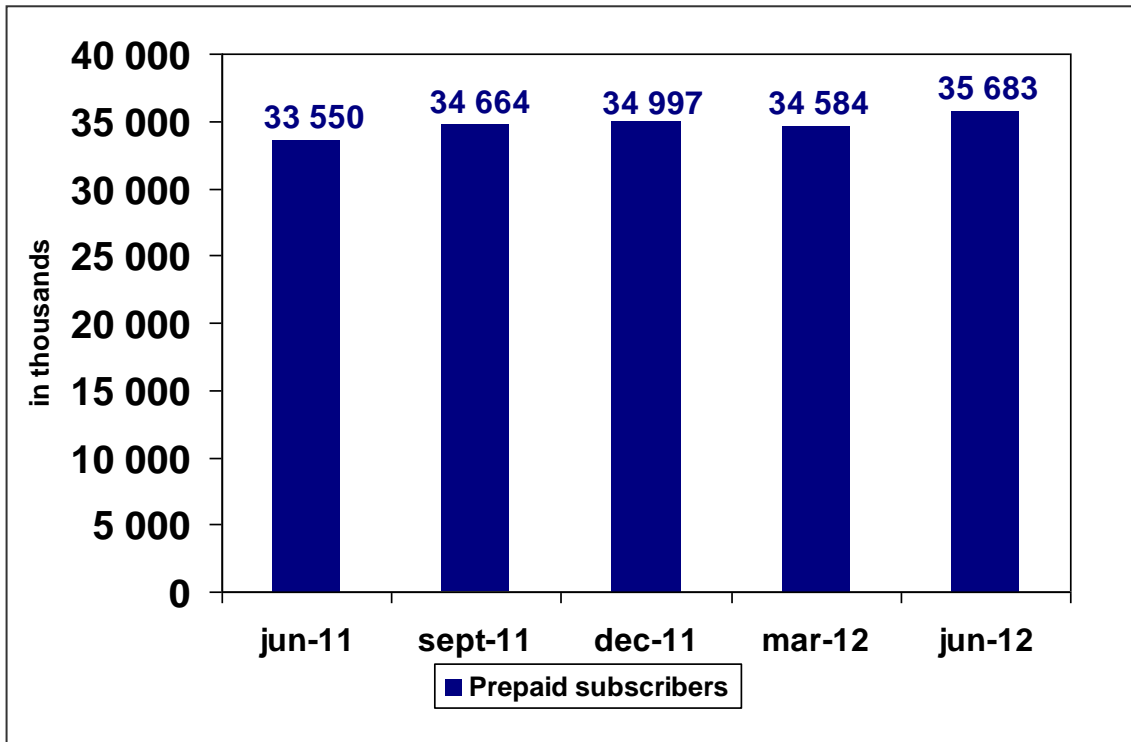
**Net ads in the post-paid market**

Post-paid Mobile subscribers (in thousands)	Jun-11	Sept-11	Dec-11	Mar-12	Jun-12
Net ads <sup>6</sup>	96	61	71	98	84
% of growth <sup>7</sup>	7.19%	4.29%	4.76%	6.27%	5.10%

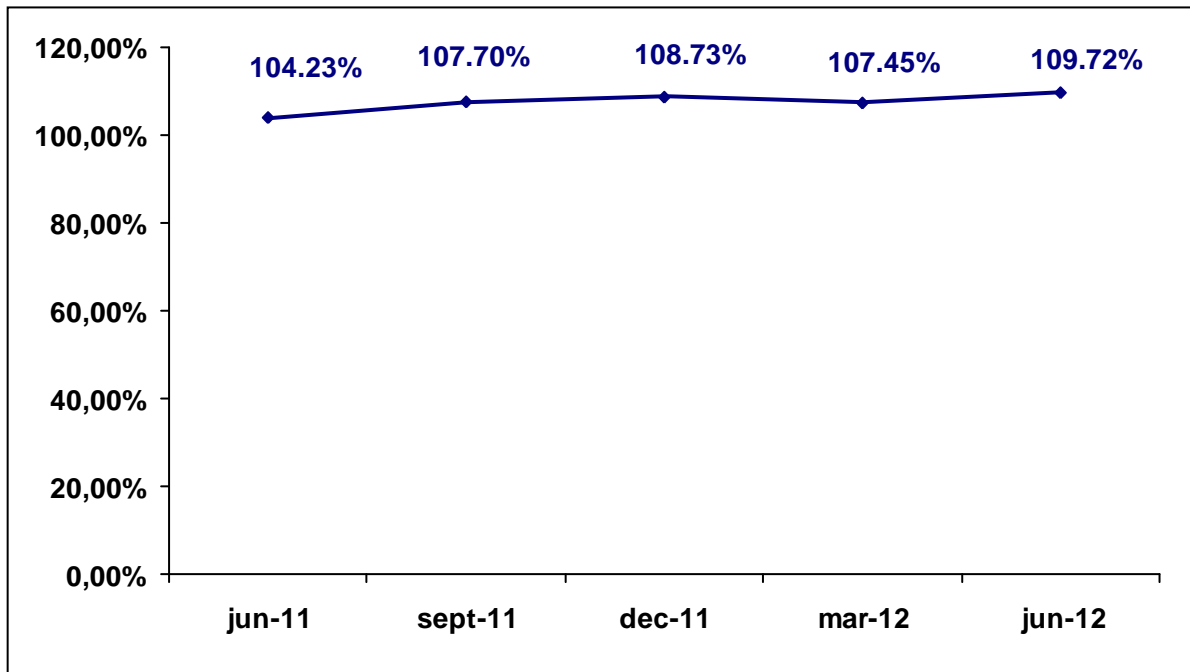
<sup>6</sup> Net ads in the month M equals to the difference between the subscribers number of the months M and M-3

<sup>7</sup> % of growth at the month M equals to the difference between the subscribers number of the months M and M-3 divided by the subscribers number of the month M-3

**Prepaid market evolution**



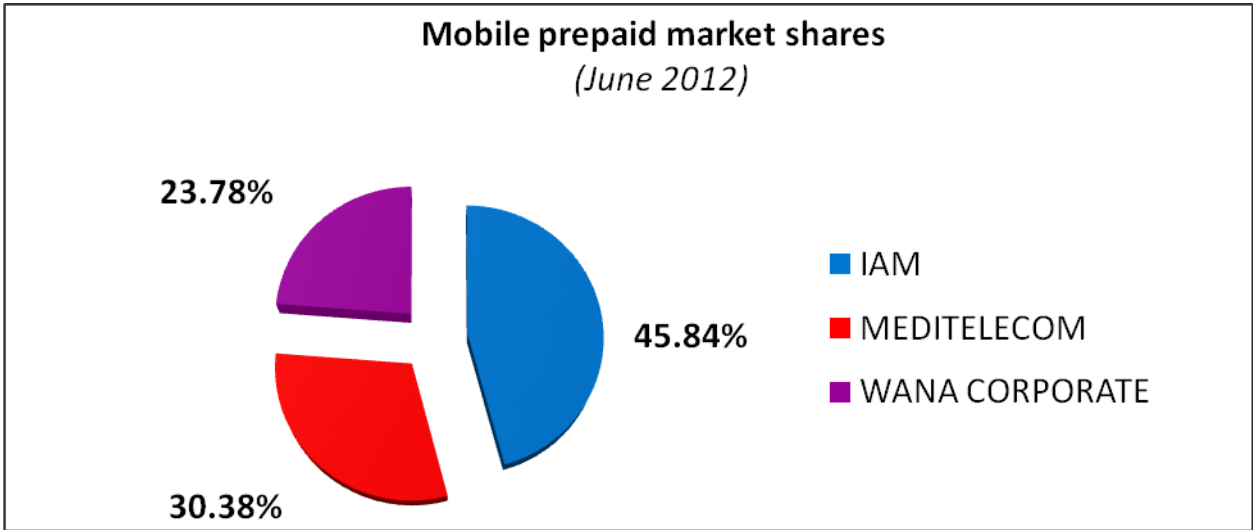
**Prepaid penetration rate<sup>8</sup>**



<sup>8</sup> See Note 1.



**Prepaid market shares at June 30<sup>th</sup> 2012**



**Prepaid Net ads in the prepaid market**

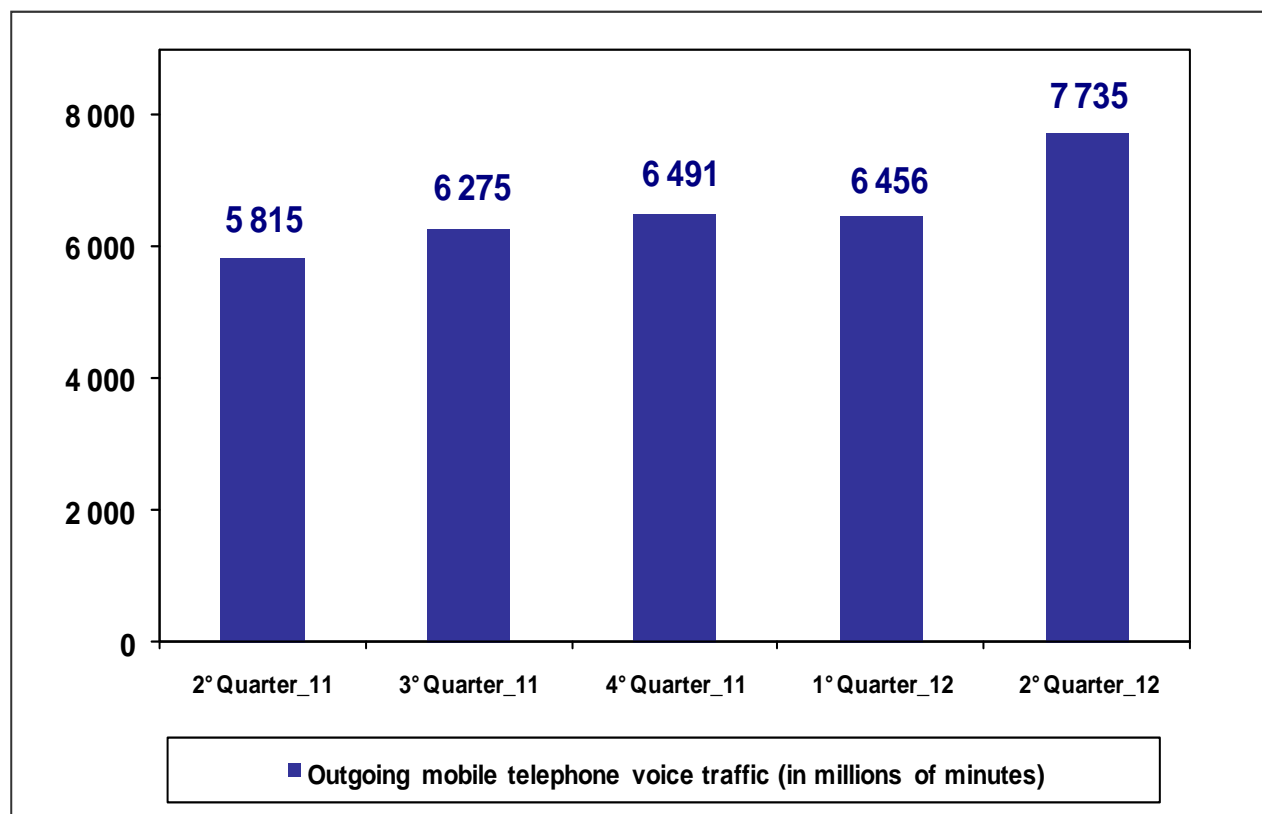
Prepaid Mobile subscribers (in thousands)	Jun-11	Sept-11	Dec-11	Mar-12	Jun-12
Net ads <sup>9</sup>	1 504	1 114	333	- 413	1 099
% of growth <sup>10</sup>	4.69%	3.32%	0.96%	- 1.18%	3.18%

<sup>9</sup> Net ads in the month M equals to the difference between the subscribers number of the months M and M-3

<sup>10</sup> % of growth at the month M equals to the difference between the subscribers number of the months M and M-3 divided by the subscribers number of the month M-3

## OUTGOING MOBILE TELEPHONE VOICE TRAFFIC

Quarterly Evolution of outgoing mobile telephone voice traffic<sup>11</sup>



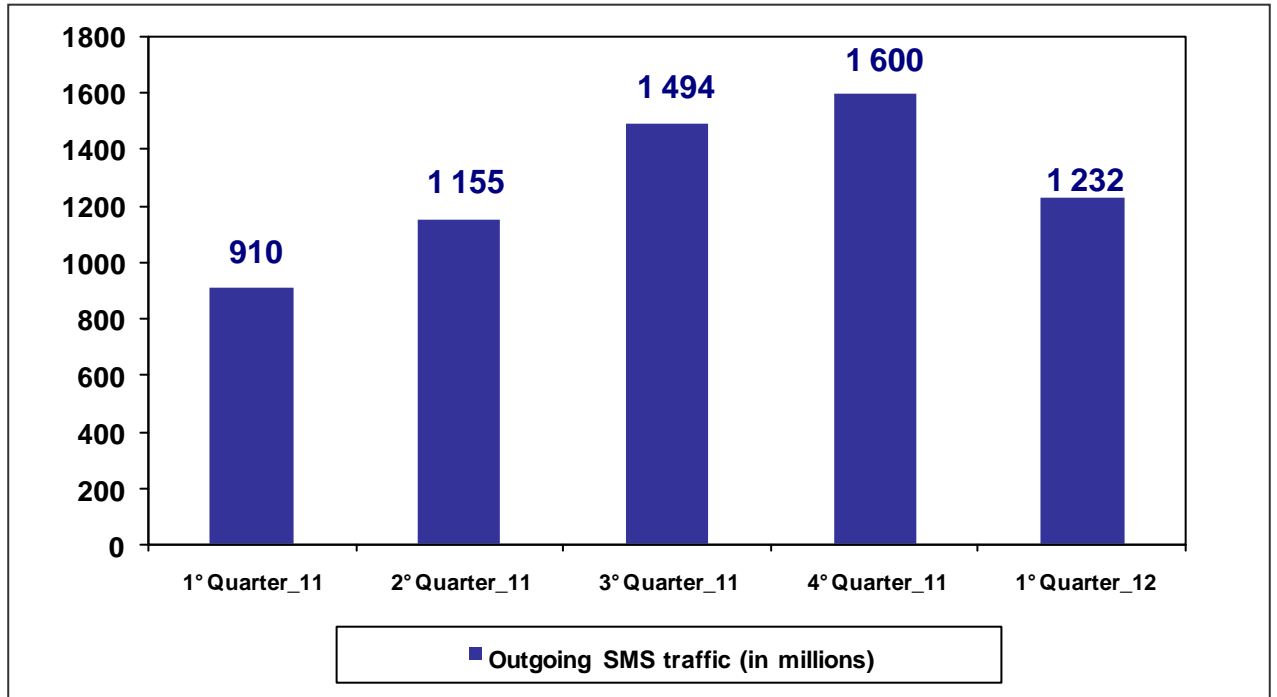
The quarterly growth of the mobile voice traffic

Outgoing mobile telephone voice traffic (in millions of min)	2° Quarter_11	3° Quarter_11	4° Quarter_11	1° Quarter_12	2° Quarter_12
Net ads	1 080.78	460.78	215.9	- 34.56	1 278.86
% of growth	22.83%	7.92%	3.44%	- 0.53%	19.81%

<sup>11</sup> The outgoing voice traffic is the sum of minutes used by customers of the three operators of mobile telephony in a quarter.

## OUTGOING SMS TRAFFIC

### Quarterly Evolution of outgoing SMS traffic<sup>12</sup>



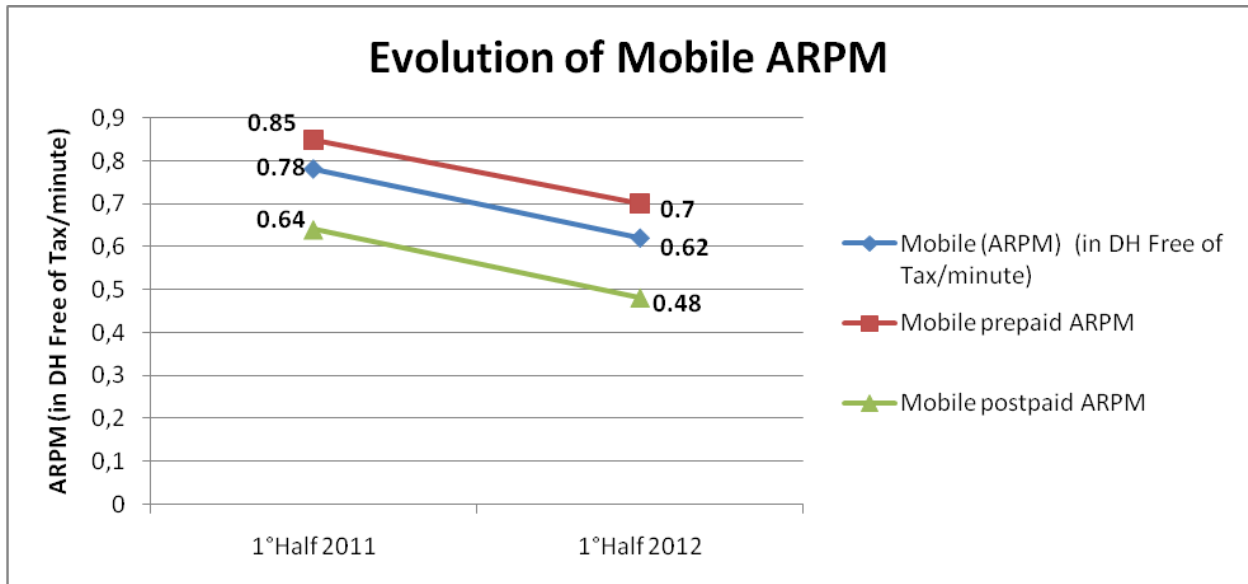
### Evolution of the quarterly growth

Outgoing SMS traffic (in millions)	2° Quarter_11	3° Quarter_11	4° Quarter_11	1° Quarter_12	2° Quarter_12
Net ads	244.24	339.09	106.16	- 367.73	724.14
% of growth	26.83%	29.37%	7.11%	- 22.99%	58.77%

<sup>12</sup> The outgoing SMS traffic is the sum of SMS sent by customers of the three operators of mobile telephony in a quarter.

## PRICE TREND (ARPM) AND AVERAGE MONTHLY OUTGOING USE BY MOBILE TELEPHONE CUSTOMER

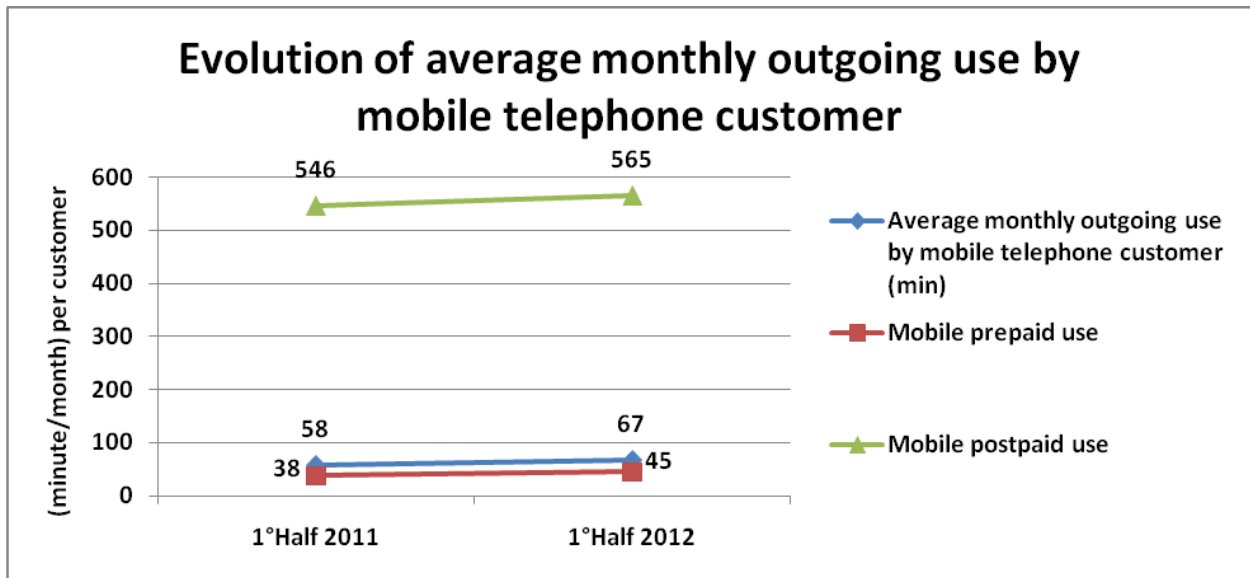
### Evolution of Mobile ARPM<sup>13</sup>



	1° Half 2011	1° Half 2012	Evolution
<b>Average revenue per minute (ARPM) of mobile telephone call (in DH Free of Tax /minute)</b>	<b>0.78</b>	<b>0.62</b>	<b>- 21%</b>
➤ <i>Mobile prepaid ARPM</i>	<i>0.85</i>	<i>0.70</i>	<i>- 18%</i>
➤ <i>Mobile postpaid ARPM</i>	<i>0.64</i>	<i>0.48</i>	<i>- 25%</i>

<sup>13</sup> The average revenue per minute (ARPM) of mobile communication, is obtained by dividing the turnover (free of tax) of outgoing mobile voice communication by the outgoing mobile voice traffic in minutes.

Evolution of average monthly outgoing use by mobile telephone customer<sup>14</sup>



	1° Half 2011	1° Half 2012	Evolution
<b>Average monthly outgoing use by mobile telephone customer (in minute/month/customer)</b>	<b>58</b>	<b>67</b>	<b>16%</b>
➤ <i>Mobile prepaid use</i>	<b>38</b>	<b>45</b>	<b>18%</b>
➤ <i>Mobile postpaid use</i>	<b>546</b>	<b>565</b>	<b>3%</b>

<sup>14</sup> The average monthly outgoing use by mobile telephone customer is obtained by dividing the outgoing mobile telephone voice traffic in minutes by the average number of subscribers to mobile telephony and the period in months.