

ROYAUME DU MAROC  
LE PREMIER MINISTRE



## *PUBLIC PAYPHONES IN MOROCCO*

### *Quarterly Observatory\** *March 2010*

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# **SUMMARY**

## **PUBLIC PAYPHONES MARKET**

- **GLOBAL MARKET**
- **QUARTERLY EVOLUTION**
- **MARKET SHARE**

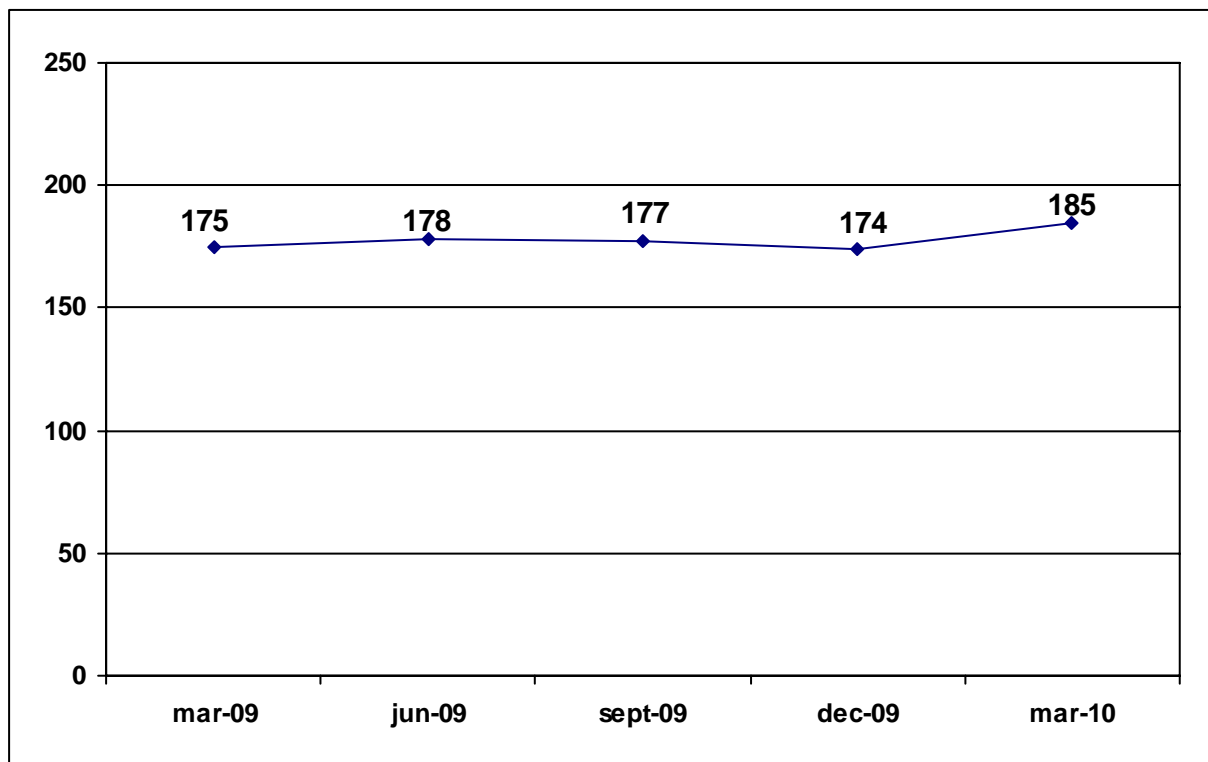
## PUBLIC PAYPHONES MARKET

### Global Market

| Public payphones <sup>1</sup> | Mar-09  | Jun-09  | Sept-09 | Dec-09   | Mar-10  |
|-------------------------------|---------|---------|---------|----------|---------|
| Market size                   | 174 666 | 178 030 | 177 495 | 173 599* | 185 197 |
| quarterly growth <sup>2</sup> | - 224   | 3 364   | - 535   | - 3 896  | 11 598  |
| Growth (%) <sup>3</sup>       | - 0.13% | 1.93%   | - 0.30% | - 2.19%  | 6.68%   |

\* This figure supersedes the old figure of **172 101** in the previous quarterly observatory of December 2009. This change comes following the review of the park by a payphone operator. Consequently, the market shares at the end of December 2009 saw a slight variation and become **91.26% for IAM** against 92.05% and **8.74% for MEDI TELECOM** against 7.95%.

### Quarterly Evolution of Public payphones market size (in thousands)



<sup>1</sup> The public payphones includes fixed and GSM phone shops, coin and card public telephones.

<sup>2</sup> Net ads in the month M equals to the difference between the subscribers number of the months M and M-3

<sup>3</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

Market share at March 31<sup>st</sup>, 2010

