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## TomiAhonen Cheat Sheet: "Mobile Industry Numbers 2010"

<b>MOBILE SUBSCRIPTIONS for 68% of planet</b>	<b>2010</b>	2009	Growth Rate
Mobile subscriptions including multiple subscriptions	<b>5.2 B</b>	4.6 B	13%
Total handsets in use	<b>4.3 B</b>	3.9 B	10%
Unique mobile subscribers	<b>3.7 B</b>	3.4 B	9%
New handsets sold	<b>1.38 B</b>	1.24 B	11%

*Mobile industry added 600 million new customers in just one year: growth alone would be 3rd biggest nation*

<b>MOBILE INDUSTRY REVENUES 1.18 Trillion dollars</b>	<b>2010</b>	2009	Growth Rate
Mobile Telecoms Service Revenues	<b>\$ 928 B</b>	\$ 865 B	7%
Voice Revenues	<b>\$ 628 B</b>	\$ 615 B	2%
Messaging Income, of which	<b>\$ 172 B</b>	\$ 153 B	12%
SMS revenue	<b>\$ 120 B</b>	\$ 113 B	6%
MMS revenue	<b>\$ 34 B</b>	\$ 29 B	17%
Non-messaging Data Income, of which	<b>\$ 129 B</b>	\$ 98 B	38%
Mobile advertising revenue	<b>\$ 6 B</b>	\$ 5 B	85%
Business/Enterprise apps for smartphones	<b>\$ 5 B</b>	\$ 5 B	0%
Consumer apps ("App Stores")	<b>\$ 3 B</b>	\$ 1 B	300%
Handset Sales	<b>\$ 165 B</b>	\$ 140 B	18%
Accessories and Networking Infrastructure	<b>\$ 90 B</b>	\$ 85 B	6%

*Mobile messaging revenues \$172B are bigger than radio, Hollywood, videogaming & music industries combined*

<b>DIGITAL DIVIDE per capita</b>	Industrialized World	Emerging World	<b>Total</b>
Human population	1.2 B	5.7 B	<b>6.9 B</b>
<b>Mobile phone subscriptions</b>	<b>1.7 B (141%)</b>	<b>3.5 B (61%)</b>	<b>5.2 B</b>
FM radio receivers	2.7 B (225%)	1.3 B (22%)	<b>4.0 B</b>
Internet users incl PC, shared & mobile	800 M (67%)	1.2 B (21%)	<b>2.0 B</b>
TV sets	630 M (53%)	970 M (17%)	<b>1.6 B</b>
PCs in use incl laptops & netbooks	700 M (58%)	500 M (9%)	<b>1.2 B</b>
Landline phones	525 M (44%)	625 M (11%)	<b>1.15 B</b>

*Mobile is considered the 'first media' in the emerging world, only medium able to reach half of the population*

<b>MOBILE SERVICES USED</b>	<b>Percent 2010</b>	<b>Total Active Users</b>	Was Percent in 2009
Voice calls	<b>88%</b>	<b>4.6 B</b>	90%
SMS text messaging	<b>82%</b>	<b>4.2 B</b>	78%
Camera	<b>71%</b>	<b>3.7 B</b>	62%
Voicemail	<b>67%</b>	<b>3.5 B</b>	73%
Received advertising	<b>50%</b>	<b>2.6 B</b>	39%
MMS multimedia services	<b>40%</b>	<b>2.1 B</b>	37%
Downloading content (incl ring tones)	<b>36%</b>	<b>1.9 B</b>	33%
Browser-based 'mobile internet' services	<b>27%</b>	<b>1.4 B</b>	26%
Premium SMS incl voting TV etc	<b>23%</b>	<b>1.2 B</b>	20%
Real internet use (smartphone/data laptop)	<b>17%</b>	<b>900 M</b>	13%
3G subscribers	<b>15%</b>	<b>800 M</b>	13%

*The 'mobile internet' browser service use (including WAP) now has more users than legacy PC based internet*

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