Telecommunications market data tables Q4 2010

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1. Market monitor

In the following section we highlight some of the key trends emerging this quarter from the data we collect on the UK telecommunications sector.

Fixed voice

- Total fixed line revenues were £2.3bn in Q4 2010, 5.5% lower than they had been a year previously.
- This came as a result of a 0.6% decrease in the total number of fixed lines to 33.3 million and a 5.2% decline in call volumes to 31.5 billion minutes over the same period.
- BT's share of total fixed voice revenues was 51.2% in Q4 2010, 2.3 percentage points lower than it was in Q4 2009.

Fixed broadband

- At the end of Q4 2010 there were 19.5 million UK non-corporate broadband connections, 728k (3.9%) more than there had been a year previously.
- BT continued to be the largest provider of non-corporate UK broadband connections in Q4 2010, with a market share of 27.7%. This was 1.7 percentage points higher than it was at the end of 2009.

Mobile[1]

- Total mobile revenues declined by 3.0% between Q4 2009 and Q4 2010 across the three mobile operators covered in the data tables (Everything Everywhere, O2 and Vodafone). Revenues from access, calls, data and bundled services fell by 1.9% while the decline in messaging service revenue accelerated, down 7.7% over the 12-month period, compared to a 5.8% fall in the previous quarter.
- Total call volumes across the three operators increased by 1.4% year-on-year to 27.8 billion, driven by an increase in calls to UK-based numbers. Roaming and international call volumes declined during the 12-month period by 7% and 3.4% respectively.
- Total messaging volumes for the four operators exceeded 31 billion in Q4 2010, equivalent to 478 messages per subscriber; this compares to nearly 26 billion or 367 messages per subscriber in Q4 2009.
- The number of active mobile subscriptions for the three operators grew by 306,000 (+0.5%) over Q4 2010 to 66 million. Nearly 47% of subscriptions were post-pay at the end of 2010, compared to 40% in Q4 2009.

[1] The commentary provided only refers to the three (four before the merger of Orange and T-Mobile) mobile operators covered in this report.

2. Fixed telecoms market data tables

Q4 2010 (October to December 2010)

Table

Note: The data in these tables are the most accurate currently available. Where historical restatements have occurred, this is due to either operator restatements or improvements in methodology.

Table 1

Summary of network access & call revenues by operator (£millions)

	All Operators	BT	Virgin Media	Other	BT share
Access & Calls[1]					
2009	9,538	5,308	1,152	3,078	55.6%
2010	9,516	5,190	1,151	3,176	54.5%
2009 Q4	2,397	1,282	293	822	53.5%
2010 Q1	2,344	1,225	287	832	52.3%
2010 Q2	2,316	1,195	291	830	51.6%
2010 Q3	2,255	1,135	293	827	50.3%
2010 Q4	2,264	1,158	293	813	51.2%
Access					
2009	4,954	3,166	576	1,212	63.9%
2010	4,944	3,101	577	1,266	62.7%
2009 Q4	1,223	754	144	325	61.6%
2010 Q1	1,218	737	145	336	60.5%
2010 Q2	1,223	726	153	344	59.4%
2010 Q3	1,186	683	152	351	57.6%
2010 Q4	1,199	691	153	356	57.6%
Calls[1]					
2009	4,584	2,142	576	1,866	46.7%
2010	4,572	2,088	574	1,910	45.7%
2009 Q4	1,174	528	149	497	45.0%
2010 Q1	1,125	488	142	495	43.4%
2010 Q2	1,093	469	138	486	42.9%
2010 Q3	1,070	453	141	476	42.3%
2010 Q4	1,065	468	140	457	43.9%

[1] Revenue figures are not intended to include subscription revenues for unmetered dial-up internet access although some element may remain.

Table 2

Summary of exchange line numbers at end of quarter by operator (000's)

	All Operators	BT	Virgin Media	Other	BT share
2009	33,530	18,843	4,920	9,766	56.2%
2010	33,446	18,414	4,942	10,090	55.1%
2009 Q4	33,530	18,843	4,920	9,766	56.2%
2010 Q1	33,446	18,414	4,942	10,090	55.1%
2010 Q2	33,405	17,953	4,944	10,508	53.7%
2010 Q3	33,385	17,456	4,925	11,004	52.3%
2010 Q4	33,320	17,023	4,940	11,357	51.1%

Table 3

Summary of call volumes by operator (millions of minutes)[1]

	All Operators	BT[1]	Virgin Media	Other Direct Access	Other Indirect Access	BT share[1]
2009	132,368	56,640	17,408	18,261	40,059	42.8%
2010	131,461	54,799	17,033	19,194	40,435	41.7%
2009 Q4	33,233	13,607	4,271	5,035	10,320	40.9%
2010 Q1	33,876	13,566	4,286	5,458	10,566	40.0%
2010 Q2	31,544	12,102	3,851	5,614	9,976	38.4%
2010 Q3	31,328	11,983	3,792	5,851	9,702	38.3%
2010 Q4	31,498	12,183	3,904	5,963	9,448	38.7%

[1] Includes calls made to non-BT internet service providers via FRIACO.

Table 4

Summary of call revenues by call type and operator (£millions)

	All Operators	BT	Virgin Media	Other	BT share
UK geographic calls					
2009	1,332	725	167	440	54.4%
2010	1,345	721	169	455	53.6%
2009 Q4	351	187	46	117	53.4%
2010 Q1	343	180	43	120	52.4%
2010 Q2	323	168	41	113	52.2%
2010 Q3	318	159	43	116	50.0%
2010 Q4	335	174	45	116	51.9%
International calls					
2009	501	211	47	243	42.1%
2010	491	203	46	243	41.2%
2009 Q4	121	49	12	60	40.7%
2010 Q1	123	49	11	63	40.0%
2010 Q2	118	45	11	63	38.0%
2010 Q3	116	43	11	62	36.9%
2010 Q4	113	42	12	60	36.9%
Calls to mobiles					
2009	1,578	641	194	743	40.6%
2010	1,565	609	190	766	38.9%
2009 Q4	399	152	48	199	38.1%
2010 Q1	381	135	45	201	35.4%
2010 Q2	366	128	44	195	34.8%
2010 Q3	358	125	43	190	34.8%
2010 Q4	352	125	42	185	35.5%
Other calls[1]					
2009	1,174	565	168	441	48.2%
2010	1,171	556	169	446	47.5%
2009 Q4	303	139	44	120	45.9%
2010 Q1	279	124	43	111	44.6%
2010 Q2	286	128	43	115	44.8%
2010 Q3	278	127	44	108	45.5%
2010 Q4	265	127	41	97	47.9%

[1] Includes freephone, special services, premium rate, directory enquiries and all other call types. Figures are not intended to include subscription revenues for unmetered dial-up internet access although some element may remain.

Table 5
Summary of call volumes by call type and operator (millions of minutes)

	All Operators	BT	Virgin Media	Other Direct Access	Other Indirect Access	BT share
UK geographic calls						
2009	88,330	36,503	12,646	11,907	27,274	41.3%
2010	88,663	35,618	12,439	12,693	27,912	40.2%
2009 Q4	22,682	8,977	3,148	3,385	7,172	39.6%
2010 Q1	23,300	9,018	3,183	3,696	7,403	38.7%
2010 Q2	21,209	7,925	2,808	3,535	6,942	37.4%
2010 Q3	21,279	7,828	2,747	3,956	6,748	36.8%
2010 Q4	22,064	8,331	2,910	4,265	6,559	37.8%
International calls						
2009	6,949	1,709	338	2,185	2,717	24.6%
2010	6,997	1,678	337	2,212	2,770	24.0%
2009 Q4	1,756	424	85	556	691	24.1%
2010 Q1	1,799	421	85	581	711	23.4%
2010 Q2	1,806	405	82	626	693	22.4%
2010 Q3	1,775	386	80	640	668	21.8%
2010 Q4	1,777	393	81	642	661	22.1%
Calls to mobiles						
2009	12,159	5,254	1,124	1,404	4,377	43.2%
2010	12,045	5,063	1,086	1,435	4,461	42.0%
2009 Q4	3,020	1,237	266	376	1,141	41.0%
2010 Q1	3,035	1,206	258	397	1,174	39.7%
2010 Q2	2,895	1,131	244	390	1,130	39.1%
2010 Q3	2,871	1,111	238	420	1,102	38.7%
2010 Q4	2,822	1,090	235	432	1,065	38.6%
Other calls[1]						
2009	24,930	13,174	3,300	2,764	5,691	52.8%
2010	23,757	12,440	3,171	2,853	5,292	52.4%
2009 Q4	5,774	2,969	772	718	1,315	51.4%
2010 Q1	5,741	2,921	760	784	1,277	50.9%
2010 Q2	5,633	2,641	717	1,063	1,212	46.9%
2010 Q3	5,403	2,658	727	835	1,183	49.2%
2010 Q4	4,835	2,369	678	624	1,164	49.0%

[1] Includes freephone, special services, premium rate, directory enquiries and all other call types. All dial-up calls to the internet are also included. BT figures include calls made to non-BT internet service providers via FRIACO.

Table 6
Summary of residential network access & call revenues by operator (£millions)

	All Operators	BT	Virgin Media	Other	BT share
Access & Calls[1]					
2009	6,042	3,363	1,044	1,635	55.7%
2010	6,094	3,323	1,044	1,727	54.5%
2009 Q4	1,549	826	268	455	53.3%
2010 Q1	1,511	789	261	462	52.2%
2010 Q2	1,508	776	265	467	51.5%
2010 Q3	1,474	731	268	476	49.6%
2010 Q4	1,507	759	267	481	50.4%
Access					
2009	3,101	1,893	538	670	61.1%
2010	3,118	1,863	538	717	59.7%
2009 Q4	771	450	135	187	58.3%
2010 Q1	770	441	135	195	57.2%
2010 Q2	788	437	143	208	55.5%
2010 Q3	765	406	143	216	53.1%
2010 Q4	774	413	142	219	53.3%
Calls[1]					
2009	2,941	1,470	506	965	50.0%
2010	2,976	1,460	506	1,009	49.1%
2009 Q4	778	376	133	269	48.4%
2010 Q1	740	348	126	267	47.0%
2010 Q2	720	339	122	259	47.1%
2010 Q3	710	325	125	260	45.8%
2010 Q4	733	346	125	261	47.2%

[1] Revenue figures are not intended to include subscription revenues for unmetered dial-up internet access although some element may remain.

Table 7

Summary of residential exchange line numbers at end of quarter by operator (000's)

	All Operators	BT	Virgin Media	Other	BT share
2009	23,371	13,330	4,249	5,792	57.0%
2010	23,429	13,047	4,292	6,090	55.7%
2009 Q4	23,371	13,330	4,249	5,792	57.0%
2010 Q1	23,429	13,047	4,292	6,090	55.7%
2010 Q2	23,464	12,703	4,304	6,457	54.1%
2010 Q3	23,563	12,331	4,292	6,939	52.3%
2010 Q4	23,746	12,043	4,313	7,390	50.7%

Table 8

Summary of residential call volumes by operator (millions of minutes)[1]

	All Operators	BT[1]	Virgin Media	Other	BT share[1]
2009	93,532	41,586	15,039	36,907	44.5%
2010	93,502	40,186	14,709	38,607	43.0%
2009 Q4	23,786	10,090	3,702	9,994	42.4%
2010 Q1	24,075	9,954	3,701	10,420	41.3%
2010 Q2	22,099	8,700	3,306	10,093	39.4%
2010 Q3	21,949	8,566	3,250	10,133	39.0%
2010 Q4	22,478	8,969	3,375	10,134	39.9%

[1] Includes calls made to non-BT internet service providers via FRIACO.

Table 9
Summary of residential call revenues by call type and operator (£millions)

	All Operators	BT	Virgin Media	Other	BT share
UK geographic calls					
2009	901	518	148	234	57.5%
2010	927	525	151	251	56.7%
2009 Q4	248	141	42	66	56.7%
2010 Q1	239	133	39	67	55.7%
2010 Q2	226	127	37	63	56.0%
2010 Q3	223	118	39	66	53.1%
2010 Q4	245	136	41	68	55.4%
International calls					
2009	304	129	43	133	42.3%
2010	304	125	41	137	41.2%
2009 Q4	76	31	11	35	40.6%
2010 Q1	76	30	10	36	40.0%
2010 Q2	73	27	9	36	37.8%
2010 Q3	72	26	10	36	36.3%
2010 Q4	72	26	11	36	35.7%
Calls to mobiles					
2009	898	395	158	345	44.0%
2010	899	383	155	361	42.6%
2009 Q4	232	95	39	97	41.2%
2010 Q1	220	89	37	94	40.4%
2010 Q2	214	86	35	93	40.1%
2010 Q3	208	82	35	91	39.5%
2010 Q4	208	84	35	90	40.2%
Other calls[1]					
2009	839	428	158	253	51.0%
2010	846	426	159	261	50.4%
2009 Q4	222	109	42	71	49.3%
2010 Q1	205	96	41	69	46.6%
2010 Q2	208	100	40	68	47.9%
2010 Q3	206	98	41	67	47.4%
2010 Q4	207	101	39	68	48.6%

[1] Includes freephone, special services, premium rate, directory enquiries and all other call types. Figures are not intended to include subscription revenues for unmetered dial-up internet access although some element may remain.

Table 10

Summary of residential call volumes by call type and operator (millions of minutes)

	All Operators	BT	Virgin Media	Other	BT share
UK geographic calls					
2009	65,518	28,215	11,079	26,224	43.1%
2010	66,241	27,573	10,903	27,765	41.6%
2009 Q4	17,026	7,036	2,772	7,218	41.3%
2010 Q1	17,443	7,026	2,795	7,622	40.3%
2010 Q2	15,615	6,081	2,448	7,086	38.9%
2010 Q3	15,740	5,977	2,391	7,372	38.0%
2010 Q4	16,704	6,536	2,561	7,607	39.1%
International calls					
2009	4,684	1,171	289	3,224	25.0%
2010	4,776	1,142	288	3,346	23.9%
2009 Q4	1,206	291	74	841	24.1%
2010 Q1	1,218	280	73	865	23.0%
2010 Q2	1,217	265	71	881	21.8%
2010 Q3	1,197	250	69	878	20.9%
2010 Q4	1,222	258	71	893	21.1%
Calls to mobiles					
2009	6,217	2,869	792	2,556	46.1%
2010	6,148	2,738	753	2,657	44.5%
2009 Q4	1,550	677	185	688	43.7%
2010 Q1	1,478	629	171	678	42.5%
2010 Q2	1,409	583	163	663	41.4%
2010 Q3	1,393	559	158	676	40.1%
2010 Q4	1,392	553	156	683	39.7%
Other calls*					
2009	17,113	9,331	2,879	4,903	54.5%
2010	16,337	8,733	2,765	4,839	53.5%
2009 Q4	4,004	2,086	671	1,247	52.1%
2010 Q1	3,937	2,019	662	1,256	51.3%
2010 Q2	3,858	1,771	624	1,463	45.9%
2010 Q3	3,618	1,780	632	1,206	49.2%
2010 Q4	3,161	1,622	587	952	51.3%

[1] Includes freephone, special services, premium rate, directory enquiries and all other call types. All dial-up calls to the internet are also included. BT figures include calls made to non-BT internet service providers via FRIACO.

Table 11
Summary of business network access & call revenues by operator (£millions)

	All Operators	BT	Virgin Media	Other	BT share
Access & Calls[1]					
2009	3,436	1,885	108	1,443	54.8%
2010	3,365	1,809	106	1,449	53.8%
2009 Q4	834	441	26	366	52.9%
2010 Q1	821	424	26	370	51.7%
2010 Q2	795	406	26	363	51.1%
2010 Q3	768	391	25	351	50.9%
2010 Q4	745	388	26	332	52.1%
Access					
2009	1,853	1,272	38	543	68.7%
2010	1,826	1,239	38	549	67.8%
2009 Q4	452	304	10	138	67.3%
2010 Q1	448	297	10	141	66.3%
2010 Q2	435	289	10	136	66.5%
2010 Q3	421	276	9	136	65.6%
2010 Q4	425	278	10	136	65.5%
Calls[1]					
2009	1,583	612	70	901	38.7%
2010	1,538	570	68	900	37.1%
2009 Q4	382	137	16	228	36.0%
2010 Q1	373	128	16	229	34.2%
2010 Q2	360	117	16	227	32.5%
2010 Q3	347	115	16	216	33.1%
2010 Q4	320	110	15	196	34.2%

[1] Revenue figures are not intended to include subscription revenues for unmetered dial-up internet access although some element may remain.

Table 12

Summary of business exchange line numbers at end of quarter by operator (000's)

	All Operators	BT	Virgin Media	Other	BT share
2009	10,159	5,513	672	3,975	54.3%
2010	10,018	5,367	651	4,000	53.6%
2009 Q4	10,159	5,513	672	3,975	54.3%
2010 Q1	10,018	5,367	651	4,000	53.6%
2010 Q2	9,941	5,250	640	4,051	52.8%
2010 Q3	9,822	5,125	633	4,065	52.2%
2010 Q4	9,574	4,980	627	3,968	52.0%

Table 13

Summary of business call volumes by operator (millions of minutes)[1]

	All Operators	BT[1]	Virgin Media	Other Direct Access	Other Indirect Access	BT share[1]
2009	38,666	14,883	2,369	8,393	13,021	38.5%
2010	37,805	14,458	2,324	8,027	12,996	38.2%
2009 Q4	9,411	3,481	569	2,019	3,342	37.0%
2010 Q1	9,769	3,580	585	2,025	3,579	36.6%
2010 Q2	9,414	3,371	545	2,051	3,447	35.8%
2010 Q3	9,350	3,388	542	2,060	3,360	36.2%
2010 Q4	8,999	3,192	529	2,031	3,247	35.5%

[1] Includes calls made to non-BT internet service providers via FRIACO

Table 14
Summary of business call revenues by call type and operator (£millions)

	All Operators	BT	Virgin Media	Other	BT share
UK geographic calls					
2009	431	206	19	206	47.9%
2010	418	196	19	204	46.8%
2009 Q4	102	47	5	51	45.5%
2010 Q1	104	46	5	53	44.7%
2010 Q2	96	42	4	50	43.2%
2010 Q3	94	40	5	50	42.6%
2010 Q4	89	38	4	47	42.6%
International calls					
2009	197	82	5	110	41.7%
2010	188	77	4	106	41.3%
2009 Q4	44	18	1	25	40.9%
2010 Q1	47	19	1	27	40.0%
2010 Q2	46	17	1	27	38.2%
2010 Q3	44	17	1	26	37.9%
2010 Q4	41	16	1	24	39.0%
Calls to mobiles					
2009	680	246	36	398	36.3%
2010	666	226	35	405	33.9%
2009 Q4	167	57	9	102	33.9%
2010 Q1	161	46	9	106	28.6%
2010 Q2	153	42	8	102	27.5%
2010 Q3	150	42	8	99	28.3%
2010 Q4	144	41	8	95	28.6%
Other calls[1]					
2009	275	77	10	187	28.1%
2010	267	72	10	185	26.8%
2009 Q4	68	16	2	49	23.6%
2010 Q1	61	16	2	42	26.8%
2010 Q2	65	16	2	47	24.0%
2010 Q3	59	16	2	41	26.8%
2010 Q4	46	14	2	30	31.3%

[1] Includes freephone, special services, premium rate, directory enquiries and all other call types. Figures are not intended to include subscription revenues for unmetered dial-up internet access although some element may remain.

Table 15

Summary of business call volumes by call type and operator (millions of minutes)

	All Operators	BT	Virgin Media	Other Direct Access	Other Indirect Access	BT share
UK geographic calls						
2009	22,813	8,288	1,567	4,927	8,031	36.3%
2010	22,422	8,045	1,536	4,715	8,126	35.9%
2009 Q4	5,657	1,941	376	1,200	2,139	34.3%
2010 Q1	5,857	1,992	388	1,197	2,281	34.0%
2010 Q2	5,595	1,844	360	1,199	2,191	33.0%
2010 Q3	5,539	1,851	356	1,216	2,116	33.4%
2010 Q4	5,361	1,795	349	1,186	2,031	33.5%
International calls						
2009	2,265	538	49	1,011	667	23.8%
2010	2,220	535	49	951	685	24.1%
2009 Q4	550	133	11	234	172	24.2%
2010 Q1	580	140	12	228	200	24.1%
2010 Q2	589	140	11	241	197	23.8%
2010 Q3	577	136	11	233	197	23.6%
2010 Q4	555	135	10	216	194	24.3%
Calls to mobiles						
2009	5,942	2,386	332	950	2,275	40.2%
2010	5,898	2,326	333	911	2,328	39.4%
2009 Q4	1,470	560	81	230	599	38.1%
2010 Q1	1,557	577	87	235	658	37.1%
2010 Q2	1,486	548	81	228	629	36.9%
2010 Q3	1,478	552	80	236	610	37.4%
2010 Q4	1,431	537	79	231	583	37.5%
Other calls*						
2009	7,645	3,671	421	1,505	2,048	48.0%
2010	7,264	3,552	406	1,450	1,857	48.9%
2009 Q4	1,734	847	101	354	432	48.9%
2010 Q1	1,774	871	98	365	440	49.1%
2010 Q2	1,744	839	93	383	429	48.1%
2010 Q3	1,756	849	95	375	438	48.3%
2010 Q4	1,652	725	91	398	438	43.9%

[1] Includes freephone, special services, premium rate, directory enquiries and all other call types. All dial-up calls to the internet are also included. BT figures include calls made to non-BT internet service providers via FRIACO.

Table 16

Summary of residential and small business broadband connections (000's)[1]

	Total	BT retail DSL	Other DSL	Virgin Media Cable	Other (inc. LLU)	BT retail share
2009	18,740	4,876	3,638	3,845	6,381	26.0%
2010	18,798	4,997	3,246	3,917	6,638	26.6%
2009 Q4	18,740	4,876	3,638	3,845	6,381	26.0%
2010 Q1	18,798	4,997	3,246	3,917	6,638	26.6%
2010 Q2	18,839	5,092	2,881	3,943	6,924	27.0%
2010 Q3	19,076	5,204	2,726	3,986	7,161	27.3%
2010 Q4	19,468	5,387	2,547	4,028	7,507	27.7%

3. Mobile telecoms market data tables

Q4 2010 (October to December 2010)

From Q2 2010 onwards Orange and T-Mobile are no longer reported separately. Data covering these two merged entities is now included under the company name Everything Everywhere.

Table

Note: The data in these tables are the most accurate currently available. Where historical restatements have occurred, this is due to either operator restatements or improvements in methodology.

Table 1
Estimated retail revenues generated by mobile telephony (£m)[1]

	Vodafone	O2	Everything Everywhere	T-Mobile[2]	Orange
Access, calls, data and bundled services					
2009 Q4	708	799		567	653
2010 Q1	688	792		537	669
2010 Q2	698	825	1,114		
2010 Q3	710	851	1,060		
2010 Q4	721	894	1,060		
SMS and MMS					
2009 Q4	205	281		98	78
2010 Q1	207	269		90	73
2010 Q2	211	266	114		
2010 Q3	220	271	110		
2010 Q4	225	275	111		
Total					
2009 Q4	913	1,081		665	731
2010 Q1	896	1,061		627	742
2010 Q2	909	1,091	1,228		
2010 Q3	930	1,122	1,144		
2010 Q4	946	1,170	1,171		

[1] This table shows retail revenue for each of the mobile networks. It includes estimated retail revenues from resellers but not MVNOs unless otherwise stated. While the methods of estimation differ for each of the networks Ofcom believes the figures are comparable. The figures exclude revenues from interconnection. Other charges include data charges other than SMS and MMS.

[2] Virgin Mobile revenues included.

Table 2
Call volumes by call type and operator (millions of minutes) [1]

	Vodafone	O2	Everything Everywhere	T-Mobile	Orange
UK calls					
2009 Q4	6,306	9,725		4,461	6,030
2010 Q1	6,502	9,712		4,473	6,181
2010 Q2	6,280	9,527	10,558		
2010 Q3	6,272	9,692	10,473		
2010 Q4	6,457	9,789	10,708		
Outgoing international					
2009 Q4	127	215		47	85
2010 Q1	114	197		45	82
2010 Q2	122	197	131		
2010 Q3	119	199	133		
2010 Q4	123	201	134		
While roaming abroad					
2009 Q4	143	149		34	62
2010 Q1	147	152		26	63
2010 Q2	177	193	116		
2010 Q3	190	225	104		
2010 Q4	151	146	64		
All calls					
2009 Q4	6,576	10,089		4,542	6,177
2010 Q1	6,763	10,061		4,544	6,326
2010 Q2	6,579	9,917	10,805		
2010 Q3	6,581	10,116	10,710		
2010 Q4	6,731	10,136	10,906		

[1] Figures include estimates for resellers. Call volumes from MVNOs are not included.

Table 3
Volume of SMS and MMS (millions) [1]

	Vodafone	O2	Everything Everywhere	T-Mobile	Orange
2009 Q4	5,045	10,935		3,184	6,501
2010 Q1	5,384	11,344		3,406	6,726
2010 Q2	5,503	11,370	10,278		
2010 Q3	5,767	11,575	10,350		
2010 Q4	6,326	13,357	11,795		

[1] SMS and MMS volumes from MVNOs are not included.

Table 4

Subscriber numbers by operator (000's)[1]

	Vodafone	O2	Everything Everywhere	T-Mobile[2]	Orange
Connections during period					
2009 Q4	2,149	1,965		1,412	2,511
2010 Q1	1,496	1,693		1,386	1,680
2010 Q2	1,735	1,862	2,741		
2010 Q3	1,939	2,006	2,896		
2010 Q4	1,908	2,102	3,359		
Subscribers at end of period					
Post-pay					
2009 Q4	8,413	8,666		4,071	6,903
2010 Q1	8,671	8,841		4,072	7,124
2010 Q2	8,911	9,116	11,463		
2010 Q3	9,192	9,234	11,648		
2010 Q4	9,425	9,450	11,948		
Pre-pay					
2009 Q4	8,140	11,740		13,108	9,610
2010 Q1	8,484	11,602		13,103	9,318
2010 Q2	8,409	11,545	15,630		
2010 Q3	8,528	11,660	15,449		
2010 Q4	8,219	11,712	15,261		
Total					
2009 Q4	16,553	20,406		17,178	16,514
2010 Q1	17,154	20,443		17,175	16,442
2010 Q2	17,320	20,661	27,093		
2010 Q3	17,720	20,894	27,097		
2010 Q4	17,644	21,162	27,209		
Net change during period					
2009 Q4	166	323		571	404
2010 Q1	601	37		-3	-72
2010 Q2	166	217	n/a		
2010 Q3	400	233	3		
2010 Q4	-75	269	112		

[1] Figures include resellers. MVNO subscribers are excluded unless otherwise stated.

The threshold period for active subscribers is 90 days for all networks unless otherwise stated.

[2] Includes Virgin Mobile subscribers. The threshold period for active T-Mobile users in this column is 180 days. This should be taken into account when comparing data in the table above.

Table 5

Average retail revenue per subscriber (£)[1]

	Vodafone	O2	Everything Everywhere	T-Mobile	Orange
2009 Q4	55.4	53.4		39.4	44.8
2010 Q1	53.2	51.9		36.5	45.0
2010 Q2	53.2	53.1	43.3		
2010 Q3	53.1	54.0	42.2		
2010 Q4	53.5	55.6	43.1		

[1] Revenues are from services detailed in Table 1 only and do not include those generated by incoming calls or VAT.

Table 6

Interconnection call volumes (millions of minutes) [1]

	Vodafone	O2	Everything Everywhere	T-Mobile	Orange
2009 Q4	2,774	4,802		2,178	3,398
2010 Q1	2,836	4,802		2,092	3,468
2010 Q2	2,822	4,909	4,717		
2010 Q3	2,836	4,960	4,471		
2010 Q4	2,905	4,173	4,396		

[1] Shows number of call minutes terminating on each operator's network.