

MOBILE MARKET

4TH QUARTER 2017

TELECOMMUNICATIONS OBSERVATORY

01 February 2018

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The quarterly figures relating to the sales turnover and traffic are published three months after the end of the quarter within the [telecommunications observatory in France](#). Except opposite mention, indicators are in millions of units.

A - Mobiles services market - MtoM SIM cards excluded

I. NATIONAL REPORT - total customers and active customers

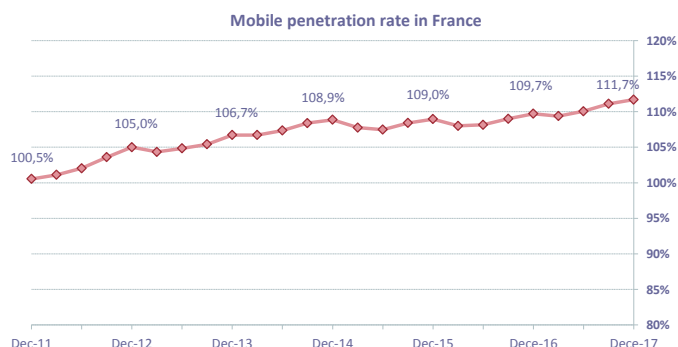
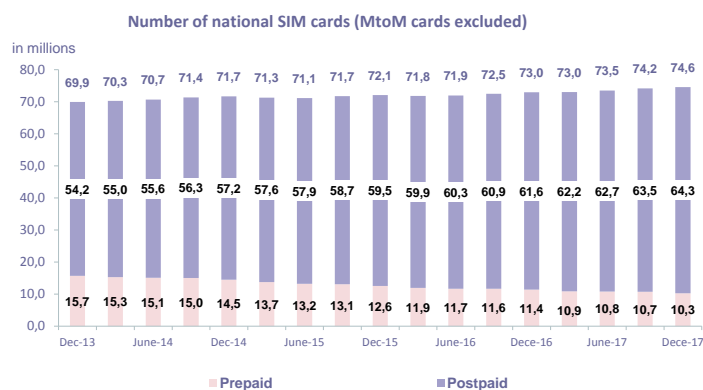
	déc-16	mars-17	juin-17	sept-17	Dece-17
Total customers	72,965	73,039	73,497	74,192	74,589
- Quarterly Net Adds	0,470	0,074	0,457	0,696	0,397
- Year on year net growth (in %)	1,2%	1,7%	2,2%	2,3%	2,2%

Penetration Rate	109,7%	109,4%	110,1%	111,1%	111,7%
<i>Population at January the 1st of previous year (source: Insee)</i>	66,506	66,778			

Postpaid customers	61,587	62,161	62,674	63,467	64,328
- Quarterly Net Adds	0,732	0,574	0,513	0,793	0,861
- Year on year net growth (in %)	3,4%	3,8%	4,0%	4,3%	4,5%

Prepaid customers	11,378	10,878	10,823	10,726	10,261
- Quarterly Net Adds	-0,262	-0,500	-0,055	-0,097	-0,465
- Year on year net growth (in %)	-9,5%	-8,7%	-7,3%	-7,9%	-9,8%

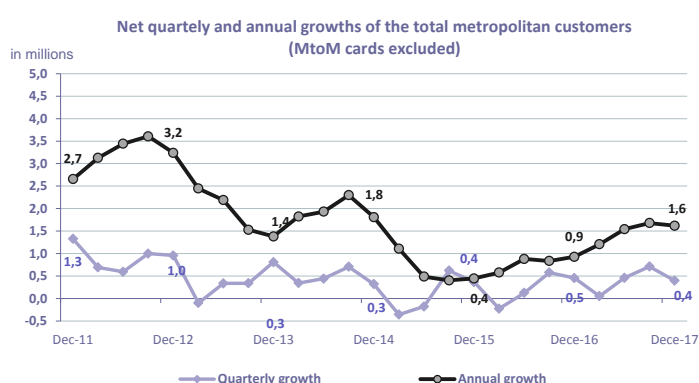
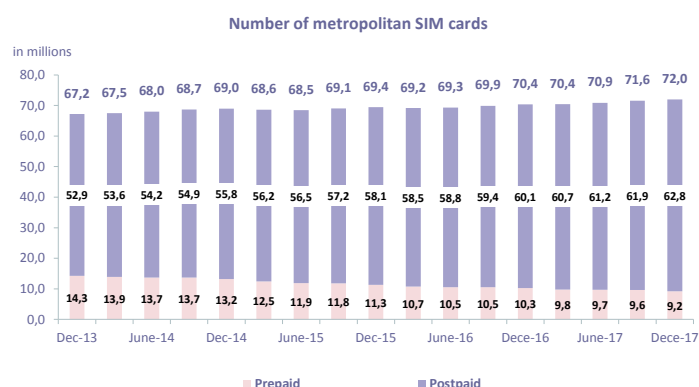
	déc-16	mars-17	juin-17	sept-17	Dece-17
Total active customers	70,649	70,527	70,928	71,702	72,008
- as a % of total customers	96,8%	96,6%	96,5%	96,6%	96,5%
- Quarterly Net Adds	0,371	-0,122	0,401	0,774	0,307
- Year on year net growth (in %)	1,3%	1,3%	1,7%	2,0%	1,9%
Adjusted figure					



II. METROPOLITAN REPORT

II.1 Total customers segmentation and total active customers (excluding MtoM SIM cards)

	déc-16	mars-17	juin-17	sept-17	Dece-17
Total customers	70,363	70,415	70,875	71,585	71,982
among which Internet SIM cards	3,587	3,575	3,531	3,480	3,404
- Quarterly Net Adds	0,456	0,052	0,460	0,710	0,397
- Year on year net growth (in %)	1,3%	1,7%	2,2%	2,4%	2,3%
Penetration Rate	109,4%	109,0%	109,7%	110,8%	111,4%
<i>Population at January the 1st of previous year (source: Insee)</i>	<i>64,344</i>	<i>64,605</i>			
Postpaid customers	60,091	60,652	61,154	61,938	62,773
among which Internet SIM cards	2,752	2,740	2,743	2,749	2,725
- Quarterly gross sales	4,067	3,132	3,349	3,502	4,389
- Quarterly Net Adds	0,709	0,561	0,502	0,784	0,835
- Year on year net growth (in %)	3,4%	3,7%	4,0%	4,3%	4,5%
Prepaid customers	10,272	9,763	9,721	9,647	9,209
among which Internet SIM cards	0,835	0,835	0,788	0,730	0,679
- Quarterly gross sales	2,032	1,801	1,931	2,216	2,100
- Quarterly Net Adds	-0,253	-0,509	-0,042	-0,075	-0,438
- Year on year net growth (in %)	-9,3%	-9,1%	-7,7%	-8,3%	-10,4%
Total active customers	68,285	68,165	68,574	69,373	69,665
- as a % of total customers	97,0%	96,8%	96,8%	96,9%	96,8%
- Quarterly Net Adds	0,347	-0,120	0,408	0,800	0,292
- Year on year net growth (in %)	1,3%	1,4%	1,8%	2,1%	2,0%
Adjusted figure					



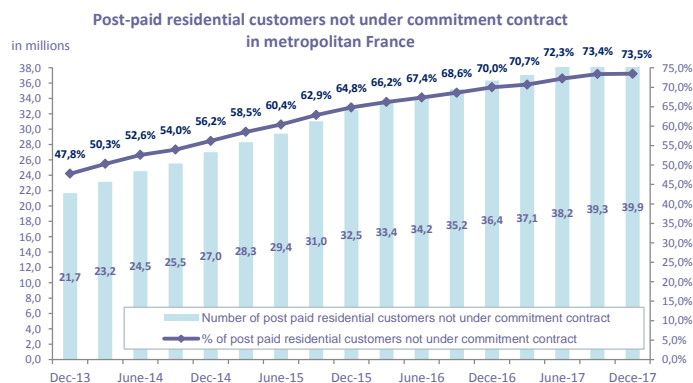
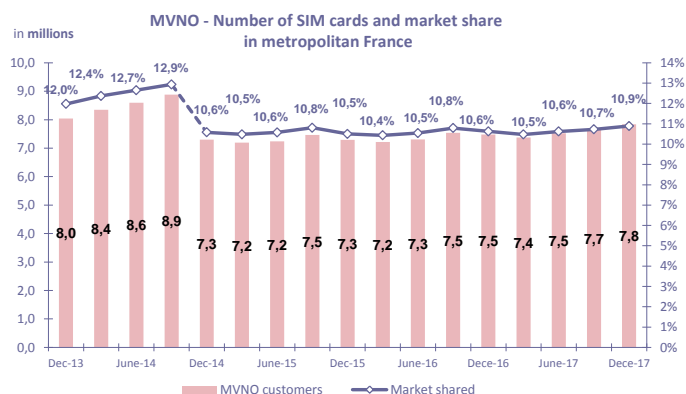
II.2 Virtual mobile network operators (MVNO) market share



	déc-16	mars-17	juin-17	sept-17	Dece-17
Mobile networks operators (MNOs) customers	62,887	63,041	63,348	63,907	64,142
- Among which postpaid customers	56,656	57,177	57,627	58,352	59,100
- Quarterly Net Adds	0,521	0,154	0,308	0,558	0,236
- Year on year net growth (in %)	1,2%	1,7%	2,1%	2,5%	2,0%
MVNOs customers	7,477	7,374	7,527	7,678	7,839
- Quarterly Net Adds	-0,065	-0,102	0,153	0,151	0,161
- Year on year net growth (in %)	2,6%	2,1%	3,0%	1,8%	4,9%
MVNO Market share	10,6%	10,5%	10,6%	10,7%	10,9%
MVNO Market share of gross postpaid sales	6,5%	7,7%	7,3%	7,0%	7,0%
MVNO Market share of gross prepaid sales	55,5%	56,5%	58,3%	58,4%	63,0%

II.3 Market fluidity

	déc-16	mars-17	juin-17	sept-17	Dece-17
Quarterly postpaid cancellation rate	5,6%	4,3%	4,7%	4,4%	5,7%
Quarterly prepaid cancellation rate	21,9%	23,0%	20,2%	23,6%	26,9%
Numbers ported during the quarter	2,319	1,562	1,799	1,766	2,453
- Year on year net growth (in %)	15,0%	3,4%	18,0%	21,4%	5,8%
Post-paid residential customers not under commitment	36,355	37,081	38,226	39,345	39,948
- % of customers not under commitment contract	70,0%	70,7%	72,3%	73,4%	73,5%
Post-paid customers not under commitment contract	39,070	39,910	41,296	42,442	43,164
- % of customers not under commitment contract	65,0%	65,8%	67,5%	68,5%	68,8%
Adjusted figure					



III. METROPOLITAN RESIDENTIAL AND BUSINESS MARKET



III.1 Residential market - Total customers segmentation

	déc-16	mars-17	juin-17	sept-17	Dece-17
Total residential customers	62,218	62,220	62,629	63,261	63,577
- Quarterly Net Adds	2,418	2,395	2,338	2,266	2,184
- Quarterly Net Adds	0,383	0,002	0,409	0,632	0,317
- Year on year net growth (in %)	1,2%	1,6%	2,2%	2,3%	2,2%
Postpaid residential customers	51,946	52,457	52,907	53,614	54,369
- Quarterly gross sales	3,690	2,759	2,990	3,173	3,948
- Quarterly Net Adds	0,636	0,511	0,450	0,707	0,755
- Year on year net growth (in %)	3,6%	3,9%	4,2%	4,5%	4,7%
Prepaid residential customers	10,272	9,763	9,721	9,647	9,209
- Quarterly gross sales	2,032	1,801	1,931	2,216	2,100
- Quarterly Net Adds	-0,253	-0,509	-0,042	-0,075	-0,438
- Year on year net growth (in %)	-9,3%	-9,1%	-7,7%	-8,3%	-10,4%

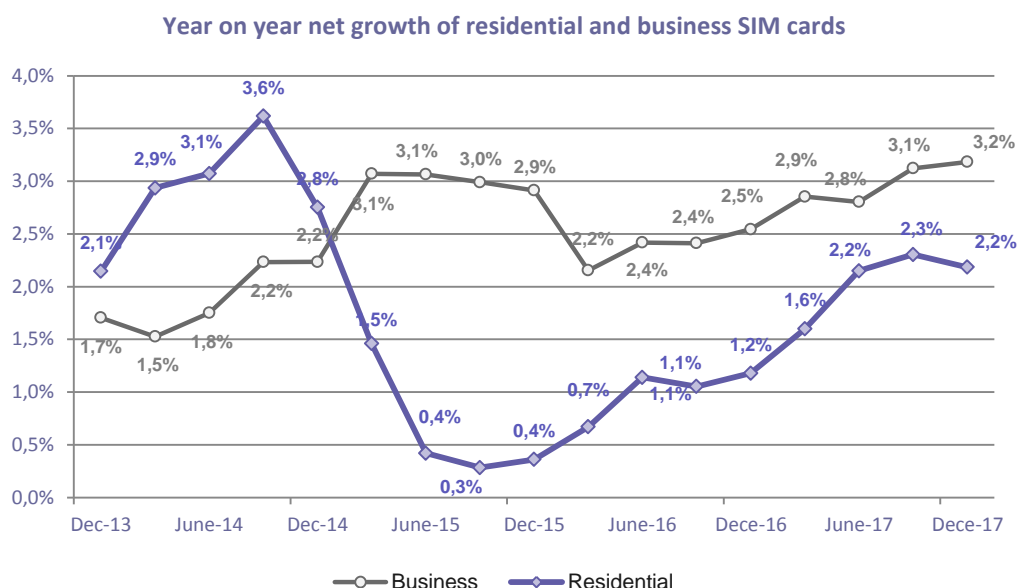
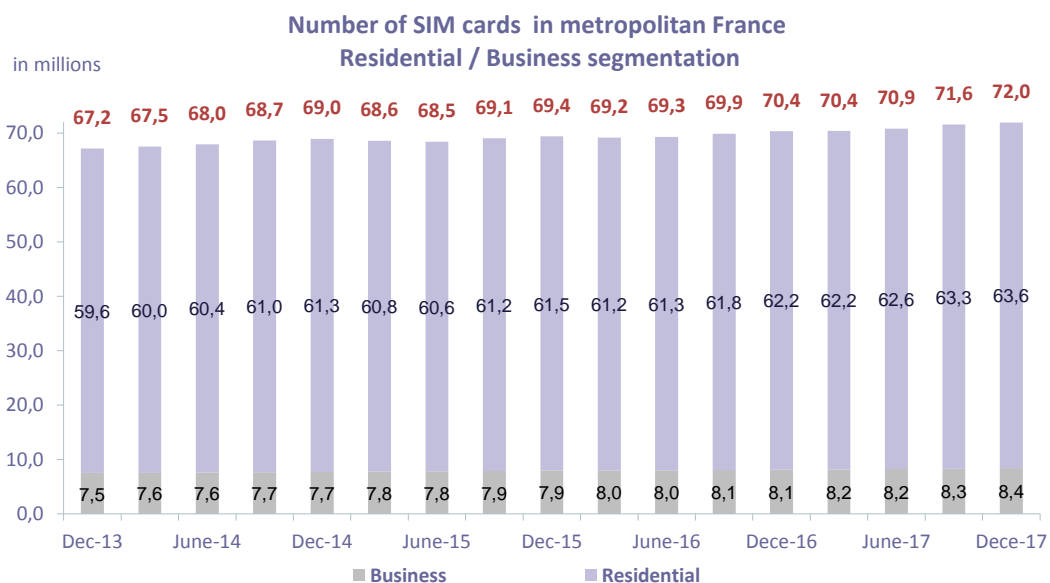
III.2 Residential market - Mobile Virtual Network Operators Market share

	déc-16	mars-17	juin-17	sept-17	Dece-17
MNOs	55,013	55,119	55,380	55,873	56,037
- Quarterly Net Adds	0,458	0,106	0,261	0,493	0,164
- Year on year net growth (in %)	1,1%	1,6%	2,1%	2,4%	1,9%
MVNOs	7,206	7,101	7,249	7,387	7,540
- Quarterly Net Adds	-0,076	-0,104	0,148	0,139	0,153
- Year on year net growth (in %)	2,1%	1,8%	2,8%	1,5%	4,6%
MVNO Market share	11,6%	11,4%	11,6%	11,7%	11,9%
MVNO Market share of gross postpaid sales	6,6%	8,0%	7,7%	7,3%	7,3%
Adjusted figure					

III.3 Business market - total customers MtoM SIM cards excluded

déc-16	mars-17	juin-17	sept-17	Dece-17
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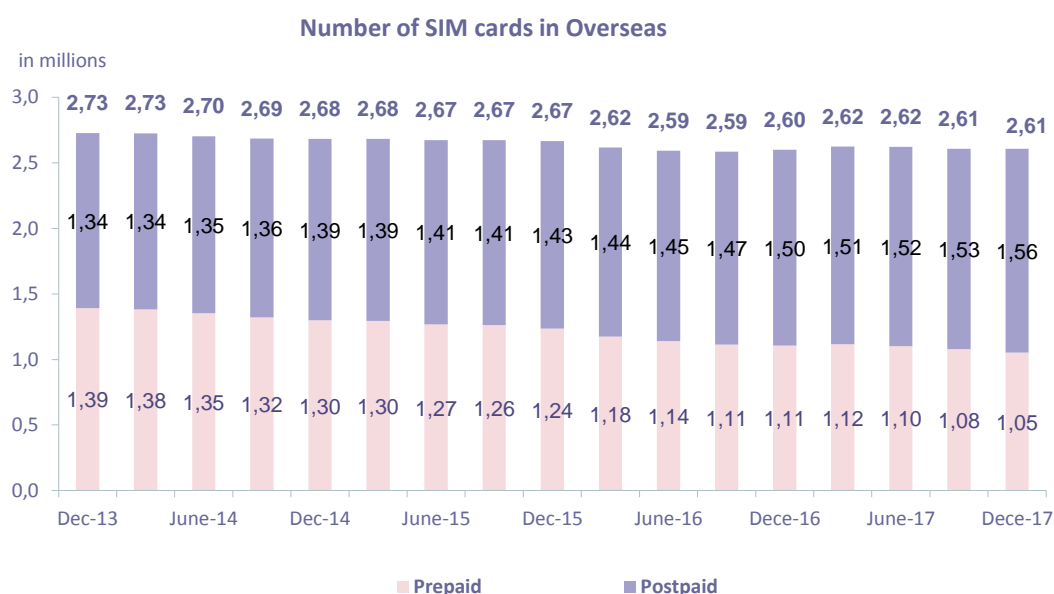
Postpaid business customers	8,145	8,195	8,246	8,324	8,404
among which Internet SIM cards	1,169	1,180	1,193	1,214	1,220
- Quarterly Net Adds	0,073	0,050	0,052	0,078	0,080
- Year on year net growth (in %)	2,5%	2,9%	2,8%	3,1%	3,2%
Adjusted figure					



IV. OVERSEAS REPORT : DOM, Saint-Martin, Saint-Barthélemy, Saint-Pierre-et-Miquelon

IV.1 Overseas departments: total customers and total active customers segmentation

	déc-16	mars-17	juin-17	sept-17	Dece-17
Total customers	2,602	2,624	2,622	2,608	2,607
- Quarterly Net Adds	0,015	0,023	-0,003	-0,014	0,000
- Year on year net growth (in %)	-2,5%	0,3%	1,0%	0,8%	0,2%
Penetration Rate	120,7%	120,8%	120,6%	120,0%	120,0%
<i>Population at January the 1st of previous year (source: Insee)</i>	2,156	2,173			
Postpaid customers	1,496	1,509	1,520	1,529	1,555
- Quarterly Net Adds	0,023	0,013	0,011	0,009	0,026
- Year on year net growth (in %)	4,5%	4,7%	4,6%	3,8%	4,0%
Prepaid customers	1,106	1,115	1,101	1,079	1,052
- Quarterly Net Adds	-0,008	0,009	-0,014	-0,023	-0,027
- Year on year net growth (in %)	-10,5%	-5,2%	-3,5%	-3,2%	-5,6%
Total active customers	2,364	2,362	2,354	2,328	2,343
- as a % of total customers	90,9%	90,0%	89,8%	89,3%	89,9%
- Quarterly Net Adds	0,024	-0,002	-0,007	-0,026	0,015
- Year on year net growth (in %)	0,7%	0,6%	1,0%	-0,5%	-0,9%
Adjusted figure					



IV.2 Guadeloupe, St-Martin, St-Barth. total customers and active customers segment



	déc-16	mars-17	juin-17	sept-17	Dece-17
Total customers	0,634	0,641	0,633	0,632	0,626
- Quarterly Net Adds	-0,007	0,007	-0,008	-0,001	-0,006
- Year on year net growth (in %)	-6,3%	-3,0%	-2,7%	-1,3%	-1,3%
Penetration Rate	142,9%	145,2%	143,5%	143,3%	141,8%
<i>Population at January the 1st of previous year (source: Insee)</i>	0,444	0,441			
Postpaid customers	0,338	0,341	0,343	0,344	0,349
- Quarterly Net Adds	0,005	0,003	0,002	0,002	0,004
- Year on year net growth (in %)	3,2%	3,8%	3,7%	3,5%	3,2%
Prepaid customers	0,296	0,300	0,290	0,288	0,277
- Quarterly Net Adds	-0,012	0,004	-0,009	-0,003	-0,011
- Year on year net growth (in %)	-15,2%	-9,7%	-9,2%	-6,6%	-6,5%
Total active customers	0,565	0,574	0,568	0,558	0,559
- as a % of total customers	89,1%	89,6%	89,7%	88,2%	89,4%
- Quarterly Net Adds	0,001	0,009	-0,006	-0,010	0,002
- Year on year net growth (in %)	-3,0%	-2,3%	0,2%	-1,1%	-1,0%

IV.3 Guyane: total customers and total active customers segmentation



	déc-16	mars-17	juin-17	sept-17	Dece-17
Total customers	0,292	0,297	0,300	0,299	0,296
- Quarterly Net Adds	0,006	0,005	0,002	-0,001	-0,003
- Year on year net growth (in %)	-4,6%	-0,1%	4,0%	4,4%	1,2%
Penetration Rate	113,5%	113,2%	114,2%	113,8%	112,7%
<i>Population at January the 1st of previous year (source: Insee)</i>	0,257	0,263			
Postpaid customers	0,118	0,119	0,119	0,120	0,122
- Quarterly Net Adds	0,001	0,001	0,000	0,001	0,003
- Year on year net growth (in %)	1,8%	2,4%	2,3%	2,5%	3,6%
Prepaid customers	0,174	0,178	0,180	0,179	0,173
- Quarterly Net Adds	0,005	0,004	0,002	-0,002	-0,006
- Year on year net growth (in %)	-8,4%	-1,8%	5,1%	5,7%	-0,4%
Total active customers	0,266	0,261	0,262	0,262	0,260
- as a % of total customers	91,2%	87,7%	87,3%	87,8%	87,9%
- Quarterly Net Adds	0,005	-0,006	0,001	0,001	-0,002
- Year on year net growth (in %)	2,4%	1,2%	0,1%	0,1%	-2,4%
Adjusted figure					

IV.4 Martinique: total customers and total active customers segmentation



	déc-16	mars-17	juin-17	sept-17	Dece-17
Total customers	0,536	0,539	0,533	0,529	0,525
- Quarterly Net Adds	-0,006	0,003	-0,006	-0,004	-0,004
- Year on year net growth (in %)	-8,3%	-3,2%	-3,1%	-2,5%	-2,1%
Penetration Rate	140,9%	143,0%	141,5%	140,4%	139,2%
<i>Population at January the 1st of previous year (source: Insee)</i>	0,380	0,377			
Postpaid customers	0,315	0,317	0,318	0,319	0,322
- Quarterly Net Adds	0,001	0,002	0,001	0,001	0,003
- Year on year net growth (in %)	2,5%	2,7%	2,6%	1,7%	2,3%
Prepaid customers	0,221	0,222	0,215	0,210	0,202
- Quarterly Net Adds	-0,008	0,001	-0,007	-0,006	-0,007
- Year on year net growth (in %)	-20,3%	-10,4%	-10,4%	-8,3%	-8,5%
Total active customers	0,471	0,464	0,461	0,458	0,460
- as a % of total customers	87,8%	86,1%	86,4%	86,5%	87,8%
- Quarterly Net Adds	-0,001	-0,007	-0,003	-0,003	0,003
- Year on year net growth (in %)	-0,2%	-2,2%	-3,0%	-3,0%	-2,2%

IV.5 Mayotte: total customers and total active customers segmentation



	déc-16	mars-17	juin-17	sept-17	Dece-17
Total customers	0,258	0,267	0,277	0,277	0,281
- Quarterly Net Adds	0,013	0,009	0,010	0,000	0,005
- Year on year net growth (in %)	13,0%	15,1%	17,1%	12,7%	8,9%
Penetration Rate	113,9%	113,6%	117,8%	117,7%	119,7%
<i>Population at January the 1st of previous year (source: Insee)</i>	0,227	0,235			
Postpaid customers	0,063	0,065	0,065	0,066	0,065
- Quarterly Net Adds	0,002	0,002	0,001	0,000	-0,001
- Year on year net growth (in %)	11,2%	9,7%	8,9%	7,2%	3,1%
Prepaid customers	0,195	0,203	0,212	0,211	0,216
- Quarterly Net Adds	0,011	0,007	0,009	-0,001	0,005
- Year on year net growth (in %)	13,5%	16,9%	19,9%	14,5%	10,8%
Total active customers	0,222	0,226	0,229	0,224	0,222
- as a % of total customers	85,7%	84,5%	82,9%	80,8%	78,9%
- Quarterly Net Adds	0,008	0,004	0,004	-0,006	-0,002
- Year on year net growth (in %)	7,2%	10,2%	10,5%	4,7%	0,3%

IV. 6 Réunion: total customers and total active customers segmentation



	déc-16	mars-17	juin-17	sept-17	Dece-17
Total customers	0,877	0,876	0,873	0,866	0,875
- Quarterly Net Adds	0,009	-0,001	-0,003	-0,007	0,009
- Year on year net growth (in %)	1,2%	1,1%	1,0%	-0,2%	-0,3%
Penetration Rate	103,5%	102,9%	102,6%	101,8%	102,8%
<i>Population at January the 1st of previous year (source: Insee)</i>	<i>0,847</i>	<i>0,851</i>			
Postpaid customers	0,659	0,665	0,670	0,675	0,692
- Quarterly Net Adds	0,013	0,007	0,005	0,005	0,017
- Year on year net growth (in %)	6,0%	6,2%	5,8%	4,6%	5,0%
Prepaid customers	0,218	0,210	0,203	0,191	0,183
- Quarterly Net Adds	-0,004	-0,008	-0,008	-0,012	-0,008
- Year on year net growth (in %)	-11,1%	-12,1%	-12,2%	-14,2%	-16,3%
Total active customers	0,836	0,833	0,830	0,822	0,836
- as a % of total customers	95,3%	95,1%	95,0%	94,9%	95,6%
- Quarterly Net Adds	0,012	-0,003	-0,003	-0,008	0,014
- Year on year net growth (in %)	1,7%	1,8%	1,5%	-0,3%	0,0%

B - Internet of things : MtoM SIM cards

I. MtoM CARDS OF FRENCH OPERATORS

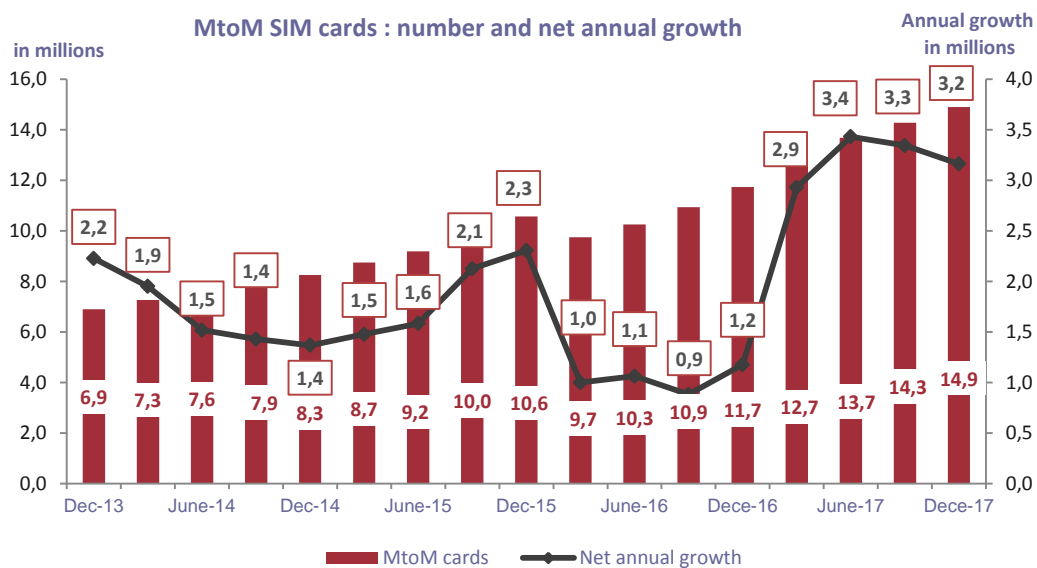
	déc-16	mars-17	juin-17	sept-17	Dece-17
MtoM SIM cards	11,737	12,669	13,684	14,272	14,899
-Gross sales for the quarter	0,892	1,048	1,103	0,735	0,738
- Quarterly Net Adds	0,808	0,932	1,015	0,588	0,626
- Year on year net growth (in %)	11,1%	30,1%	33,5%	30,6%	26,9%

I.1 MtoM CARDS OF FRENCH OPERATORS - METROPOLITAN

	déc-16	mars-17	juin-17	sept-17	Dece-17
MtoM SIM cards	11,711	12,643	13,659	14,247	14,873
- Quarterly Net Adds	0,807	0,932	1,015	0,588	0,626
- Year on year net growth (in %)	11,1%	30,1%	33,5%	30,7%	27,0%

I.2 MtoM CARDS OF FRENCH OPERATORS - OVERSEAS DEPARTMENTS

	déc-16	mars-17	juin-17	sept-17	Dece-17
MtoM SIM cards	0,026	0,026	0,025	0,025	0,025
- Quarterly Net Adds	0,001	0,000	0,000	0,000	0,000
- Year on year net growth (in %)	9,5%	5,4%	2,4%	1,5%	-0,7%



Appendix: DEFINITIONS

Total SIM cards: Total SIM cards registered with an operator's Home Location Register (HLR) or in the Home Subscriber Server (HSS) at the date in question. So, for business clients, each line is considered as a post-paid contract. Post-paid cards are those whose service is invoiced regularly (packages, metered offers, blocked accounts, etc.). By default, any non-post-paying client is considered to be a pre-paying client.

Internet SIM cards: number of SIM cards sold by mobile operators (flat rates or prepaid cards), to be used solely for accessing the Internet (PCMCIA cards, 3G/4G USB keys). These cards cannot be used to make voice calls.

Gross sales: total SIM cards at the end of the quarter which are registered with the HLR/HSS during the quarter. They exclude migrations: pre-paid to post-paid migration corresponds to clients asking their operator to replace their pre-paid offer in force at the beginning of the quarter with a post-paid offer; conversely, post-paid to pre-paid migration corresponds to clients asking their operator to replace their post-paid offer in force at the beginning of the quarter with a pre-paid offer.

Cancellation: Total SIM cards at the beginning of the quarter whose registration in the HLR/HSS was deleted during the quarter. Modifications to the registration in the HLR/HSS are not cancellations. So, this definition does not cover changes in offers within a line, or pre- to post-paid migrations or post- to pre-paid migrations, or service suspensions.

Penetration rate: Penetration rate: it is obtained by dividing the total number of clients by the population. The reference population is 1st January of the year N-1 published by Insee on the 1st January of the year N. The reference population in 2017, comes from estimates published in January 2017 (and therefore of the population for January 1st, 2016).

Customers not under commitment contract: a client under a commitment contract is any client having taken out or renewed a contract (out of all or part of the contracts related to mobile service) for a minimum period not having expired at the date in question. A client not under commitment contract is any client not having a contract.

Total active customers: the number of active clients equals to all post-paid customers under contract and pre-paid customers under contract having made or received a telephone call, whether free or paid, sent a SMS, MMS or used a multimedia (e-mail, etc.) service during the past three months (not including incoming SMS).

Number of ported numbers : is calculated as half of the volume of numbers of "in" porting and "out" porting done by all operators. "In" porting is considered to be an effective porting from the receiving operator's point of view. "Out" porting is an effective porting from the donor operator's point of view.

Total MtoM cards: number of SIM cards used for communication between remote equipment (remote management of equipment, terminals and servers, fixed or mobile). The communications from these cards are generally carried out without human intervention. These cards are used for example for tracking of objects and tools (fleets of vehicles, machinery, etc.), for purposes of updating of data (surveys at distance of meters, sensors...), for the identification and monitoring of all kinds (alarms, remote actions...), the list of those uses where communication is from "machine to machine" is not limited. Are taken into account the MtoM SIM cards, the communication was done only in downstream, only upstream or both. The cards used for interpersonal communication and exclusive internet cards are not included here.

Operators

- Metropolitan mobile network operators: Bouygues Telecom, Free mobile, Orange, Société Française du Radiotéléphone (SFR).
- Overseas mobile network operators : Dauphin Telecom, Digicel AFG, Globaltel, Orange Caraïbes, Orange Réunion, Outremer Telecom, SAS SPM, Société Réunionnaise du Radiotéléphone (SRR), Telco OI, UTS Caraïbe.
- Mobile Virtual Network Operators independent of mobile network operators active on the quarter.