



c-Ahead, c-Sharp, c-Change, c-Results
LYA's Strategic c-Research Program

The LYA c-Sharp Canadian Mobile Dashboard
Product brochure and ordering information

2011 – The LYA c-Sharp Canadian Mobile Dashboard was introduced in early 2010. It is an exhaustive Excel-based database providing financial and operational results and indicators of the Canadian mobile industry in total as well as for individual operators. The c-Sharp Mobile Dashboard is a 30-page Excel Report providing quarterly industry and major carrier results from Q1 2007 to Q1 2011 included. This product is available as a yearly subscription, with 4 deliveries providing results for the 4 quarters of 2011.

The c-Sharp Canadian Mobile Dashboard puts key information at your fingertips in an easy to use manner with multiple years of data, for the industry in total and for each of the major wireless carriers, to help you spot trends, focus on key metrics, and better understand the evolution of the industry in total and of your competitors.

As the competitive rivalry in the Canadian telecommunications heats up over the summer months and the next few years, it is now more important than ever to keep abreast of industry and carrier results in a timely manner. The LYA c-Sharp Mobile Dashboard provides the best comprehensive source of information on key industry results and operational metrics as well as many market share indicators, all organized for quick viewing and understanding, and all in one place.

Mobile service providers included in the c-Sharp Mobile Dashboard are Bell, Rogers, TELUS, MTS Allstream, Wind Mobile, Sasktel, Bell Aliant, and Videotron. Others including Mobilicity, Shaw and Public Mobile will be added as public information becomes available.

The LYA c-Sharp Canadian Mobile Dashboard is ideal for anyone who needs a concise, accurate and complete perspective on the Canadian mobile industry, from carriers monitoring the evolution of their competitors, to government agencies, applications providers, equipment suppliers and other stakeholders.

Figure 1 highlights the information being compiled on an annual basis as part of the c-Sharp Canadian mobile Dashboard while Figure 2 describes the financial results and operational indicators provided on a quarterly basis for the industry and for each mobile carrier.

We invite you to contact us directly by phone (1-514-288-6555) or by e-mail (lya@lya.com) if you would like to obtain different information than what is currently provided as part of the LYA c-Sharp Canadian Mobile dashboard.



Figure 1
Summary of annual information provided in LYA's c-Sharp Canadian Mobile Dashboard

Annual Total Industry and Individual Service Provider Results	
Includes Yearly Results from 2007 to 2009.	
<p>A. Total Mobile Industry Indicators *</p> <p>A.1 Yearly Financial and Operational Indicators</p> <p><u>A.1.1 Financial Indicators</u> Total Mobile Revenues (\$M) Top 3 Mobile Revenues (\$M) Top 3 Share of Total Mobile Revenues Top 3 Mobile Data Revenues (\$M) Top 3 EBITDA (\$M) Top 3 EBITDA Margin Top 3 CAPEX (\$M) Top 3 CAPEX Intensity Top 3 FCF (EBITDA minus CAPEX)</p> <p><u>A.1.2 Operational Indicators</u> Top 3 Cost of Acquisition Blended ARPU Top 3 Data ARPU Top 3 Blended Churn Total Subscribers Top 3 % of Postpaid Subscribers Net Additions Gross Additions</p> <p>A.2 Yearly Mobile Market Share Indicators</p> <p>Top 3 Revenue (\$M) Top 3 Subscribers Top 3 Postpaid Subscribers Top 3 Prepaid Subscribers Top 3 Total gross Adds Top 3 Postpaid Gross Adds Top 3 pre-paid gross adds Top 3 Total Net Adds Top 3 Postpaid Net Adds Top 3 Prepaid Net Adds</p>	<p>B. Individual Carrier Indicators *</p> <p>Includes:</p> <ul style="list-style-type: none"> - Bell - Telus - Rogers - MTS - Aliant - Sasktel - Videotron <p>B.1 Yearly Financial Indicators Mobile Revenues (\$M) Mobile Data Revenues (\$M) EBITDA (\$M) EBITDA Margin (% of Total Wireless Revenues) CAPEX (\$M) CAPEX Intensity FCF (EBITDA minus CAPEX)</p> <p>B.2 Yearly Operational Indicators Cost of Acquisition Blended ARPU Data ARPU Blended Churn Total Subscribers % of postpaid subs. Net additions Gross Additions</p> <p><i>* Not all items reported for all carriers. * Includes % changes YoY.</i></p>



Figure 2
Summary of Quarterly information Provided in LYA's c-Sharp Canadian Mobile Dashboard from Q1 2007

Total Industry and Individual Service Provider Quarterly Results	
Includes Quarterly Results from Q1-2007 to Q1-2010	
In addition to Annual Total Industry and Individual Service Provider Results	
<p>Includes:</p> <ul style="list-style-type: none"> - Industry Totals - Bell - Telus - Rogers - MTS - Aliant - Sasktel - Videotron 	<p>4. Network and Voice Revenues</p> <ul style="list-style-type: none"> Postpaid Prepaid Total Average Voice Revenue per Minute - Postpaid Average Voice Revenue per Minute - Prepaid Average Voice Revenue per Minute - Blended ARPU - Postpaid - Quarterly ARPU - Postpaid - YTD ARPU - Prepaid - Quarterly ARPU - Prepaid - YTD ARPU - Blended - Quarterly ARPU - Blended - YTD
<p>1. Subscriber Base Evolution</p> <ul style="list-style-type: none"> Beginning Sub Base Gross Adds Churn - Quarterly Churn - YTD Churned Subs Net Adds Ending Sub base Average Sub base 	<p>5. Financial Statements Indicators</p> <ul style="list-style-type: none"> Operating Revenues (Wireless division) COA - Quarterly COA - YTD EBITDA (Wireless division) EBITDA Margin (Network revenues) EBITDA Margin (Total of Wireless division) Dividend payments
<p>2. Voice Usage</p> <ul style="list-style-type: none"> Minutes - Postpaid Minutes - Total MoU - Postpaid MoU - Blended 	<p>6. Capex</p> <ul style="list-style-type: none"> Capex Capex Intensity
<p>3. Mobile Data</p> <ul style="list-style-type: none"> Data as % of total ARPU Data ARPU 	<p>* Not all items reported for all carriers. * Includes % changes (YoY and sequential).</p>

You can find many additional details on the information provided in the LYA's c-Sharp Canadian Mobile Dashboard Excel database and regarding the presentation format in a detailed product description available on our web site.



c-Sharp Mobile Dashboard ORDER FORM

Please fill out and fax the order form below to 514-288-6555 or email to lya@lya.com for orders in US\$ or Canadian \$. For orders in Canadian \$ you can alternatively place your order on line at <http://www.lya.com/en/market/publications.html>

The c-Sharp Mobile Dashboard is delivered via a password-protected log-in on our web site where each quarterly installment will be found.

Date of order: _____

LYA c-Sharp Canadian Mobile Dashboard Products

	Check	Price **
		US\$ or Cdn \$
Annual Subscription to the Quarterly c-Sharp Canadian Mobile Dashboard Q1 2007 to 2011 *		\$ 2,750.00
Sales tax: GST/HST as applicable to Canadian clients, plus TVQ for Quebec clients		
Total including applicable sales taxes		

* Four quarterly reports including historical quarterly data from 2007-2010 and 1Q11, 2Q11, 3Q11, 4Q11

** License to access c-Sharp Mobile Dashboard on www.LYA.com; for internal client use only

Note: LYA accepts Visa, Mastercard and American Express (American Express orders are charged in Cdn \$)

Name: _____

Title: _____ Company: _____

Address: _____

City: _____ Prov/State: _____

Postal/ZIP Code: _____ Country: _____

Telephone: () _____ Fax: () _____

E-mail: _____

Payment Information:

Prepayment via check payable to LEMAY-YATES ASSOCIATES INC.

VISA/MasterCard/Amex: _____ Exp. _____

Signature _____ Name on card: _____

All sales are final – no refunds. All orders will be confirmed with you by email which will include information on how to access the Dashboard on our web site.



BACKGROUND

LYA's Strategic c-Research Program **c-Ahead, c-Sharp, c-Change, c-Results**

Development and implementation of business strategy has been at the heart of Lemay-Yates Associates Inc. (LYA) services since 1993, providing us with a unique ability to integrate market, technical, network, economic, regulatory and investment analyses – helping address all the Strategic **C**'s – across the blurring lines of mobile-telecom-cable, as well as carriage-content, in a competitive environment that is increasingly dynamic, complex and risky.

Why all the c's? Our research, experience and capabilities are resources for you to see ahead, see clearly, see changes and get results, to support addressing all the c's of business strategy... starting with understanding your customers and competitors. Our c-Sharp databases of business information let you focus clearly on the quantitative to help build competitive advantage by providing business intelligence and insight.

In the fast-moving age of instant information, strategic research is essential to be able to see ahead especially when the future is closer than you may think and possibly bigger than it appears. We address this with quantifiable, reliable research integrated with our strategic insight and forward looking approach for your product and service planning.

In concert with our research, our strategy consulting services support you with the other Strategic **C**'s – assessment of the capabilities required to implement strategy and evaluation of the cost of investing to do so. You will c-Change and c-Results.

c-Change means consulting services to help see change coming and to support making a sea change in your business. Let us help you move to the next level... you will c-Results from us and from the implementation of you new plans, products and services.

Please visit our web site at www.LYA.com.