



**Lemay-Yates
Associates
Inc.**

Mobile Penetration and Pricing in Canada

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Mobile Penetration Lag in Canada

Much ado about nothing ?



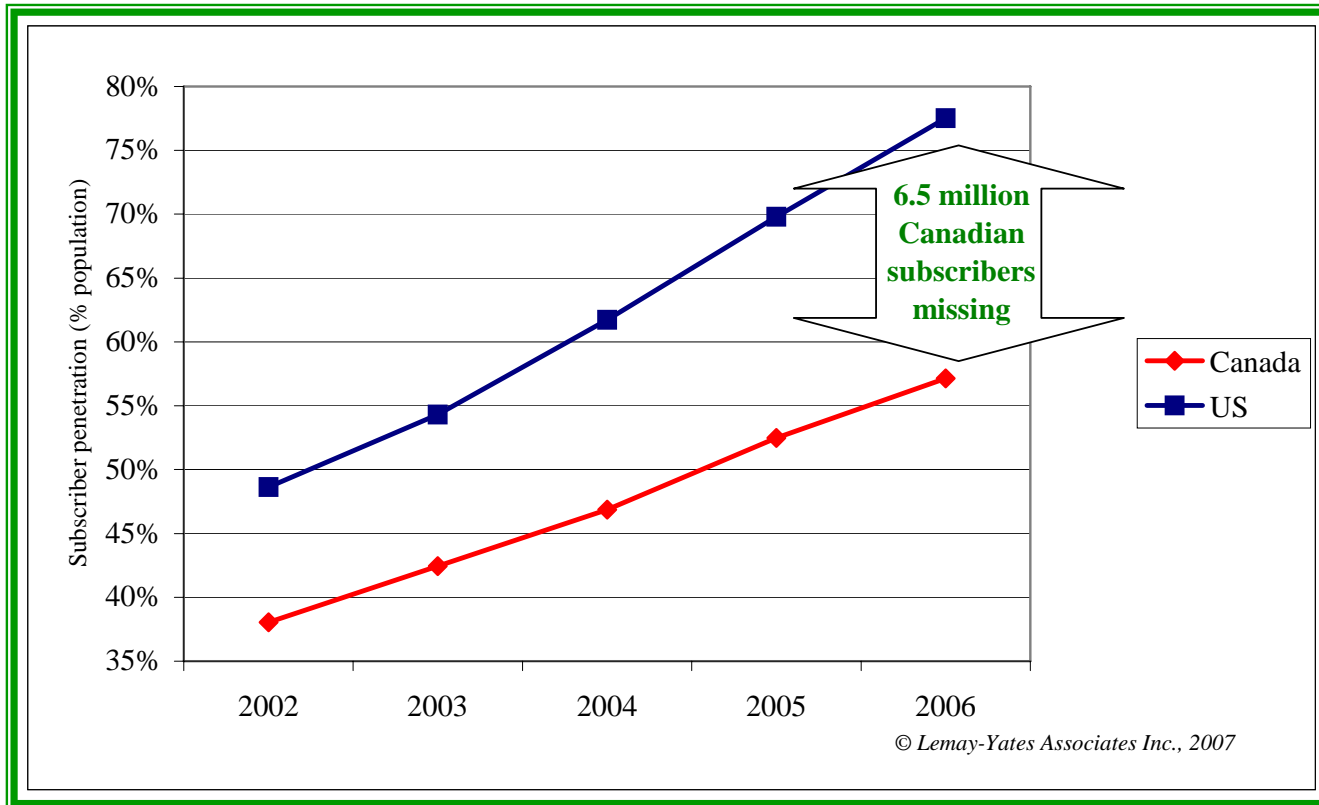
We were running neck in neck in 1996

	1996
Canada	11.6%
OECD avrg.	10.9%
EU15	8.9%
UK	12.3%

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And 10 years later.. 6.5 Million Subscriber Gap !



Penetration
growth in
2006:

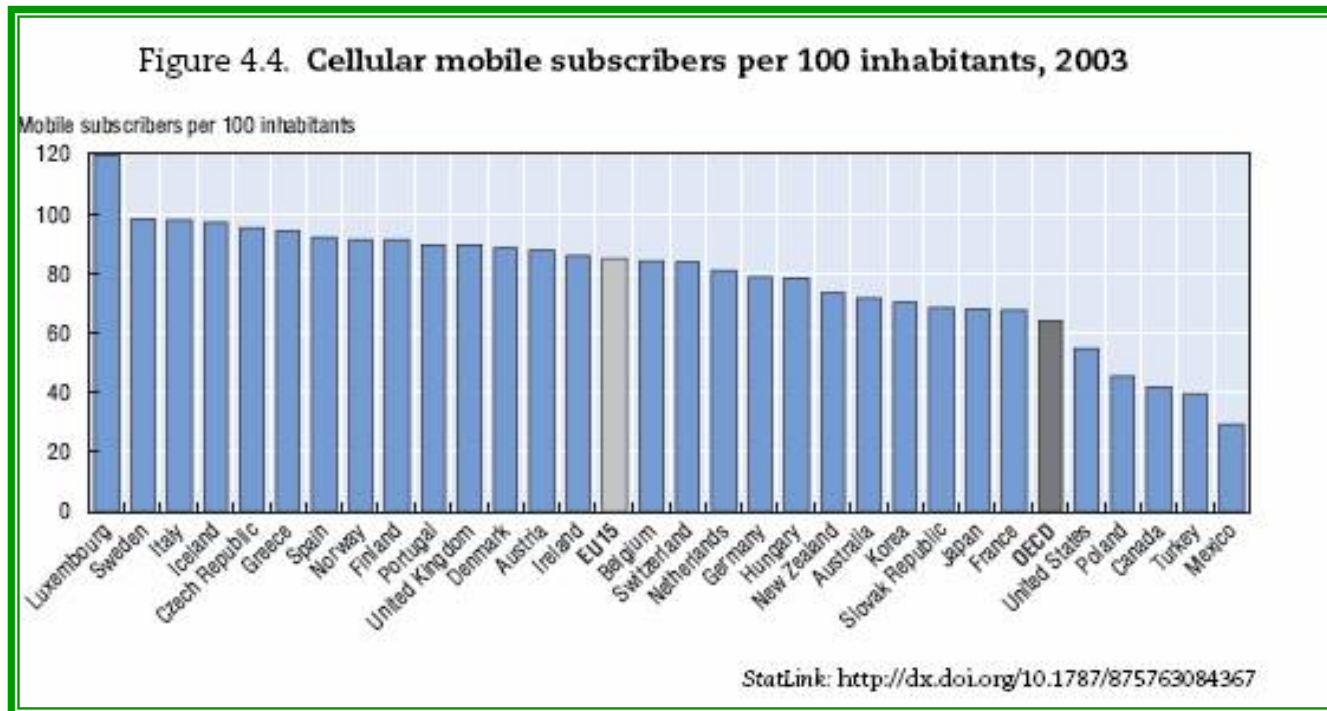
US 8% of
population.

Canada 5% of
population.



Canada compared to OECD countries

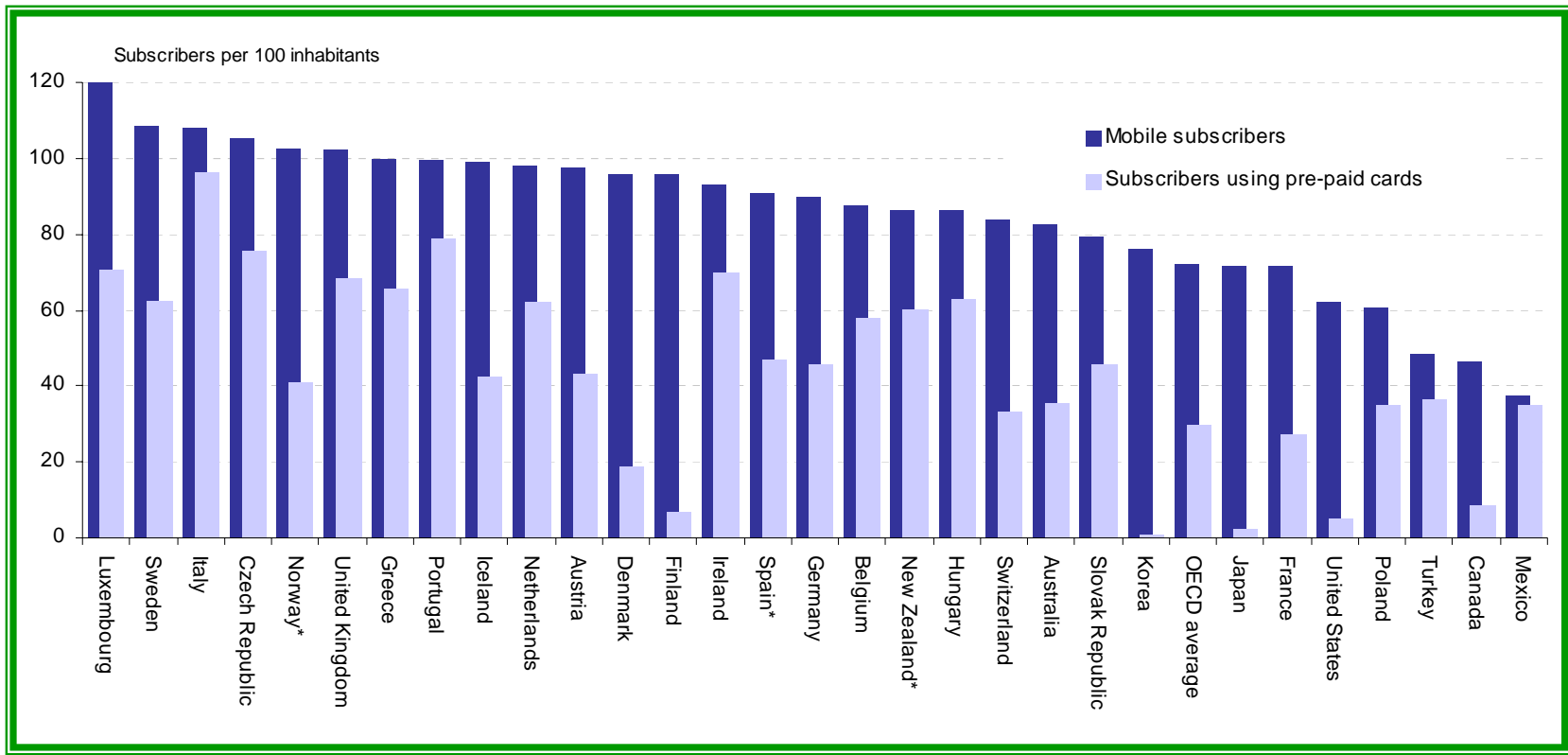
In 2003.. We were 28 out of 30





Canada compared to OECD countries

In 2004: we slipped to 29 out of 30



Source OECD web site: Key ICT indicators



Cost of Mobile Service in Canada

Industry results tell an interesting story



ARPU & MoU

	ARPU (2006)	MoU (2006 for Canada, 2005 for US)
Canada (Carrier results)	\$ 56.60	420
USA (as per CTIA)	\$ 57.50	820

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US consumers get twice as much for their money.

All expressed in \$ Cdn. US exchange rate at 1.14.



A Snapshot of LYA

- LYA continually enhances its position at the forefront of the evolution of telecommunications markets and technologies. We have six key types of intervention:
 - **Strategy and Business Planning , Spectrum Strategy and valuation**
 - **Support in Acquisition Strategies, Investment Analysis and Due Diligence**
 - **SPECTRUM AUCTIONS, Regulatory Support, Expert Testimony, Policy Development and License Applications**
 - **Research and Monitoring of Markets and Technologies**
 - **Telecommunications and Broadcast Facilities Design, Implementation and Evaluation as well as Project Management**
 - **Seminars and Conferences**