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Maravedis has established itself over the years as the most credible and reliable resource for market intelligence in the broadband wireless industry. Maravedis works closely with equipment vendors, service providers, regulators, financiers, and other stakeholders to produce the MOST reliable analysis of emerging market trends, competitive analysis, and market forecasts.

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# WiMAXCounts™

## WiMAX Operators Tracking & Analysis Service

### Executive Summary

WiMAXCounts is the next-generation mobile network (NGMN) industry's premier tracking service of operator spectrum, deployments, and performance metrics. WiMAXCounts tracks numerous variables that are used to analyze market opportunities and trends important to all sectors of the industry.

WiMAXCounts was launched in May 2007 with the objective of covering all major and potentially strategic WiMAX operators. At that time, the service was covering just over 100 BWA/WiMAX operators across 36 countries. During the past quarter, Maravedis, in collaboration with BWA Research UK, has added more than 90 profiles across 38 countries and currently covers more than 196 profiles across 74 countries. WiMAXCounts is well underway towards the objective of 250 profiles by early 2008. The facts and figures presented in this report were derived from a base of 196 operators.

Since WiMAXCounts launched, we have introduced coverage of Africa and the Middle East, as these have received inadequate attention despite great promise for near and long term development. We have added 20 operators in Africa and 6 more operators in the Middle East. This report is based on a doubling of the number of profiles found in [www.WiMAXCounts.com](http://www.WiMAXCounts.com) and is intended to provide an overview of results rather than in-depth analysis of regional or general data or trends.

Key statistics and trends on monthly average revenue per user (ARPU), revenues, number of subscribers, and commercial launch status are analyzed and dissected by market segment (residential vs. business) and by region (APAC, CALA, Europe, MEA, and North America).

At the end of September 2007, WiMAXCounts logged over 1.37 million BWA/WiMAX subscribers. Subscriber quarter-to-quarter growth in 2007 has been about 21%. With a residential monthly ARPU of US\$45.08 and business ARPU of US\$144.27, this subscriber base has generated an estimated US\$260 million of service revenues in Q3 2007, for an estimated total of US\$668 million so far in 2007. By the end of this year, this subscriber base plus estimated subscriber growth will contribute close to US\$1 billion in 2007 wireless broadband service revenues. We expect that introduction of major network deployments for mobile WiMAX, combined with lower subscriber unit pricing, will accelerate subscriber growth into 2008. WiMAXCounts is in position to monitor the early ramp in deployments and subscriber growth on an ongoing basis.

There continues to be more residential subscribers than business subscribers, despite operators' tendency to focus on business offerings. 64% of the subscriber base is residential, versus 36% business. However, the average customer mix among operators is 54% business and 46% residential.

Approximately 58% of the operators covered by WiMAXCounts have commercially launched BWA/WiMAX, and the rest are setting up the network or trialing WiMAX. Most regions follow this average except APAC, which shows only 34% of operators having launched, and North America at the other extreme, showing that 89% of operators have launched. China is influencing this low tendency for APAC, since mobile WiMAX is not getting support from the country's regulatory body. We anticipate this to improve over the course of 2008, as governments and their regulatory bodies realize the economic and social benefits of introducing mobile BWA/WiMAX. The success stories of mobile BWA/WiMAX-leading countries will also influence laggard countries to liberate spectrum and stimulate mobile BWA/WiMAX investments.

We notice that DSL ARPU is slightly higher than WiMAX ARPU. Given that WiMAX is a new technology and the mobility feature promised by the current standard is still underway, WiMAX operators are offering slightly lower prices than those of the more traditional technologies such as DSL. This may change as WiMAX networks mature and as the mobility feature gains popularity. We anticipate that the market will eventually pay a premium for the mobility feature.

Several operators are synchronizing their commercial deployment with the mobility feature of WiMAX—also known as IEEE 802.16-2005 or “16e”. Sprint Nextel is a prime example. It has communicated plans to roll out mobile WiMAX across the US in joint collaboration with Clearwire. Brazil's Embratel is another example. The company has been trialing 802.16-2004 with 1,000 clients in Rio de Janeiro, but the idea according to Ivan Campagnolli, Embratel's CTO, is to start commercial offerings with 802.16e. Maxis (India), Primus (Canada), Swisscom (Switzerland), Telmex Chile (Chile), TVA Brazil (Brazil), VTR Banda Ancha (Chile), and WiMAX Telecom (Austria) are looking to offer mobile WiMAX and expect to deploy once trialing of 16e equipment is complete—during the first half of 2008.

The last few months have been rich with strategic deals. The most important was the one between Sprint Nextel and Clearwire, who plan to jointly construct a nationwide mobile broadband network in the US using WiMAX technology. At the time this report is going to press, the proposed venture that would marry Sprint and Clearwire's WiMAX assets was canceled as the two companies were unable to come to terms quickly enough, Clearwire said today. The companies will therefore launch their WiMAX networks and services separately next year, but Clearwire said the two companies will continue to discuss future partnership possibilities, though none are likely to be as extensive as the their original plans .

In Australia at the end of September 2007, Seven Network Limited (Seven), through its wholly owned subsidiary Network Investment Holdings Pty Limited, has made an off-market takeover offer to acquire 100% of the ordinary shares of Unwired Group Limited for a cash consideration of 45 cents per Unwired share. The acquisition price is estimated to be over US\$100 million. At US\$100 million, the estimated price per subscriber is over US\$1,400 and the revenue multiple is 3.7. These are interesting metrics to follow as the WiMAX market unfolds to more acquisitions of this type.

In Canada at the end of July, MetroBridge Networks International Inc had an IPO that raised approximately CN\$8 million, with an additional CN\$1.7 million privately invested just prior to the IPO. With those proceeds, MetroBridge intends to commence acquisitions of other BWA service providers, both small Wireless Internet Service Providers (WISPs) and service providers of similar scale to MetroBridge in the 10th to the 70th largest markets in North America.

These are just some of the key statistics captured in this issue of the WiMAXCounts quarterly report.

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WiMAXCounts provides yearly access to MORE THAN 210 WiMAX operator detailed profiles, including

- Quarterly reports providing an executive summary analysis of service provider trend
- A flexible graphical reporting tool providing over 350 unique reports and graphics
- An elaborate search engine
- Continuous improvement through a Wikipedia-style comment, rating, and collaboration system

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**The comments and tables contained in this WiMAXCounts Report make reference to the operators covered in WiMAXCounts only and should not be interpreted as covering the entire WiMAX industry or all WiMAX deployments worldwide.**

## KEY FINDINGS

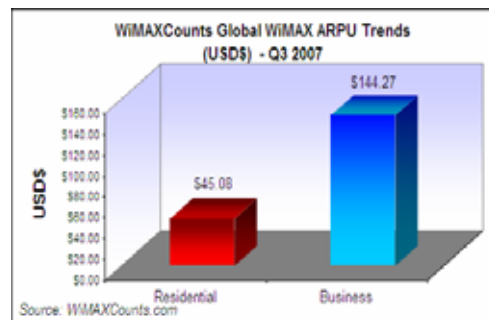
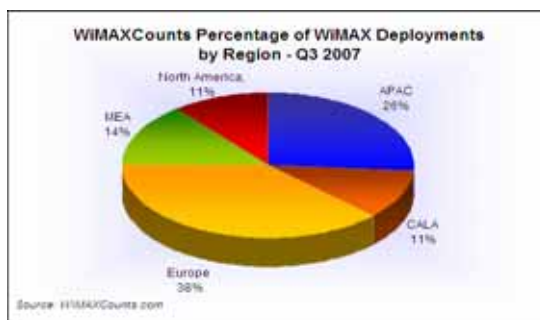
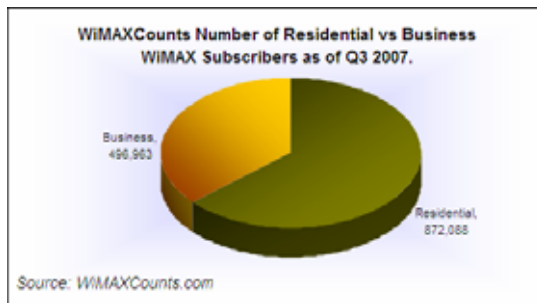
We have included figures for pre-WiMAX and proprietary sales when these are shown to be in spectrum and for operators who are expected to convert their customer base to WiMAX in the near future. We think that the WiMAX market will develop somewhat similarly to the cellular market. TDMA and other earlier wireless technologies have been superseded, but the market

momentum fostered by the early entrants was instrumental in developing market awareness, operator cash flows, and the development ecosystem that enables flourishing of the overall thrust. We will comment regarding how well the precursor deployments may translate into "true WiMAX" business momentum.

- The 196 operators covered in WiMAXCounts accounted for 1,369,000 subscribers as of Q3 2007.
- Those operators used a mix of WiMAX and proprietary technologies.
- About 535,000 subscribers were using WiMAX-certified technology as of Q3 2007.
- The WiMAX subscriber base grew almost three-fold between Q1 2006 and Q3 2007.
- The average number of subscribers per operator was 11,987 for WISPs and 5,801 for CLECs in Q3 2007.
- Clearwire USA was the top operator in number of subscribers, with an estimated 370,000 subscribers in the United States at the end of Q3 2007.
- The United States, Spain, and Australia were the top three countries in number of subscribers in Q3 2007, accounting for 0.7 million WiMAX subscribers.
- At the end of September 2007, WiMAX service revenues among WiMAXCounts operators totaled US\$668 million, with recorded ARPU of US\$45.08 and US\$144.27 for residential and business subscribers, respectively.
- The split by subscriber type among WiMAXCounts operators was 64% residential and 36% business.
- APAC accounted for 26% of deployments, Europe 38%, MEA 14%, North America 11%, and CALA 11%.
- WiMAXCounts showed that 48% of the deployments applied 802.16-2004, 24% applied 802.16-2005, and 28% used proprietary equipment.
- Out of all CPEs deployed, WiMAXCounts showed 29% were 802.16-2004, 11.7% were 802.16-2005, and 55% were proprietary, with 3.8% undisclosed.
- For residential and business users, respectively, the average downstream speeds were 1.3 Mbps and 2.0 Mbps, while the average upstream speeds were 0.7 Mbps and 1.8 Mbps.
- The 3.3–3.8 GHz band is the most widely used, with 66% of WiMAXCounts operators deploying their WiMAX networks in this band.
- The region with the highest WiMAX service revenue accumulated from Q1 2006 to Q3 2007 was Europe, with nearly US\$388 million.
- MEA operators offer lower speeds than other regions, yet MEA has the highest ARPU for residential, at US\$52.31.
- More than half of WiMAX packages for either residential or business have upstream speeds between 256 kbps and 780 kbps.
- WiMAX ARPU is slightly lower than DSL ARPU. However, the price difference between these two technologies is usually narrow, which tends to negate price as a factor for potential customers.

## WiMAX KEY STATISTICS - Q3 2007

- **Number of BWA/WiMAX Subscribers<sup>1</sup>:** 1,369,000 as of September 30, 2007
- **WiMAX Revenues:** US\$668 million for the year through September 30, 2007
- **WiMAX Customer Mix:** 64% residential and 36% business
- **WiMAX Subscriber Growth:** 2.88 times from Q1 2006 to Q3 2007
- **WiMAX Deployments by Region:** APAC, 26%; Europe, 38%; MEA, 14%; North America, 11%; CALA, 11%
- **Deployments by Frequency Band:** 66% of operators in 3.3–3.8 GHz
- **WiMAX Residential ARPU:** US\$45.08
- **WiMAX Business ARPU:** US\$144.27
- **WiMAX Subscribers per Operator:** 6,985
- **Average WiMAX Upstream Speed:** Residential: 0.7 Mbps; Business: 1.8 Mbps
- **Average WiMAX Downstream speed:** Residential: 1.3 Mbps; Business: 2.0 Mbps



<sup>1</sup> Includes both WiMAX Forum Certified™ and proprietary BWA

## 1 BACKGROUND

WiMAXCounts is the next-generation mobile network (NGMN) industry's premier tracking service of operator spectrum, deployments, and performance metrics. WiMAXCounts tracks numerous variables that are used to analyze market opportunities and trends important to all sectors of the industry.

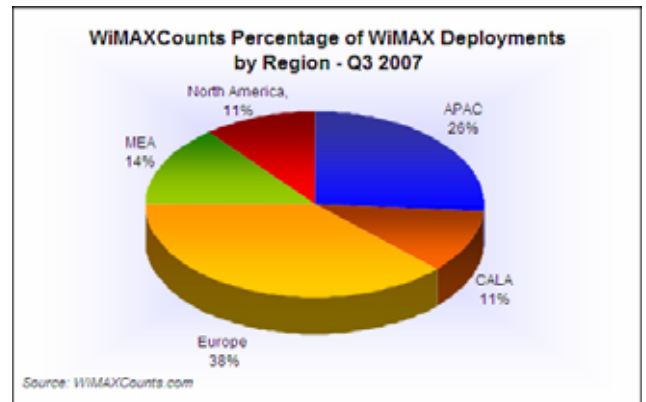
WiMAXCounts was launched in May 2007 with the objective of covering all major and potentially strategic WiMAX operators. At that time, the service was covering a little over 100 BWA/WiMAX operators across 36 countries. During the past quarter, Maravedis, in collaboration with BWA Research UK, has added more than 90 profiles across 38 countries and is currently covering a total of 196 profiles across 74 countries. WiMAXCounts is well underway towards the objective of 250 profiles by early 2008.

BWA Research UK Ltd and Maravedis Inc are proud to release this second issue of the WiMAXCounts Report. It provides subscribers with value-added synthesis of the information contained in the WiMAXCounts online database. The Report, which is sent to each subscriber on a quarterly basis, provides an executive summary and an analysis of recent WiMAX service provider deployments and industry trends.

The Report begins by presenting consolidated information on operators, including the percentage split of operators by region, by frequency, and by equipment standard. An overall view on the number of subscribers, split between residential and business, is provided along with ARPU and revenue information. The Report continues with further details such as deployment trends, ARPU trends, subscriber statistics, service revenue trends, and equipment trends. Additional content includes end-user trends, service provider trends, regional trends, and applications.

WiMAXCounts includes a flexible reporting tool to provide the information needed by decision makers and with unprecedented granularity. With more than 350 unique predefined reports and 67 exhibits covering key variables, users can customize their research and export data into multiple formats including Microsoft Excel™ and Adobe PDF for easy manipulation and analysis. A dedicated team is permanently working on populating and updating WiMAXCounts. They are in direct contact with service providers around the world to guarantee that the WiMAX ecosystem is captured with the most unbiased and current information available.

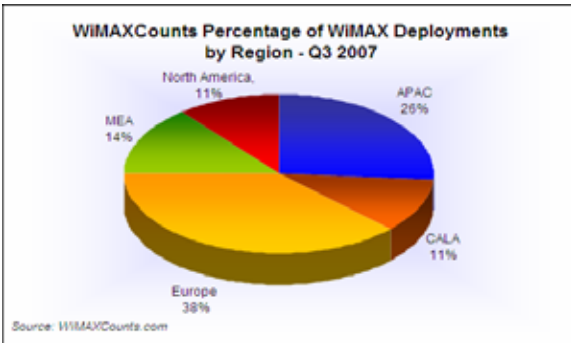
As part of the WiMAXCounts service, subscribers benefit from a quarterly report that summarizes the content in WiMAXCounts and analyzes WiMAX deployment trends.



We expect to add another 50 operator profiles by Q1 2008, for a total of 250 profiles.

## Introducing WiMAXCounts Report #2

Since WiMAXCounts launched, we have introduced coverage of Africa and the Middle East, as these have received inadequate attention despite great promise for near and long term development. We have added 20 operators in Africa and 6 more operators in the Middle East. This report is based on a doubling of the number of profiles found in WiMAXCounts and is intended to provide an overview of results rather than in-depth analysis of



regional or general data or trends.

Most monetary figures in this document are presented in US dollars. To reduce the foreign exchange impact of the falling US dollar, we have used the exchange rate of October 10, 2007 to convert monetary figures into US dollars from Q1 2006 to Q3 2007. According to the Federal Reserve's Major Currencies Index, the value of the US dollar relative to other currencies has dropped over 10% since Q1 2006.

The countries covered by WiMAXCounts are the following:

**APAC:** (1) Australia, (2) Cambodia, (3) China, (4) India, (5) Indonesia, (6) Japan, (7) Korea, (8) Malaysia, (9) Mongolia, (10) New Zealand, (11) Pakistan, (12) Philippines, (13) Singapore, (14) South Korea, (15) Sri Lanka, (16) Taiwan, (17) Thailand

**CALA:** (18) Argentina, (19) Brazil, (20) Chile, (21) Colombia, (22) Costa Rica, (23) Dominican Republic, (24) Ecuador, (25) Mexico, (26) Paraguay, (27) Peru, (28) Venezuela

**Europe:** (29) Armenia, (30) Austria, (31) Bulgaria, (32) Croatia, (33) Denmark, (34) Estonia, (35) France, (36) Germany, (37) Greece, (38) Hungary, (39) Ireland, (40) Latvia, (41) Malta, (42) Netherlands, (43) Norway, (44) Poland, (45) Portugal, (46) Romania, (47) Russia, (48) Slovenia, (49) Spain, (50) Switzerland, (51) Turkey, (52) Ukraine, (53) United Kingdom, (54) Yugoslavia

**MEA:** (55) Afghanistan, (56) Algeria, (57) Cameroon, (58) Egypt, (59) Gabon, (60) Ghana, (61) Iran, (62) Kenya, (63) Lebanon, (64) Madagascar, (65) Morocco, (66) Mozambique, (67) Namibia, (68) Nigeria, (69) Saudi Arabia, (70) South Africa, (71) UAE, (72) Uganda

**North America:** (73) Canada and (74) USA

The comments and tables contained in the Report make reference to the operators covered in WiMAXCounts only and should not be interpreted as covering the entire WiMAX industry or all WiMAX deployments worldwide.