

The United States: The Most Vibrant Wireless Market in the World

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Fact 1

U.S. Is Most Competitive Wireless Market

Least Concentrated

Country	HHI Rank 4Q08
United States	1
United Kingdom	2
Germany	3
Italy	4
Poland	5

Source: Herfindahl-Hirschman Index, Bank of America / Merrill Lynch "Global Wireless Matrix 4Q08"

Most Carriers

- More operators than any other country
- 4 national carriers – 173 regional, local and specialty operators
- 95+% have 3 or more providers

Source: OECD Communications Update
FCC's Annual CMRS Competition Report



Fact 2

U.S. Provides Best Wireless Customer Value

Revenue Per Minute by Developed Countries

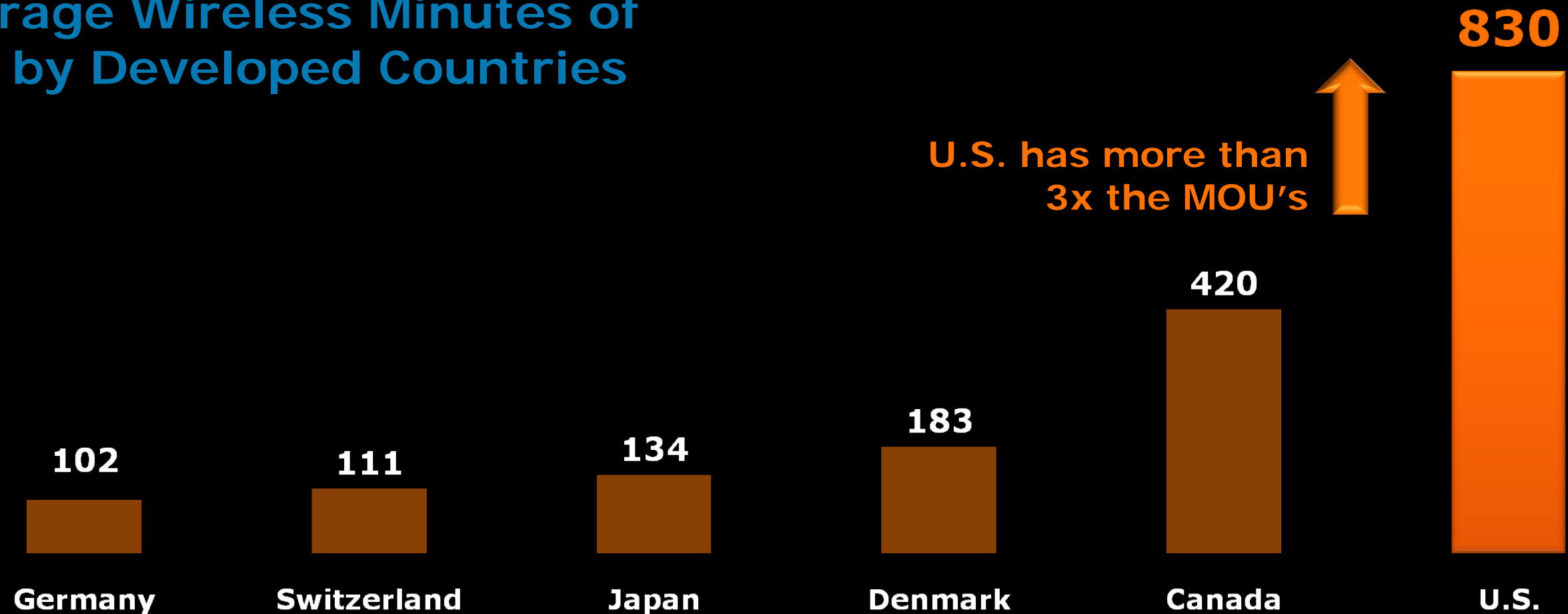


Source: Bank of America / Merrill Lynch "Global Wireless Matrix 4Q08"

Fact 2

U.S. Provides Best Wireless Customer Value

Average Wireless Minutes of Use by Developed Countries



Source: Bank of America / Merrill Lynch "Global Wireless Matrix 4Q08"

Fact 3

Innovation in U.S. Gives Customers Great Choices

Manufacturers Selling Wireless Devices in U.S.

Alcatel	Huawei	Research in Motion
Apple	Jitterbug	Samsung
ASUS	Kyocera	Sanyo
Axxesstel	LG	Sharp
BandRich	Motorola	Siemens
BenQ	Nokia	Sierra Wireless
Cal-Comp	Novatel Wireless	Sony Ericsson
Casio	Option	Uniden
Firefly	Palm	Waxess USA
HP	Pantech & Curitel	ZTE
HTC	PCD	

Choice in Devices

» 630 devices manufactured by 30+ companies

- 84% web enabled
- 89% data capable

Source: CTIA, "Independent Review of U.S. Wireless Industry," June 2009

Fact 3

Innovation in U.S. Gives Customers Great Choices

» Operating Systems

- Android
- BlackBerry
- Java
- Apple
- Symbian
- Web OS
- Microsoft

Choice in Devices

- » 630 devices manufactured by 30+ companies
 - 84% web enabled
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Choice in Operating Systems

Fact 3

Innovation in U.S. Gives Customers Great Choices

U.S. Leads in App Downloads

Estimated Downloads in 2009

832.7M



641.9M



295.5M



149.1M



146.1M



U.S.

Japan

China

South
Korea

Germany

Source: Strategy Analytics

Choice in Devices

» 630 devices manufactured by 30+ companies

- 84% web enabled
- 89% data capable

Choice in Operating Systems

Choice in Applications

» Number of apps downloaded in U.S. **up 9X in 2 years**

Fact 4

U.S. Well Positioned for Next Wireless Growth Wave

\$90 billion market by 2013

» **Emerging device market taking off**

» **Mobile business apps poised to explode**

- \$50B on "smart grids"

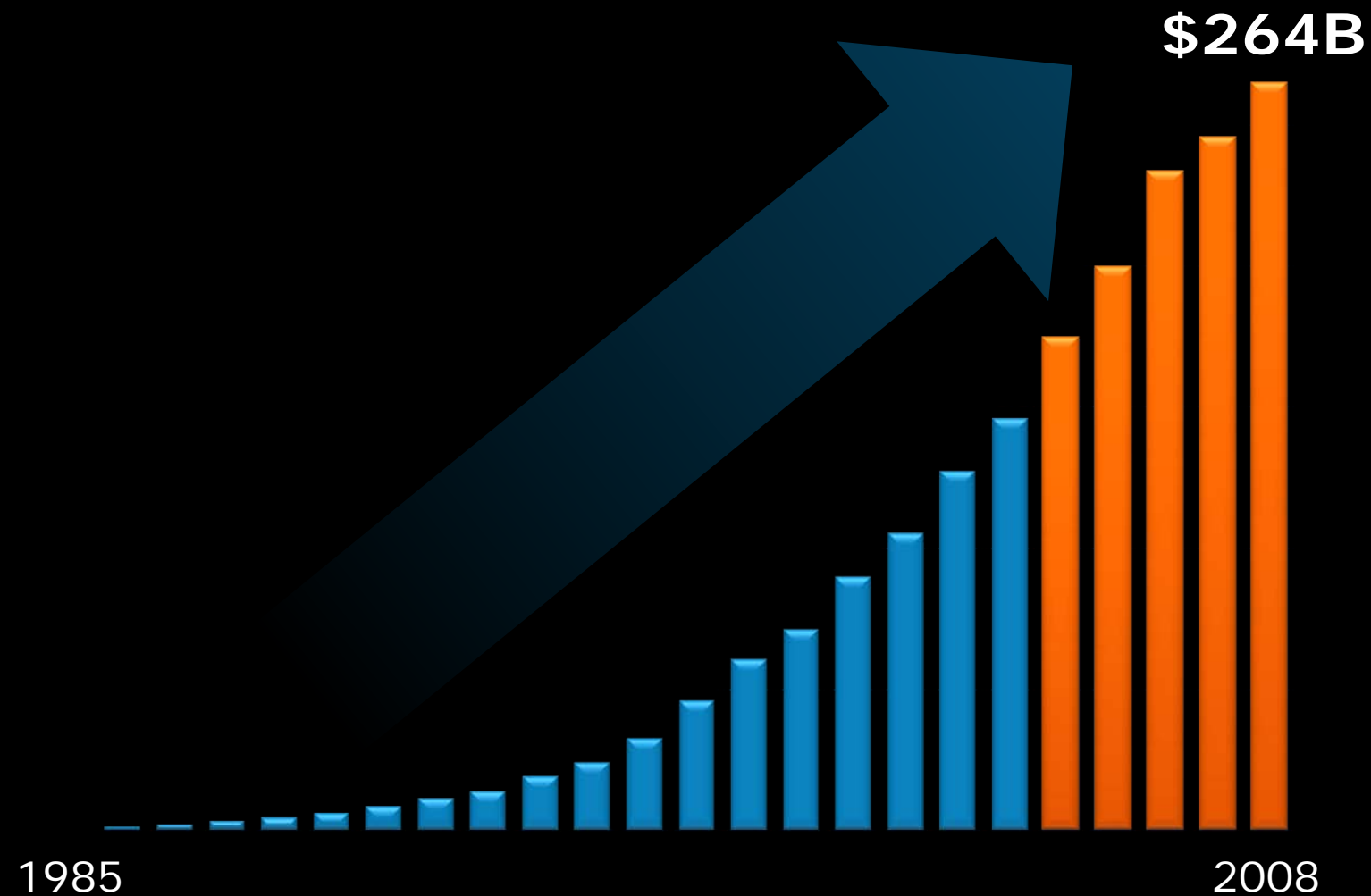
Source: Rethink Wireless

Source: SmartSynch



Fact 5

U.S. Carriers Continue to Invest



Source: CTIA Semi-Annual Survey, Ex Parte Communication to FCC July 2009

Massive Investment

» To date:

- \$120B – last 5 years
- \$ 20B – in 2008, despite economic downturn

» For the future:

- \$14B – AWS auction
- \$19B – 700 Mhz auction

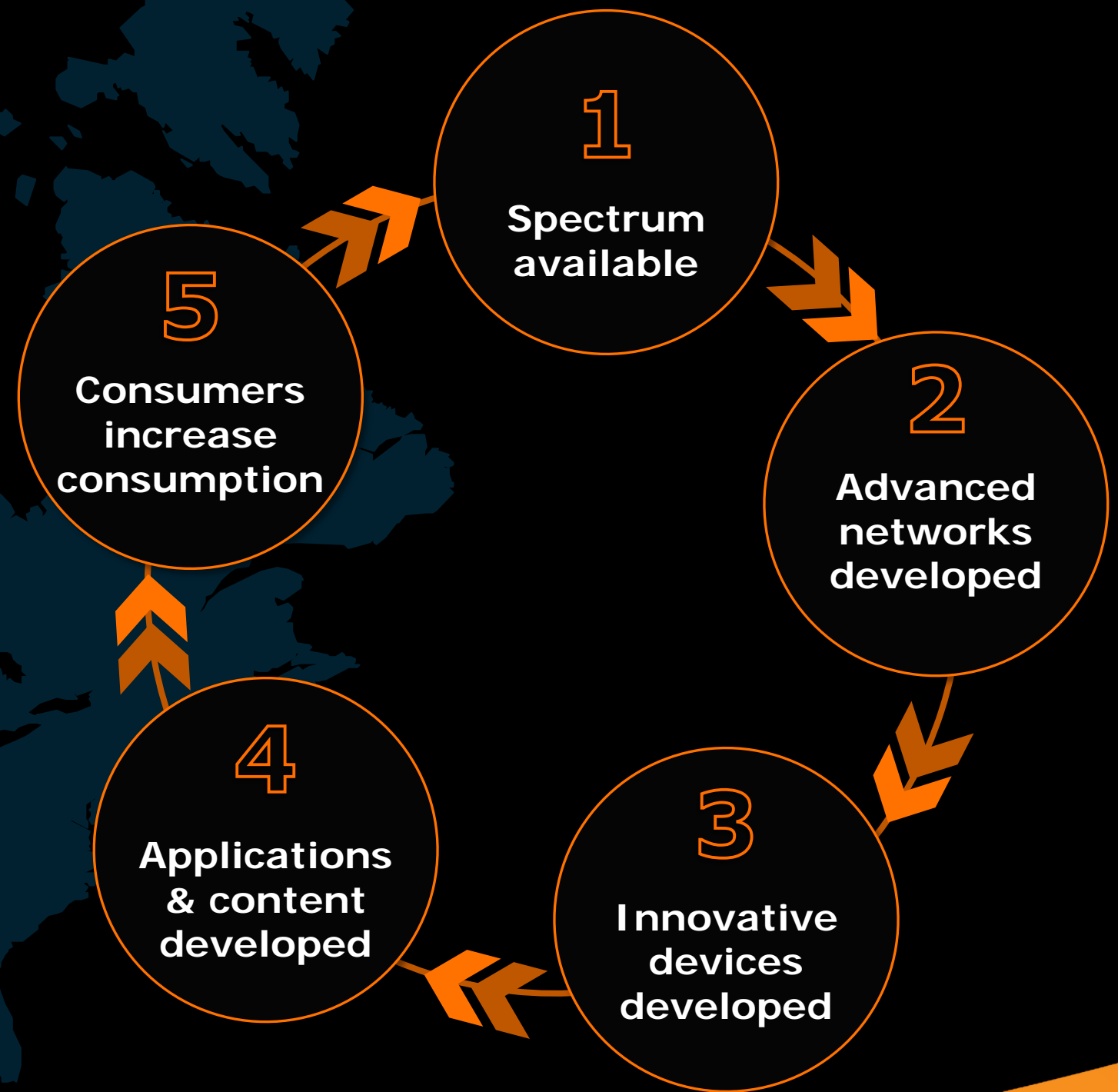
Source: CTIA

Fact 6

U.S. Wireless Industry in Virtuous Cycle of Investment and Innovation

"Highly efficient networks and advanced wireless devices have made U.S. carriers the most efficient spectrum users worldwide - serving more consumers, with less spectrum, for more minutes of use."

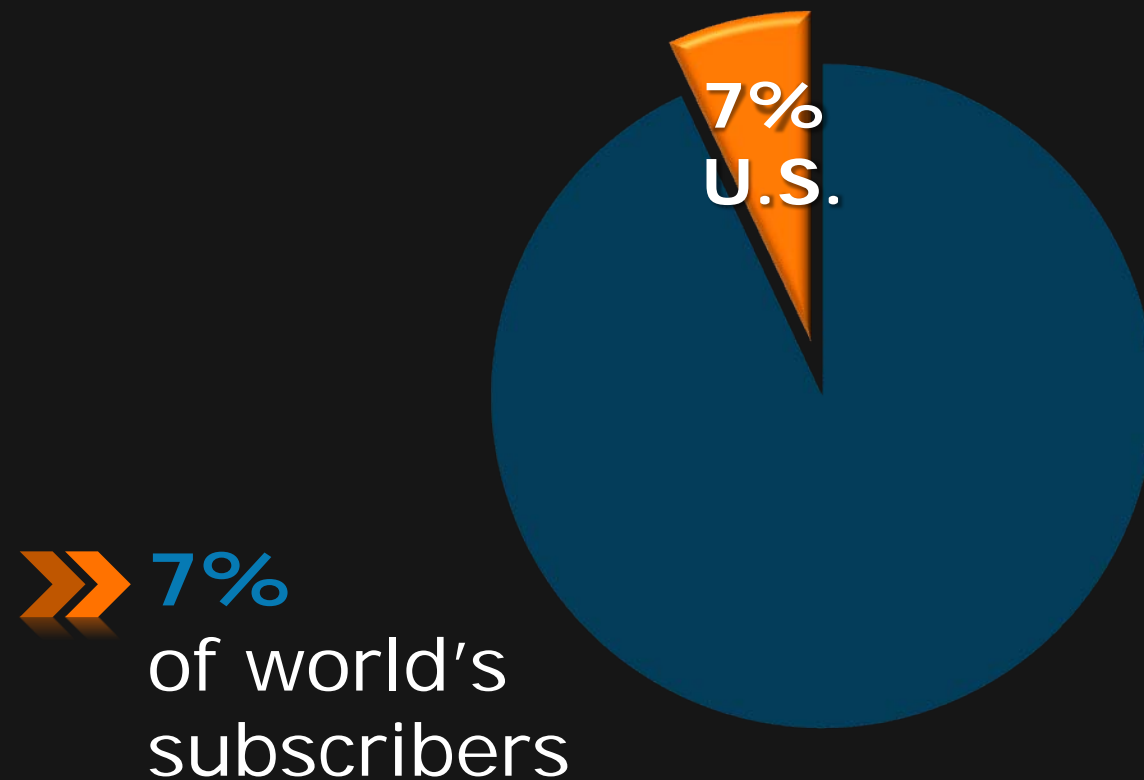
– CTIA Filing with FCC, Sept. 30, 2009



Fact 7

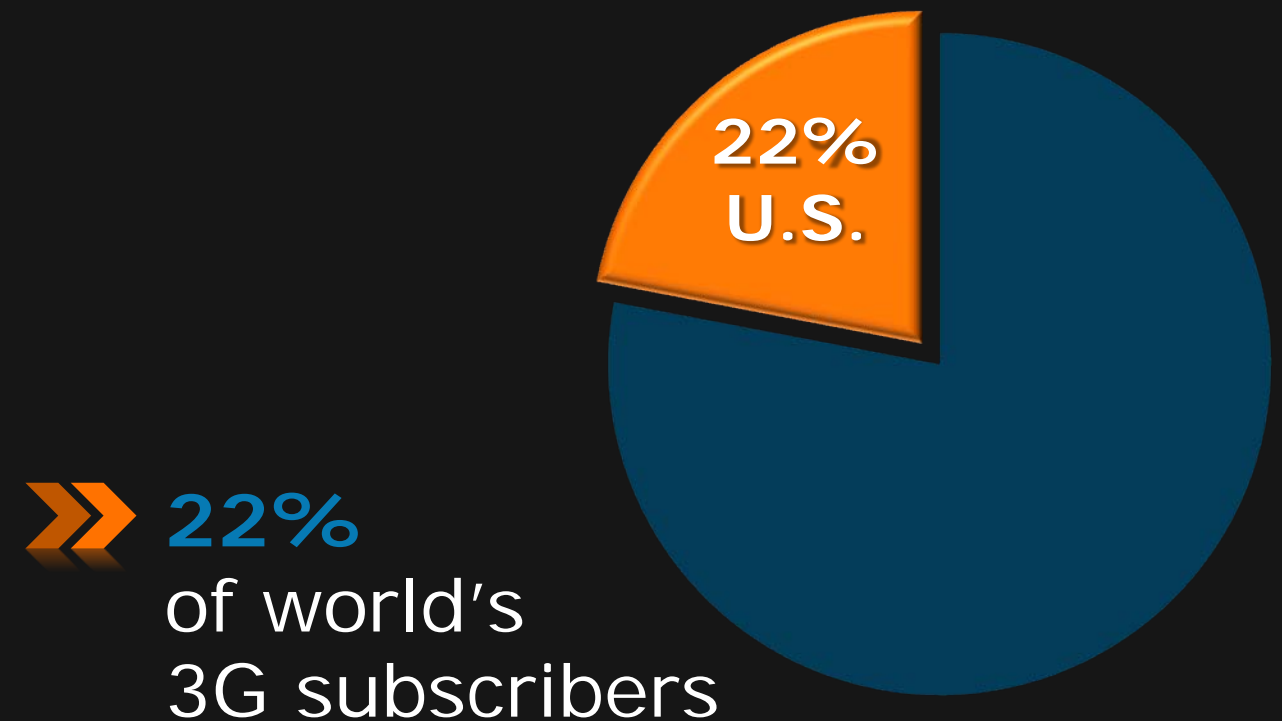
U.S. Leads the World in 3G Networks

Percentage of World's Wireless Customers



Source: Bank of America / Merrill Lynch "Global Wireless Matrix 4Q08"

Percentage of World's 3G Customers

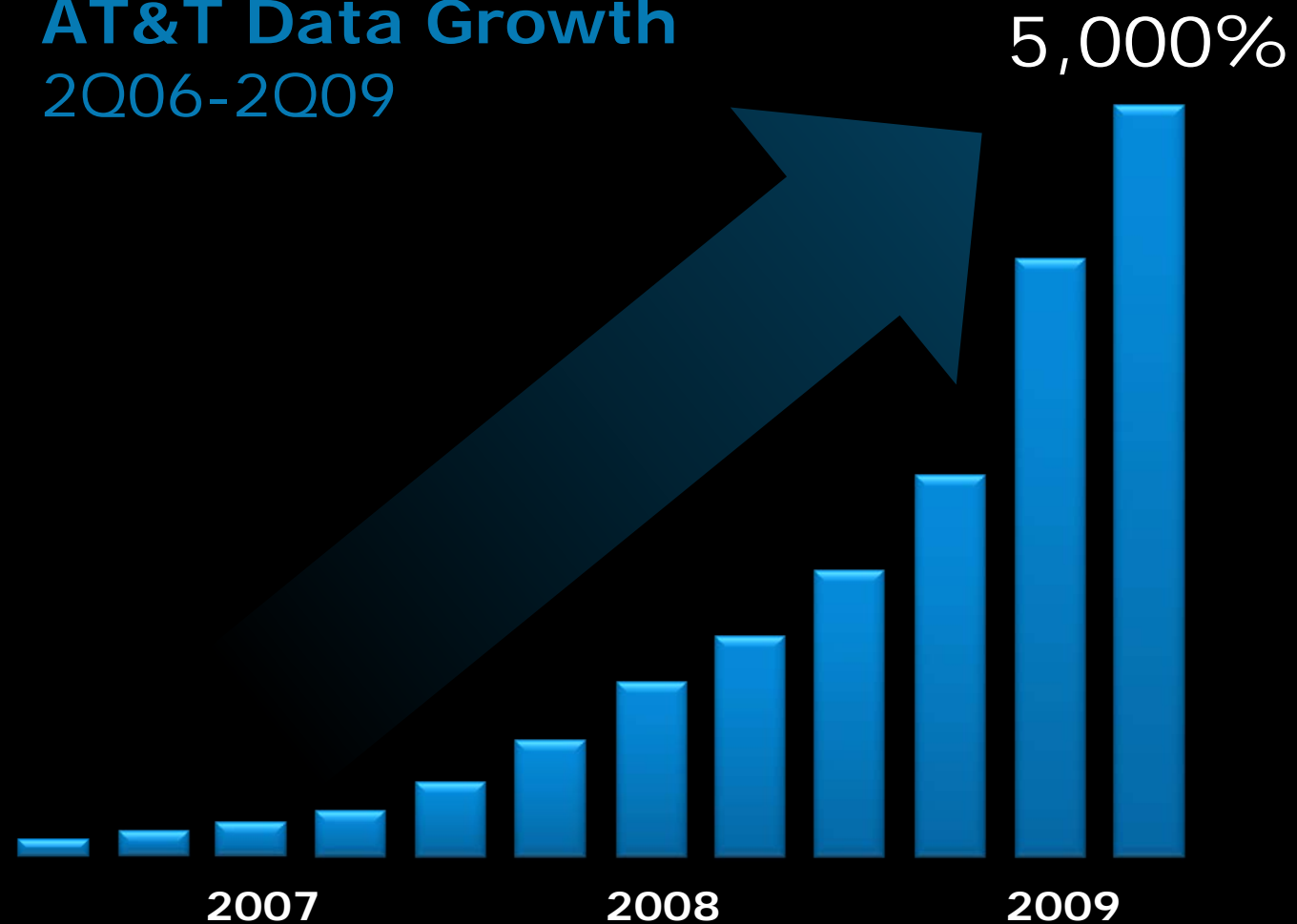


Source: Informa Telecoms & Media Group

Fact 8

Wireless Data Growth Skyrocketing

AT&T Data Growth
2Q06-2Q09



Source: AT&T

- » AT&T data up 4,932% last 3 years
- » Disproportionate use by a few
- » Top 3% of smartphone customers:
 - Use 40% of all smartphone data
 - Consume 13x the data of the average smartphone customer
 - Represent only .9% of AT&T's total postpaid customer base

Fact 9

Wireless Networks Face Constraints Unlike Wired

Transmission Medium	Theoretical Speeds
» Fiber	25,000,000 Mbps
» LTE	100 Mbps (assumes at least 2X10 Mhz)

» Wireless capacity limited by spectrum

» Speed, capacity of wireless networks mean a few can "crowd out" the many

Source: AT&T

Fact 10

U.S .Wireless Industry Thriving

»» What's at Stake

2.4 million American jobs

\$19 billion in taxes and fees

\$860 billion in productivity

Industry growing **5X faster** than economy

Source: CTIA Semi-Annual Survey

Source: CTIA

Source: 2008 Ovum Wireless Report

Source: Harold Furchgott-Roth Wireless Service Sector Report

