

1 billion

GSM customers can't be wrong

The Indian EXPRESS (DELHI, MUMBAI, PUNE) The New Indian Express (BANGALORE, HYDERABAD) THE FINANCIAL EXPRESS (BANGALORE, CHENNAI, CHANDIGARH, KOCHI, KOLKATA, MUMBAI, NEW DELHI)

APRIL 2004

A SPACE MARKETING FEATURE

CELEBRATING ONE BILLION CONNECTED CUSTOMERS WORLDWIDE



GSM mobile communications is, without a doubt, one of the most explosive developments ever to have taken place in the telecommunications industry. The worldwide GSM subscriber base crossed one billion in February 2004. The GSM industry worldwide is celebrating this event. In India too, all the GSM service providers and COAI, which is the apex industry association for all the private GSM operators in the country, are joining in the celebrations to showcase this technology and to make readers aware of the several factors responsible for GSM's undisputed position as the world's leading digital mobile standard.

The Power of GSM Mobile

Did you know that :

- GSM is the most widely used digital technology in the world
- GSM networks / services are available in 206 countries
- GSM has 616 networks worldwide serving 1 billion users
- GSM has accomplished this growth in 12 years as against 12 decades taken by the fixed line industry
- 76% of the world's digital mobile subscribers are on GSM
 - 100% of mobile users in Western Europe are on GSM
 - 95% of mobile users in China are on GSM
 - 79% of India's mobile users are on GSM
- 80% of all new subscribers are on GSM
- 99.4% of the world's population lives in jurisdictions, having licensed GSM
- Every sixth person on the planet has a GSM phone

Spectacular Growth

CONGRATULATION to the GSM Industry for connecting one billion subscribers. The GSM industry has recently crossed one billion subscribers worldwide. This spectacular growth of the GSM sector to reach this landmark in a record period of just 12 years is a fitting tribute to a world-class digital standard that has leveraged its strengths of open standards, seamless global roaming, economies of scale and continuous technological innovations to give the customer anytime, anywhere access to world class telecom services.

The government took the decision to introduce cellular mobile telecommunication services in the country by inviting bids for the operation of such services in four metros namely Delhi, Mumbai, Kolkata and Chennai. With an effort to introduce the latest technology in the Indian telecommunication network, the restriction on technology for providing cellular services was removed.

GSM continues to be a dominant technology in India for provisioning of cellular services. It is estimated that at present we have around 26 million subscribers based on GSM standards in India.

The standards for GSM based systems continue to be evolved and various features and facilities for the subscribers were added in the last decade. GPRS and other high data rate facilities have also been introduced in India by various Cellular Service Providers. I understand that the development of third generation equipment for provisioning of more value addition to the existing services is expected to give this industry its next big push in future.

I wish the Cellular Industry all the best and Good Luck for ensuring customer satisfaction with world-class service quality while achieving new heights and congratulate them once again for connecting one billion customers worldwide through GSM.



NRIPENDRA MISRA
SECRETARY, DoT

'Mobile subscribers will outnumber fixed line in 2004'

I am happy to learn that the global GSM subscriber base has crossed one billion in February, 2004. This is commendable, keeping in mind especially the fact that the increase has come in only about 12 years.

In India too, we have been experiencing rapid growth of mobile subscriber base, including that of GSM, as the tariffs for mobile service have become the lowest in the world.

Our regulatory framework provides flexibility of operations for access services such as mobile telephony, paving the ground for a strong competitive stimulus in the market.

The Authority is working towards addressing any of the remaining policy concerns so as to further boost the already impressive growth of the mobile subscriber in India. We expect the mobile subscribers to outnumber the fixed line subscribers this year, and to become 100 million by 2005 end.

I am sure that the achievement of the large subscriber base by GSM worldwide will serve as another example for us to aim at fulfilling our objectives of cheap, reliable and widespread telephony to India, together with state of the art technical applications.



PRADIPTA BAJJAL
Chairman, TRAI

What is GSM?

Global System for Mobile Telecommunications

Global

- One billion customers
- 206 countries and territories
- 72% of mobile users
- 99.4% of the world's population lives in territories with GSM networks
- Offering the chance for all to be part of a global community
- Enabling everyone to stay in touch with people around the world, wherever they are

System

- Standardized technology that is the same across the globe
- Creates a virtuous cycle – single market provides economies of scales, leads to lower equipment prices that stimulate market growth
- Not just a technology, it's a complete system providing advanced services – an ecosystem
- Universal – allowing consumers around the world to stay connected
- Text messaging – consistent, seamless, universal, with 360 billion messages sent in 2002

Mobile

- Anytime, anywhere connectivity for work, pleasure, security and safety
- Changing and improving the lives of people all over the world
- Streamlining personal accessories – one handset can do it all!
- Enabling the best use of time – access information on the move, wherever, whenever
- Allowing everyone to do more – offering next generation functions such as MMS, video messaging and gaming

The Impact of GSM

Life Improving

- Providing greater access to communication and information to more people, in more places, worldwide
- Allowing developing nations to enjoy the same communication access privileges as wealthier countries
- Increasing forms of communication and entertainment – SMS, MMS, video messaging and gaming
- Information at the touch of a button!
- Enabling people to keep in touch with family and friends – regardless of occasion or geography
- Keep up with the latest fashion with your mobile phone!

Life Changing

- Mobile telephony is changing the very fabric of how we conduct our day-to-day lives
- Proximity is no longer key to communication and interaction
- There has been a complete shift to a mobile way of life
- Consumers can be contacted anytime, anyplace, anywhere
- SMS has become a natural form of communication in everyday life
- The texting revolution has greatly influenced the English language
- Mobile phones have revolutionized the world of work, organizing your social life, sourcing information on the move and even dating!

Life Saving

- Mobile technology is offering individuals and health and safety organizations new applications for saving lives
- The mobile phone is now a key support application in emergency situations around the globe
- A means for parents to keep in touch with their children, particularly teenagers
- An increasingly important communication factor in emergency calls, particularly in isolated locations



100% in West Europe and 95% in China use GSM

