

STATISTICAL INFORMATION

INTERNET ACCESS SERVICE

4TH QUARTER 2010

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1. Evolution in the number of providers authorised to provide Internet Access Services¹

As at the end of the 4th quarter of 2010 (4Q10), there were 51 companies in Portugal authorised to provide fixed internet access services². 35 of these were in operation³ (Table 1).

Table 1- Evolution in Fixed Internet Access Service Providers

	1Q10	2Q10	3Q10	4Q10
Number of Registered Providers – Fixed Tech	49	49	50	51
Number of Operational Providers – Fixed Tech	34	34	34	35

Unit: Number of providers

Source: ICP-ANACOM

All the providers of fixed Internet access services in operation offered broadband Internet access services: ADSL is provided by 16 companies, while cable modem is provided by 7 companies and optical fibre (FTTH/B) by 11 companies. There are a further 20 companies providing the service through other means (e.g. leased lines, FWA). As can be gathered, there are a number of companies which provide the service using more than one physical support.

1 Information available on 31/12/2010. The information contained in this report was compiled using data from the providers of this service and is subject to alteration in the event that this data is revised or updated. The quarterly data presented refers to the end of the period (last day or last month), except in the case of revenues and traffic.

2 Also known as Internet Service Providers (ISP).

3 Companies which, according to available statistical information, have registered activity during the reported period.

At the same time, 4 of the operators of the mobile telephone service provide the mobile broadband Internet access service using UMTS/HSPA⁴.

2. Number of Internet access customers

As at the end of 4Q10, there were around 2.6 million users in Portugal who actually used mobile broadband Internet⁵, of which 1.3 million had access using cards and modem⁶, and around 2.1 million customers with fixed internet access, of which approximately 2.08 million were broadband.

The number of users reported as actually using mobile broadband internet during the period being reported increased by 4.7 percent compared to the previous quarter, and increased by 18.9 percent compared to the fourth quarter of 2009.

4 See ICP-ANACOM's position on the virtual mobile operator activity: (<http://www.anacom.pt/render.jsp?contentId=455099>).

5 Customers of mobile operators who can access the Internet using mobile broadband who established at least one IP session to access the Internet using broadband in the period being reported, i.e. registered traffic in the last month of the quarter. Corresponds to indicator 2.5.1.1 of the Quarterly Questionnaire on Mobile Services. See the definition of this indicator on ANACOM's website at <http://www.anacom.pt/render.jsp?contentId=963861> ([Página Inicial](#) > [Estatísticas](#) > [Operadores / prestadores - informação periódica a remeter à ANACOM](#) > [Questionários trimestrais por serviço](#) > [Serviços Móveis - Deliberação de 17.06.2010 \(para envio a partir do 2.º trimestre 2010 e até 30 Julho 2010\)](#)).

6 Customers of mobile operators who can access the Internet using mobile broadband with connections using cards/modem (i.e. excluding subscribers using mobile terminals, normal mobile phones, smart phones, PDA-Personal digital assistants, etc...), and who did so at least once in the last month of the quarter. Corresponds to indicator 2.5.1.1.p of the Quarterly Questionnaire on Mobile Services. See the definition of this indicator on ANACOM's website at <http://www.anacom.pt/render.jsp?contentId=963861> ([Página Inicial](#) > [Estatísticas](#) > [Operadores / prestadores - informação periódica a remeter à ANACOM](#) > [Questionários trimestrais por serviço](#) > [Serviços Móveis](#) > [Serviços Móveis - Deliberação de 17.06.2010 \(para envio a partir do 2.º trimestre 2010 e até 30 Julho 2010\)](#)).

Table 2- Evolution in mobile internet access customers reported with actual use.

	3Q10	4Q10	Variation	
			4Q10/3Q10	4Q10/4Q09
No of stations eligible for use of broadband services ⁷	9 984 739	10 495 949	5.1%	na
of which users of 3G services, equivalent upgrades and standards ⁸	3 754 800	4 091 232	9.0%	na
of which Number of users with mobile broadband internet access (with actual use) ⁹	2 462 275	2 578 972	4.7%	18.9%
of which Number of users with mobile broadband internet access with connections using cards/modem ⁶	1 286 688	1 291 099	0.3%	na
Broadband data transmission offers ⁹	3 654 445	4 191 744	14.7%	na

Unit: No of customers

Source: ICP-ANACOM

⁷ Active customers eligible to use broadband services (and not necessarily Internet access services), without services necessarily being used. Corresponds to indicator 2.5 of the Quarterly Questionnaire on mobile services. See the definition of this indicator on ANACOM's website at: <http://www.anacom.pt/render.jsp?contentId=963861> (Página Inicial > Estatísticas > Operadores / prestadores - informação periódica a remeter à ANACOM > Questionários trimestrais por serviço > Serviços Móveis > Serviços Móveis - Deliberação de 17.06.2010 (para envio a partir do 2.º trimestre 2010 e até 30 Julho 2010)).

⁸ Active customers eligible to use broadband services (and not necessarily Internet access services) and who actually use the characteristic services of 3rd generation i.e. video-telephony, broadband data transmission, mobile TV, etc.) during the period being reported. Corresponds to indicator 2.5.1 of the Quarterly Questionnaire on mobile services. See the definition of this indicator on ANACOM's website at <http://www.anacom.pt/render.jsp?contentId=963861> (Página Inicial > Estatísticas > Operadores / prestadores - informação periódica a remeter à ANACOM > Questionários trimestrais por serviço > Serviços Móveis > Serviços Móveis - Deliberação de 17.06.2010 (para envio a partir do 2.º trimestre 2010 e até 30 Julho 2010)).

⁹ Active customers with specific plans contracted for the broadband data transmission service, i.e., includes "stand-alone" plans and complementary plans which require an additional subscription. Corresponds to indicator 2.6 of the Quarterly Questionnaire on mobile services. See the definition of this indicator on ANACOM's website at <http://www.anacom.pt/render.jsp?contentId=963861> (Página Inicial > Estatísticas > Operadores / prestadores - informação periódica a remeter à ANACOM > Questionários trimestrais por serviço > Serviços Móveis > Serviços Móveis - Deliberação de 17.06.2010 (para envio a partir do 2.º trimestre 2010 e até 30 Julho 2010)).

The number of customers with fixed Internet access (Table 3) increased by 2.5 percent in 4Q10 compared to the previous quarter and by 10.9 percent compared to the fourth quarter of 2009.

Table 3 - Evolution in the total number of fixed Internet access customers

	3Q10	4Q10	Quarterly Variation	
			4Q10/3Q10	4Q10/4Q09
Total Number of customers	2 052 081	2 104 334	2.5%	10.9%
Broadband customers (fixed)	2 022 402	2 075 342	2.6%	11.3%
Dial-up access customers	29 679	28 992	-2.3%	-11.8%

Unit: No of customers, %

Source: ICP-ANACOM

The majority of fixed Internet access service customers use broadband: the customers of these services represent around 98.6 percent of all customers.

The number of customers of broadband services reached 2.08 million, 53 thousand more than in the previous quarter. The number of fixed broadband customers rose, therefore, by 2.6 percent in comparison to the previous quarter. Meanwhile, year-on-year, the number of broadband customers rose by 11.3 percent.

The number of dial-up access customers continued to decline, as a result of user migration to broadband. In this quarter, the number of dial-up customers stood at 29 thousand, around 2.3 percent down on the previous quarter.

ADSL remains the principal broadband Internet access technology, now representing 51.5 percent of the total, 10 percentage points below the peak of 4Q10, and for the third consecutive quarter, ADSL has seen near zero growth. Cable modem is used by 41.1 percent of fixed broadband customers, accounting half of new subscriptions to the service (in net terms). The “others” category – which includes optical fibre – represents just 7.4 percent of the total, while likewise accounting for around half of new subscriptions in 4Q10.

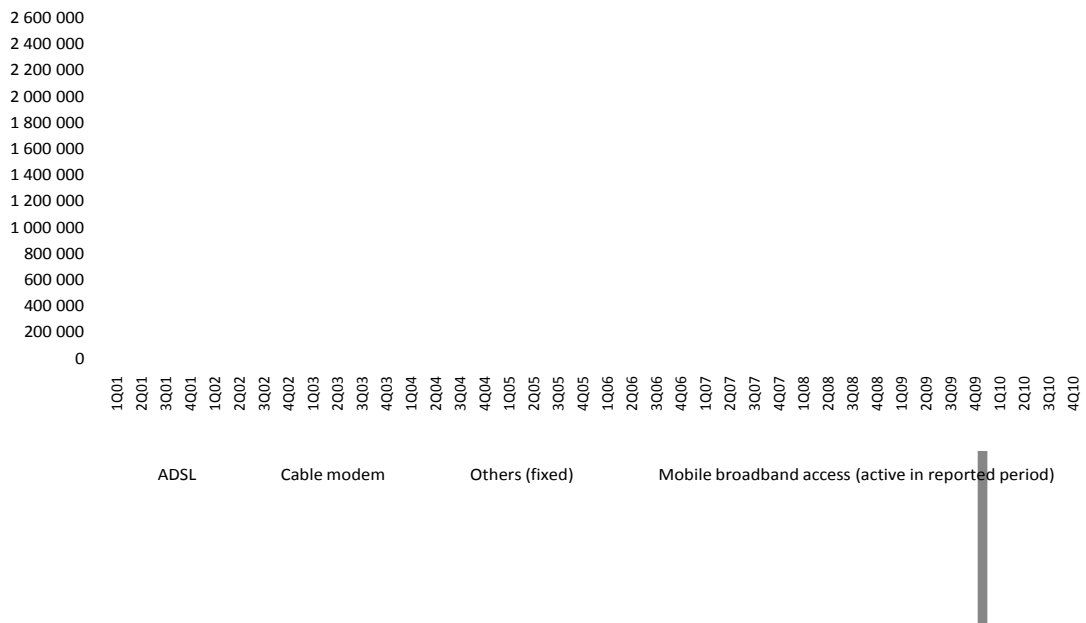
Table 4 - Evolution in the total number of broadband customers (fixed access)

	3Q10	4Q10	Quarterly Variation	
			4Q10/3Q10	4Q10/4Q09
Total Customers, of whom:	2 022 402	2.075.342	2.6%	11.3%
Customers with ADSL access	1 067 916	1.069.489	0.1%	0.9%
% of fixed broadband total	52.8%	51.5%		
Customers with cable modem access	826 706	852.302	3.1%	13.6%
% of fixed broadband total	40.9%	41.1%		
Others	127 780	153.551	20.2%	179.1%
% of fixed broadband total	6.3%	7.4%		

Unit: No of customers, %

Source: ICP-ANACOM

Graph 1 - Evolution in the number of broadband customers



Unit: No. of customers

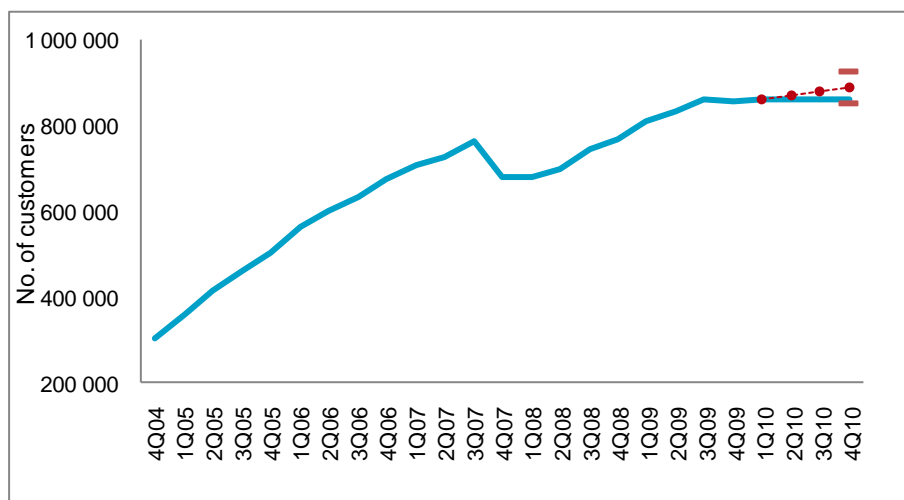
Source: ICP-ANACOM

The “others” category, which includes, for example, offers based on leased circuits, FWA and optical fibre (FTTH/B) and which represents 7.4 percent of total customers, has reported very high rates of growth (20.2 percent). This growth is due, above all, to the growth in offers supported over optical fibre (FTTH/B).

In 4Q10, it was reported that there around 130 thousand customers with Internet access based on optical fibre (FTTH/B), which represents an increase of 26.2 percent over the previous quarter. Around 96 percent of this total is comprised of residential customers. Internet access based on optical fibre (FTTH/B), which grew to 6.3 percent of total customers, attracted around 51 percent of new subscriptions, in net terms.

The evolution reported in the number of ADSL and cable modem residential customers in 4Q10 is in line with the historical trend, with the numbers of customers reported for each technology within the estimated forecast range; however in the case of ADSL, the value reported is close to the lower limit of the forecast range.

Graph 2 - Evolution in number of residential customers of ADSL access

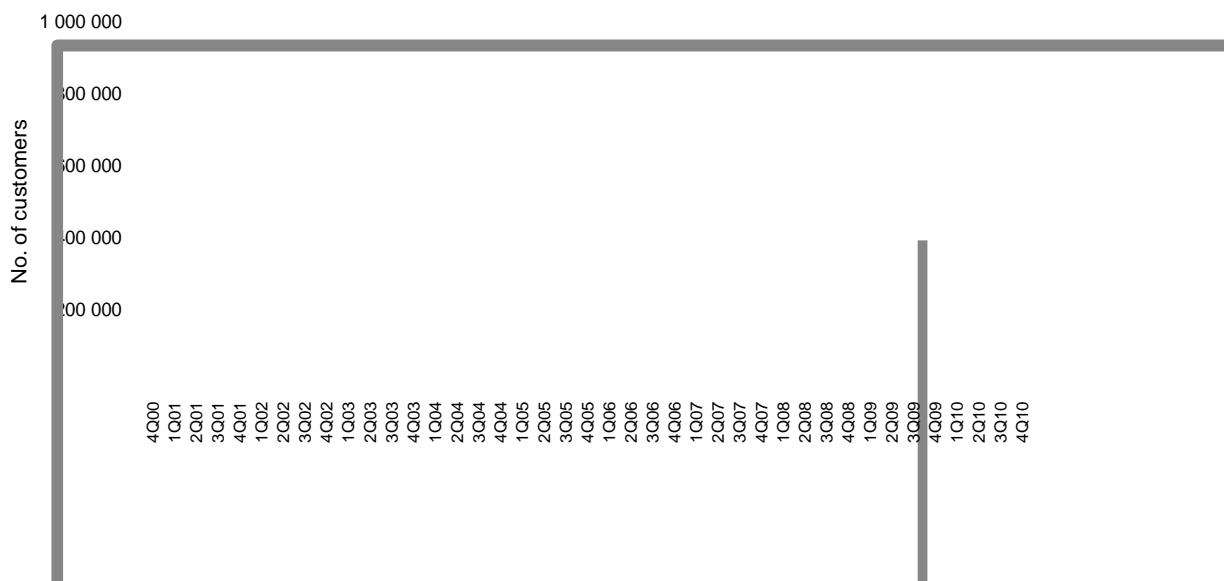


Source: ICP-ANACOM

Notes: * Forecast range with 95 percent significance level.

A linear regression model was used estimated with the following significant independent variables at a 95 percent confidence level: quadratic trend (q and q^2) and seasonal dummies for change in structure as of 4th quarter 2007. Model adjusted R^2 at 0.993.

Graph 3 - Evolution in number of residential customers of Cable modem access



Source: ICP-ANACOM

Notes: * Forecast range with 95 percent significance level.

A linear regression model was used estimated with the following significant independent variables at a 95 percent confidence level: trend. Adjusted R^2 at 0.988. Estimation based on observations since fourth quarter of 2000.

In terms of other access technologies, the rapid growth seen over recent quarters in the number of customers accessing the Internet over optical fibre (FTTH/B), as well as the small number of observations, made a reliable estimate of the 4Q10 value difficult.

As far as market share of fixed broadband access is concerned, and as can be seen in the following table (Table 5), Grupo PT's share of customers stood at 46.8 percent, 0.6 percentage points more than in the previous quarter.

Grupo ZON's¹⁰ share of customers rose to 33 percent, rising 0.3 percentage points over the previous quarter and by 0.8 percentage points over the fourth quarter of 2009.

Table 5 - Evolution in broadband customer shares (fixed access)

	2009	2010			
	4Q09	1Q10	2Q10	3Q10	4Q10
Grupo PT	44.5%	44.9%	45.5%	46.2%	46.8%
PT Prime	0.5%	0.4%	0.4%	0.4%	0.4%
PT Wi-Fi/TMN ¹¹	0.1%	0.1%	0.1%	0.1%	0.1%
PT Comunicações	44.9%	44.4%	45.0%	45.7%	46.3%
Grupo ZON Multimédia/TV Cabo¹²	32.2%	32.6%	32.7%	32.7%	33.0%
ZON Portugal/TV Cabo ¹³	29.8%	30.2%	30.3%	30.3%	30.5%
ZON Madeira/Cabo TV Madeirense	1.5%	1.5%	1.5%	1.5%	1.6%
ZON Açores/Cabo TV Açoreana	0.9%	0.9%	0.9%	0.9%	0.9%
Cabovisão	8.0%	8.1%	8.2%	8.1%	8.0%
Optimus	9.2%	8.2%	7.5%	7.1%	6.4%
Vodafone	3.9%	4.1%	4.1%	4.0%	4.0%
AR TELECOM	1.4%	1.4%	1.3%	1.2%	1.1%
ONITELECOM	0.1%	0.1%	0.1%	0.1%	0.1%
Other Providers	0.7%	0.6%	0.6%	0.7%	0.6%

Unit: %

Source: ICP-ANACOM

Note: There are certain operators which are active in specific market segments. The relative position of the operators in this table should in no way be taken as an indicator of the quality of the service which these operators provide or of their performance in the segments which they are active.

¹⁰ Since November 2008, ZON Multimédia has included the companies acquired from Grupo ParfiteL (Bragatel, Pluricanal Leiria and Pluricanal Santarém), as well as TVTel.

¹¹ Following the incorporation of PT Wi-Fi into TMN on 11 December 2008, all the rights and obligations of PT Wi-Fi were conferred upon TMN.

¹² Since November 2008, ZON Multimédia has included the companies acquired from Grupo ParfiteL (Bragatel, Pluricanal Leiria and Pluricanal Santarém), as well as TVTel.

¹³ On 31 July 2009, ZON TV CABO merged by acquisition with TV Tel, Bragatel, Pluricanal Santarém and Pluricanal Leiria.

In terms of customers accessing mobile broadband with cards/modems, the share of TMN was reported at 45.8 percent, followed by Optimus and Vodafone with 27.9 and 21.9 percent, respectively.

Table 6 - Evolution in shares of active mobile broadband customer using card/modem access

	1Q10	2Q10	3Q10	4Q10
TMN	50,8%	49,1%	46,7%	45,8%
Optimus	26,7%	27,2%	27,5%	27,9%
Vodafone	20,2%	20,8%	21,9%	21,9%
ZON	2,3%	2,9%	3,9%	4,4%

Unit: %

Source: ICP-ANACOM

Note: There are certain operators which are active in specific market segments. The relative position of the operators in this table should in no way be taken as an indicator of the quality of the service which these operators provide or of their performance in the segments which they are active.

It should be noted that the indicator definitions used for calculation purposes are those resulting from the mobile service form currently in effect (available at <http://www.anacom.pt/render.jsp?contentId=963861>). These definitions may differ from those used by the operators.

It is also noted that the data given according to these indicators may have been affected by the e-iniciativas programme; as such the shares of each provider may partly reflect the different commitments assumed in the context of tenders to allocate UMTS licensing for the purpose of the promotion of the information society by each provider.

3. Broadband Internet access traffic

Broadband Internet access traffic¹⁴ grew by around 23.7 percent in 4Q10. This movement is explained in most part by the trend reported for fixed broadband traffic (+24 percent) which represents around 95.2 percent of the total.

Table 7 - Broadband Internet access traffic (in GB)

	3Q10	4Q10	Quarterly Variation
			4Q10/3Q10
Total traffic, of which:	144 021 221	178 106 887	23.7%
Fixed broadband traffic	136 501 542	169 540 551	24.2%
% of Total	94.8%	95.2%	
Mobile broadband traffic	7 519 678	8 566 335	13.9%
% of Total	5.2%	4.8%	
<i>of which is traffic using cards/modem</i>	7 377 179	8 386 084	13.7%

Unit: GB, %

Source: ICP-ANACOM

Internet access traffic from mobile connections (in GB) grew by 13.9 percent in 4Q10, a higher rate of growth than reported in the previous quarter. It is noted that 98 percent of total mobile broadband traffic comprises connections made using cards/modem.

Grupo PT and Grupo ZON are reported with the largest shares of traffic (45.1 percent and 35.4 percent, respectively). Grupo PT made the largest contribution to the increase in traffic over the quarter, with a marginal share of 50 percent, followed by Grupo ZON with 37 percent.

¹⁴ Mobile Internet access traffic refers to the traffic associated with APN sessions. Fixed broadband traffic excludes IPTV traffic.

Table 8 - Evolution in broadband traffic shares (fixed access)

	2009	2010			
	4Q09	1Q010	2Q010	3Q010	4Q010
Grupo PT	35.5%	42.2%	43.8%	43.9%	45.1%
PT Prime	0.3%	1.5%	1.5%	1.5%	1.5%
PT Wi-Fi/TMN ¹⁵	0.0%	0.0%	0.0%	0.0%	0.0%
PT Comunicações	35.2%	40.7%	42.3%	42.4%	43.6%
Grupo ZON Multimédia/TV Cabo¹⁶	40.4%	35.8%	35.3%	35.2%	35.4%
ZON Portugal/TV Cabo ¹⁷	38.8%	34.4%	33.7%	33.6%	34.0%
ZON Madeira/Cabo TV Madeirense	0.9%	0.7%	0.8%	0.9%	0.7%
ZON Açores/Cabo TV Açoreana	0.7%	0.7%	0.7%	0.8%	0.7%
Sonaecom/Optimus	10.0%	8.8%	8.7%	8.0%	7.1%
Cabovisão	7.0%	6.3%	5.9%	5.9%	5.6%
Vodafone	4.8%	4.7%	4.2%	4.8%	4.9%
AR Telecom	0.3%	0.3%	0.3%	0.3%	0.2%
ONITelecom	0.5%	0.4%	0.4%	0.4%	0.4%
Other providers	1.5%	1.5%	1.4%	1.5%	1.3%

Unit: %

Source: ICP-ANACOM

Note: There are certain operators which are active in specific market segments. The relative position of the operators in this table should in no way be taken as an indicator of the quality of the service which these operators provide or of their performance in the segments which they are active.

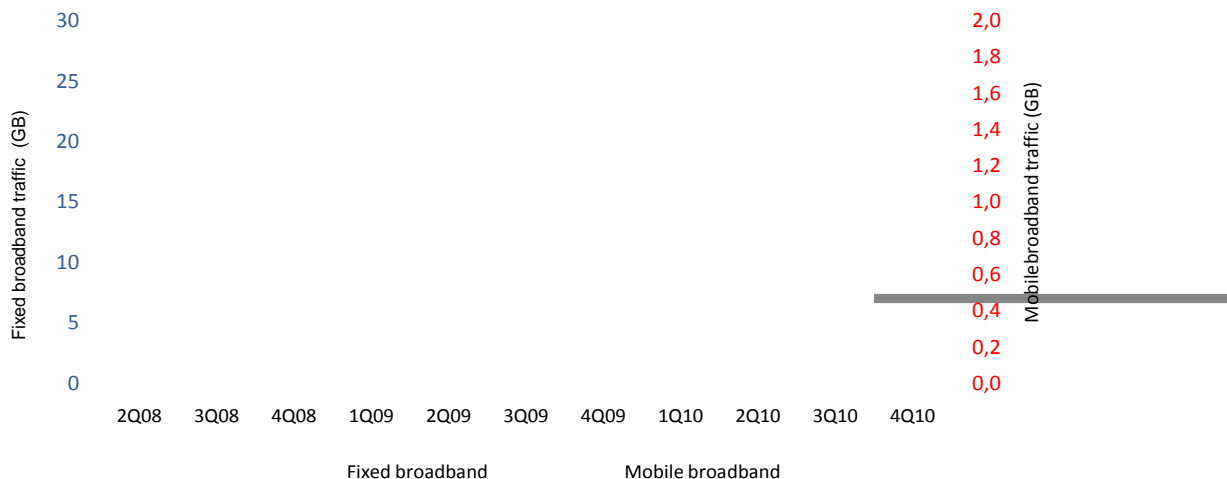
In terms of average traffic per fixed broadband customer, in 4Q10, each customer generated an average of 26.8 GB of traffic per month, the highest level reported to date and 33 percent more than the corresponding value of the fourth quarter of 2009.

¹⁵ Following the incorporation of PT Wi-Fi into TMN on 11 December 2008, all the rights and obligations of PT Wi-Fi were conferred upon TMN.

¹⁶ Since November 2008, ZON Multimédia has included the companies acquired from Grupo Parfitel (Bragatel, Pluricanal Leiria and Pluricanal Santarém), as well as TVTel.

¹⁷ On 31 July 2009, ZON TV CABO merged by acquisition with TV Tel, Bragatel, Pluricanal Santarém and Pluricanal Leiria.

Graph 4 - Average monthly traffic per broadband Internet customer (fixed and mobile), in GB



Unit: GB

Source: ICP-ANACOM

Meanwhile, the average traffic generated by mobile broadband customers with actual use (1.08 GB per customer per month) is significantly lower than the average reported for fixed broadband traffic, while increasing by around 9 percent over the previous quarter. The average traffic generated by mobile broadband customers using cards/modem, with actual use (2.2 GB per customer per month) is also significantly lower than the average reported for fixed broadband traffic.

The difference in the traffic generated by fixed and mobile broadband customers is due to the traffic limits imposed by the mobile broadband offers, which are far lower than those of fixed broadband, due to the prices charged with respect to each technology and to the different user profiles associated with two types of broadband Internet access.

4. Internet Access Service Revenues

In 2010, the individualised revenues of the fixed Internet access service (accumulated for the year) totalled around 391 million euros. This revenue is derived from stand-alone and multiple play offers with a separable Internet component

These revenues show a decline of 7.8 percent compared to full year 2009, resulting from the increase in offers of Internet access as part of service bundles.

Table 9 - Individualised revenues of the fixed Internet access service (accumulated since the beginning of the year)

	4Q09	4Q10	Quarterly Variation
			4Q10/4Q09
Fixed Internet access revenues (Individualised)	423 717	390 788	-7.8%

Unit: Thousands of euros

Source: ICP-ANACOM

Note: The values given refer not only to individualised Internet offers but also to Internet offers included in bundles of services where revenue can be determined separately.

With respect to revenue from bundles which include the fixed Internet service where revenue cannot be individualised, the values are given in the following table.

Table 10 - Non-separable revenues from bundles of services with fixed Internet¹⁸

	4Q09	4Q10	Quarterly Variation
			4Q10/4Q09
2 Play			
Internet+TV	8 046	22 238	>100%
Internet+ Fixed telephone	19 671	23 018	17.0%
3 Play			
Internet+TV+ Fixed telephone	111 428	169 599	52.2%
TOTAL	139 145	214 855	54.4%

Unit: Thousands of euros

Source: ICP-ANACOM

Note: These values do not refer to all revenues derived from bundles of services mentioned in the Table, but only to those which are not separable by service.

Revenue which cannot be separated, derived from bundles of services which include the Internet access service, reached around 215 million euros in 2010.

Meanwhile revenue derived from the mobile Internet access service, reached 376.6 million euros, 19.6 percent more than the value reported for the same period of the previous year.

Table 11 - Individualised revenues of the mobile Internet access service (accumulated since the beginning of the year)

	4Q09	4Q10	Quarterly Variation
			4Q10/4Q09
Revenues from mobile Internet access (Individualised)	314 747	376 592	19.6%
Of which			
Revenues from Roaming Out Internet access	na	16 550	

Unit: Thousands of euros

Source: ICP-ANACOM

¹⁸ Non-separable revenues from bundles of services which include the Internet access service.

5. Broadband penetration rate ¹⁹

At the end of 4Q10, the penetration rate of broadband Internet access stood at 19.5 per 100 inhabitants for fixed access and at 24.2 per 100 inhabitants for mobile access with actual use (Table 12).

In the case of fixed access, this figure increased 0.5 percentage points over the previous quarter, being around 1.9 percentage points higher than the figure recorded for the fourth quarter of 2009.

Table 12 - Evolution in broadband penetration rates of the Internet access service (IAS): No of customers per 100 inhabitants

	4Q09	1Q10	2Q10	3Q10	4Q10
1. No of Broadband Customers (fixed) / 100 Inhab.	17.6	18.2	18.6	19.0	19.5
1.1. No. of ADSL Customers/100 Inhabitants	10.0	10.0	10.0	10.0	10.1
1.2. No. of Cable Modem Customers/100 Inhabitants	7.1	7.4	7.6	7.8	8.0
1.3. No. of Customers using other types of access/100 Inhabitants	0.5	0.8	1.0	1.2	1.4
2. No. of Broadband Customers (mobile) / 100 Inhabitants ⁵	20.4	21.4	21.7	23.2	24.2
2.1 No. of active Broadband Customers (mobile) using cards/modem / 100 Inhabitants ⁶		12.1	11.9	12.1	12.1

Unit: No. of customers per 100 inhabitants

Source: ICP-ANACOM

It is noted that the penetration of fixed Internet offers supported over FTTH/B is reported at 1.22 per 100 inhabitants.

In terms of the penetration for the mobile broadband service, not limited to the Internet access service, the rates reported are given in the following table.

¹⁹ Means of calculation: (Total customers) / (Total population). Includes residential and non-residential customers.

Table 13 - Evolution in broadband penetration rates of the broadband service: no. of customers per 100 inhabitants

	1Q10	2Q10	3Q10	4Q10
No. of mobile stations eligible for use of broadband services²⁰	80.0	90.3	93.9	98.7
of which				
users of 3G services, equivalent upgrades and standards²¹	31.7	35.8	35.3	38.5
Broadband data transmission offers²²	28.6	33.5	34.4	39.4

Unit: No. of customers per 100 inhabitants

Source: ICP-ANACOM

²⁰ Active customers eligible to use broadband services (and not necessarily Internet access services), without services necessarily being used. Corresponds to indicator 2.5 of the Quarterly Questionnaire on mobile services. See the definition of this indicator on ANACOM's website at: <http://www.anacom.pt/render.jsp?contentId=963861> (Página Inicial > Estatísticas > Operadores / prestadores - informação periódica a remeter à ANACOM > Questionários trimestrais por serviço > Serviços Móveis > Serviços Móveis - Deliberação de 17.06.2010 (para envio a partir do 2.º trimestre 2010 e até 30 Julho 2010)).

²¹ Active customers - eligible to use broadband services (and not necessarily Internet access services) and who actually use the characteristic services of 3rd generation i.e. video-telephony, broadband data transmission, mobile TV, etc.) during the period being reported. Corresponds to indicator 2.5.1 of the Quarterly Questionnaire on mobile services. See the definition of this indicator on ANACOM's website at <http://www.anacom.pt/render.jsp?contentId=963861> (Página Inicial > Estatísticas > Operadores / prestadores - informação periódica a remeter à ANACOM > Questionários trimestrais por serviço > Serviços Móveis > Serviços Móveis - Deliberação de 17.06.2010 (para envio a partir do 2.º trimestre 2010 e até 30 Julho 2010)).

²² Active customers eligible to use broadband services (and not necessarily Internet access services) and who actually use the characteristic services of 3rd generation i.e. video-telephony, broadband data transmission, mobile TV, etc.) during the period being reported. Corresponds to indicator 2.5.1 of the Quarterly Questionnaire on mobile services. See the definition of this indicator on ANACOM's website at <http://www.anacom.pt/render.jsp?contentId=963861> (Página Inicial > Estatísticas > Operadores / prestadores - informação periódica a remeter à ANACOM > Questionários trimestrais por serviço > Serviços Móveis > Serviços Móveis - Deliberação de 17.06.2010 (para envio a partir do 2.º trimestre 2010 e até 30 Julho 2010)).

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