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Making Mobile Revenues in Russia

16 September 2003

According to a September 2003 report from Pyramid Research, mobile service revenues in Russia will rise to \$10 billion in 2007 -- up from just over \$3 billion last year.

Pyramid projects that this market will come from over 65 million mobile subscribers in Russia by the end of 2007.

Mobile Services Revenues in Russia, 2002 & 2008 (in billions)

2002	\$3.4
2007	\$10.0

Source: Pyramid Research, September 2003

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Which mobile phone operators could reap the benefits of the growing mobile market in Russia? J'son and Partners estimates that in February of this year, MTS claimed the greatest share of the market, with over 7.3 million mobile subscribers. VimpelCom followed in second place, serving over 5.9 million mobile subscribers.

Top 10 Mobile Phone Operators in Russia, Ranked by Subscribers, February 2003

	Subscribers	% change vs. prior month
1. MTS	7,340,000	11%
2. VimpelCom	5,966,000	17%
3. MegaFon	3,564,000	21%
4. SMARTS Group	650,000	20%
5. Uralsvyazinform	516,600	12%
6. TAI-F-Telcom	313,648	17%
7. N. Novgorod Cellular	191,000	11%
8. Tatincom	120,584	3%
9. Tomsk Cellular Communications	114,200	13%
10. Yekaterinburg-2000	104,400	31%

Source: J'son and Partners; Sotovik, February 2003

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Tallying up the number of subscribers for the top ten mobile operators in Russia, according to the J'son and Partners report, produces a number greater than 18.8 million, which also helps to put the Pyramid total for 2007 into greater perspective.

Learn more about technological developments in Russia with eMarketer's *Europe Online* report.

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SUBJECTS: Mobile Phones

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