



CIT

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### **Global perspective on BT's revenue rise**

BT's year end figures announced today place it 44th among world telecoms operators when ranked by revenue growth - according to CIT's Global Telecoms Analysis. While the UK company, which remains the sixth largest by total revenue, can point to some successes, particularly in its aggressive expansion in Europe and the Asia-Pacific region, it cannot match some of the more spectacular growth rates experienced by other service providers in the global telecoms industry.

Naturally mobile companies lead the telecoms revenue growth chart for 1998. UK mobile operator Orange managed a 32.7% increase in its 1998 revenues while Vodafone grew by 41.3%. However, both lagged a long way behind Omnitel Pronto Italia, the Olivetti-backed Italian mobile service provider, which topped the world ranking of telecoms revenue increases with an impressive rise of 143.3% in its last full year financial figures. (For full details of Global Telecoms Analysis please access [www.telecoms-data.com](http://www.telecoms-data.com) or call +44 1392 315567).

These rises, combined with some impressive performances by fixed line operators in emerging markets such as Brazil, China and India, mean BT's revenue growth must be seen against the backdrop of an industry in which the majority of major players are growing very quickly. Without taking into account the revenues from its share of joint ventures BT's consolidated revenues actually rose by 8.6% (placing it 68th in the World ranking of operators by revenue rises).

Yet when compared to other former monopoly operators across Europe, BT emerges in a much better light. Deutsche Telekom, the number one European operator by revenue size, is losing out in its domestic market for long-distance services and only managed to grow revenues by 3% in 1998 - giving the German giant a ranking of 89th in the league table of telecoms companies by growth. Telecom Italia and France Télécom fared little better with reported revenue rises of 6.2% and 5.2% respectively. These rises placed the Italian former monopoly telco 82nd and the French company 85th in CIT's Top 100 Global Telecoms Operators ranked by revenue increases. Spanish company Telefónica on the other hand showed that impressive increases in telephony revenues can still be made by former monopoly holders and reported a 23% rise in its 1998 turnover figures.