



# ITU Telecommunication Indicators

## Top 20 Mobile Cellular Operators

Ranked by 1997 subscribers

Rank		Operator (Country)	Cellular subscribers		Mobile revenue		
97	96		(000s) 1997	Change (96-97)	(US\$ million) 1997	Change (96-97)	As % of total revenue 1997
1	1	NTT (Japan) a	19'890	18.4%	20'873	35.5%	29%
2	5	DGT (China)	13'229	93.1%	3'334 *	81.9%	23%
3	3	TIM (Italy)	9'278	62.6%	5'345	28.7%	100%
4	9	DDI (Japan) a	7'815	24.0%	6'953	21.6%	78%
5	2	AT&T (United States)	6'000	15.4%	4'337	10.3%	8%
6	4	SBC (United States)	5'493	23.9%	3'034	15.1%	12%
7	6	BANM (United States)	5'356	21.5%	2'859	17.2%	100%
8	15	SK Telecom (Korea (Rep.))	4'571	58.1%	2'090	31.2%	100%
9	7	GTE (United States)	4'487	19.7%	2'742	10.5%	12%
10	12	AirTouch (United States)	4'309	26.6%	2'363	19.1%	100%
11	8	BellSouth (United States)	4'193	15.1%	3'555	27.0%	17%
12	21	Telebras (Brazil)	4'023	64.1%	3'762	62.8%	20%
13	13	Deutsche Telekom (Germany)	3'752	39.6%	2'776	19.0%	7%
14	18	Mannesmann (Germany)	3'542	54.0%	3'118	32.8%	100%
15	10	Vodafone (United Kingdom) a	3'400	18.6%	2'977	13.5%	100%
16	24	Telefónica (Spain)	3'187	35.9%	2'395	40.3%	15%
17	14	Ameritech (United States)	3'177	26.5%	1'760	31.0%	11%
18	11	BT (United Kingdom) a b	3'077	14.0%	1'830	14.8%	7%
19	23	France Télécom (France)	3'000	92.3%	2'851	52.0%	11%
20	16	Telstra (Australia) c	2'777	21.6%	1'477	16.2%	12%
		<b>TOP 20</b>	<b>114'556</b>	<b>34.6%</b>	<b>80'430</b>	<b>27.8%</b>	<b>21%</b>

*Note:* Equity-based domestic subscribers and revenue. United States dollar values are obtained by using operator supplied exchange rate or ending period exchange rate. Change in revenue based on local currency. The definition of mobile revenue differs among operators (e.g., cellular only, cellular and paging, cellular and equipment sales, etc.) \* 1996 data. <sup>a</sup> Year beginning 1 April. <sup>b</sup> BT owns 60% of Cellnet. The total number of Cellnet subscribers is shown while the revenue shown is for BT only. <sup>c</sup> Year ending 30 June.

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