

CANADIAN  
MOBILE WIRELESS COMMUNICATIONS  
SERVICES MARKET REPORT



2013 EDITION

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ASSOCIATES INC.

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SERVICES MARKET REPORT, 2013 EDITION***

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**About this Report**

With previous editions of this report going back almost two decades, NBI/Michael Sone Associates' **Canadian Mobile Wireless Communications Services Market Report, 2013 Edition** continues to be the most comprehensive, independent study published on this industry. The report examines the mobile wireless services market in Canada, focusing on both service provider metrics and probable future developments of the industry. Of particular importance are the diminishing value of voice in favour of data communication in all its forms and the effect of that trend on service providers' revenues. Also, with four new entrants now well established and a fifth having just launched service, the report affords itself the opportunity to review the operators' network coverage and examine the extent to which these companies have had and will have fulfilled the promise of increased market competitiveness.

The report opens with a Market Overview that offers the reader a snapshot of the industry's relevant issues. Thereafter, are two sections that contain detailed profiles of the incumbent and new entrant wireless service providers respectively, including their recent marketing activities, performance metrics such as subscriber acquisition and growth, usage rates and churn, as well as predictions for future initiatives. The profiles include an analysis of each company and a discussion on the deployment of its infrastructure and technologies that support advanced data applications (some of which qualify for wireline replacement). Also included are forecasts and an examination of the increasing role to be played by all forms of mobile data in that regard.

Nine comprehensive Exhibits illustrate service provider-specific data including projections to 2016 for subscriber and revenue growth, provincial analysis, segmentation between business & consumer accounts, breakdown between voice & data revenues, pre-paid vs. post-paid analysis, COA and churn metrics, and detail on SMS traffic and revenues.