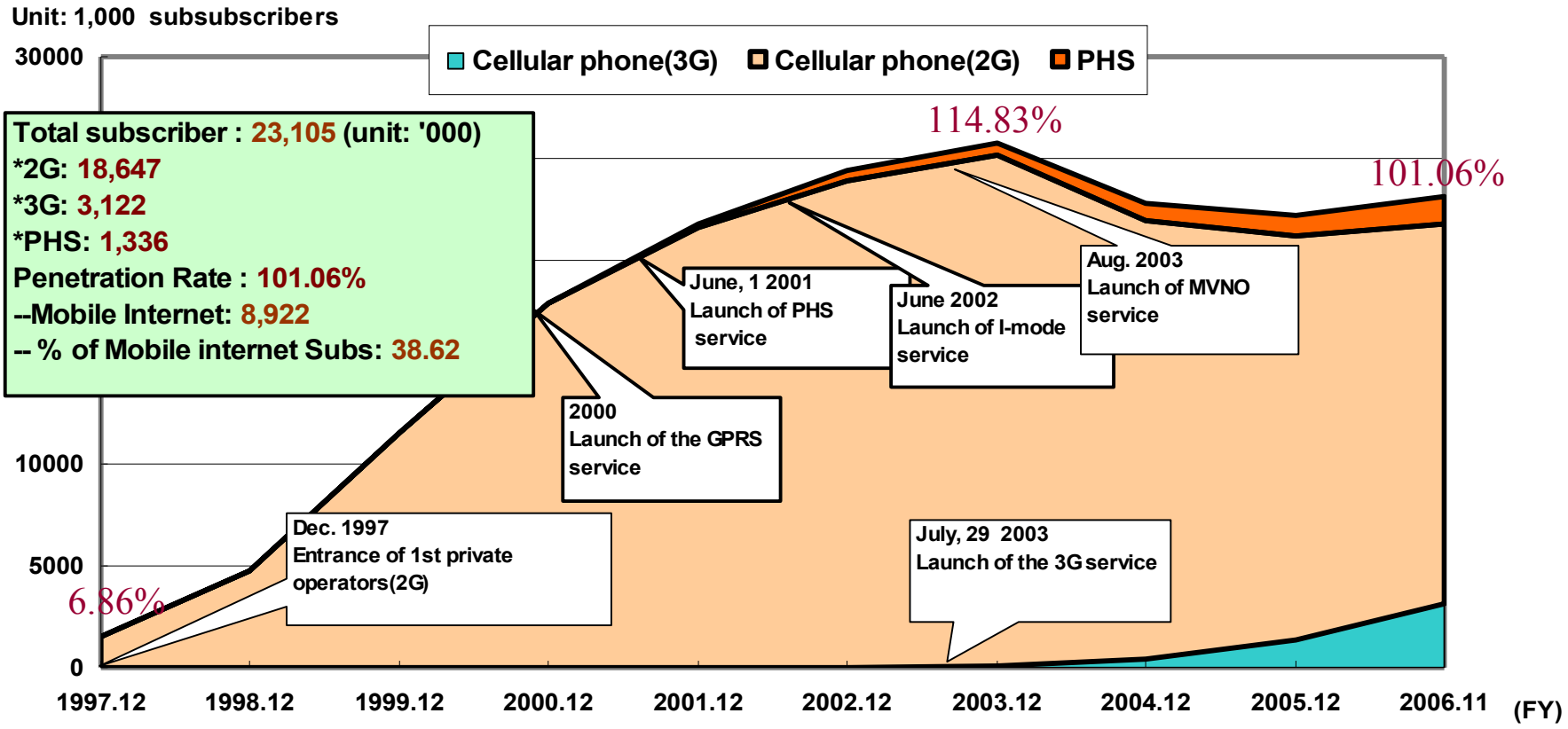
Taiwan 3G Market Status

Vivien Wang

Senior Advisor, Telecom Technology Center

Evolution of Mobile Market



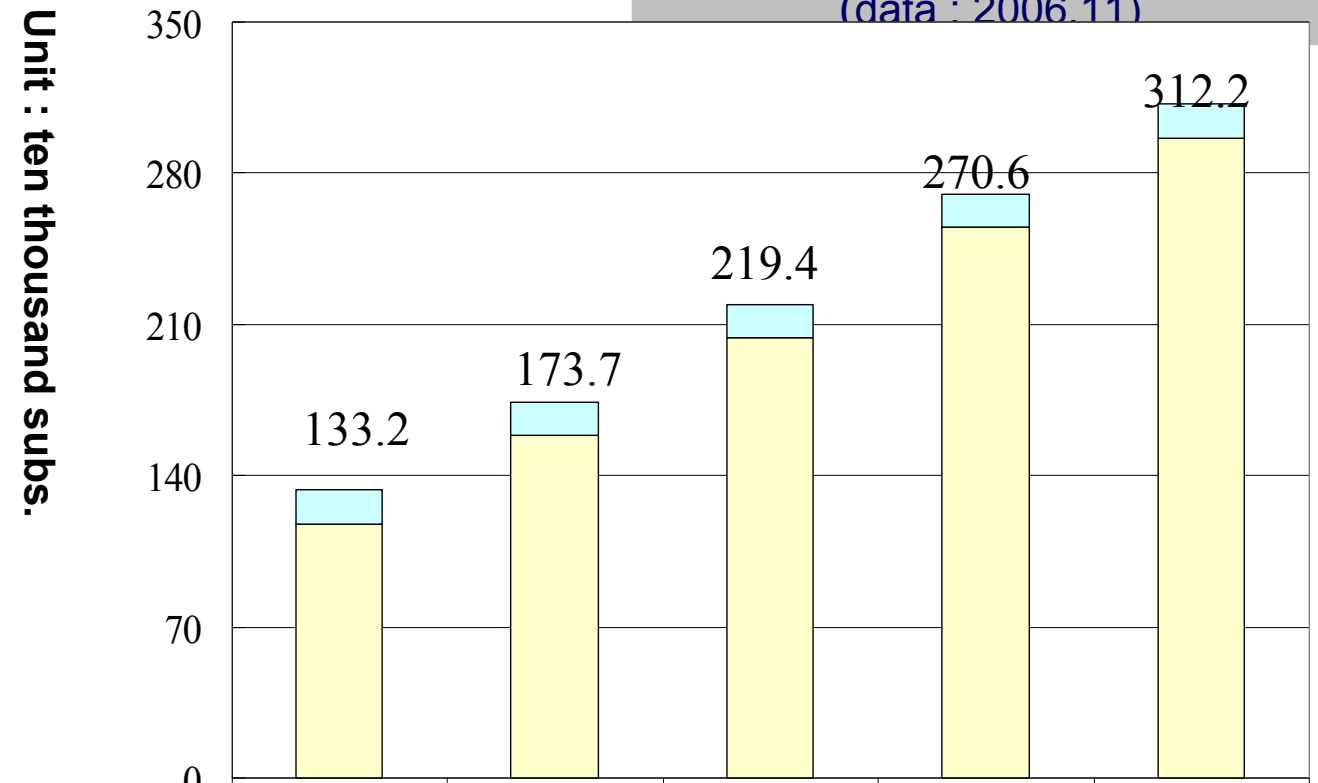
Penetration rate mounted its peak in 1/2004 at 114.83%

Source: NCC

3G Market Status

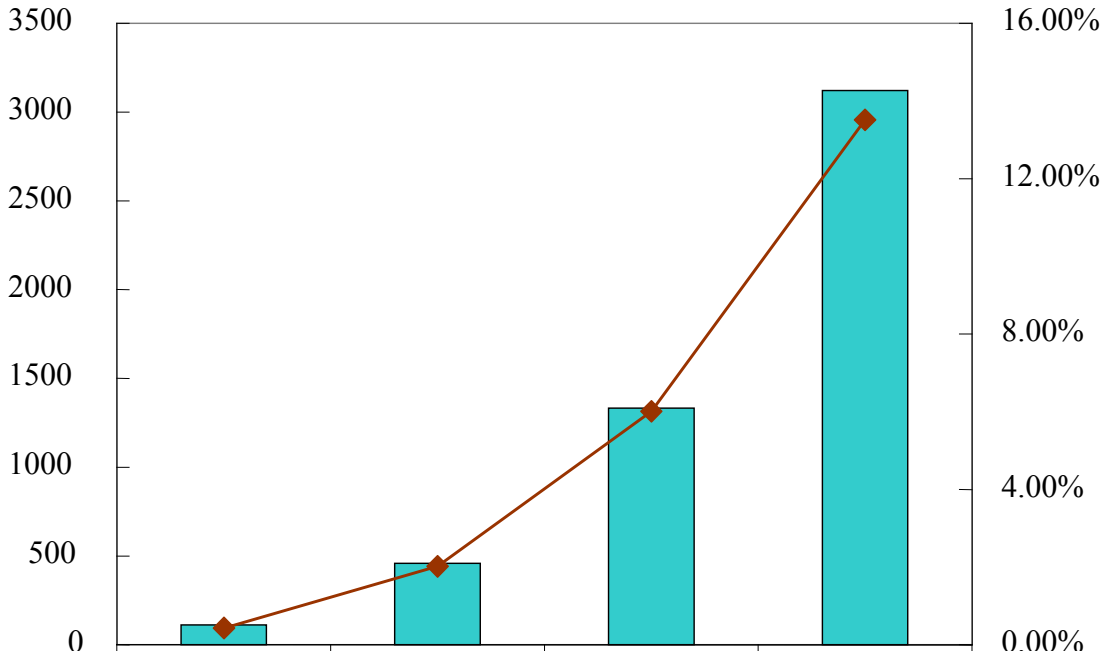
Voice vs Data Subs.

% of total mobile subs.: 13.51%
(data : 2006.11)



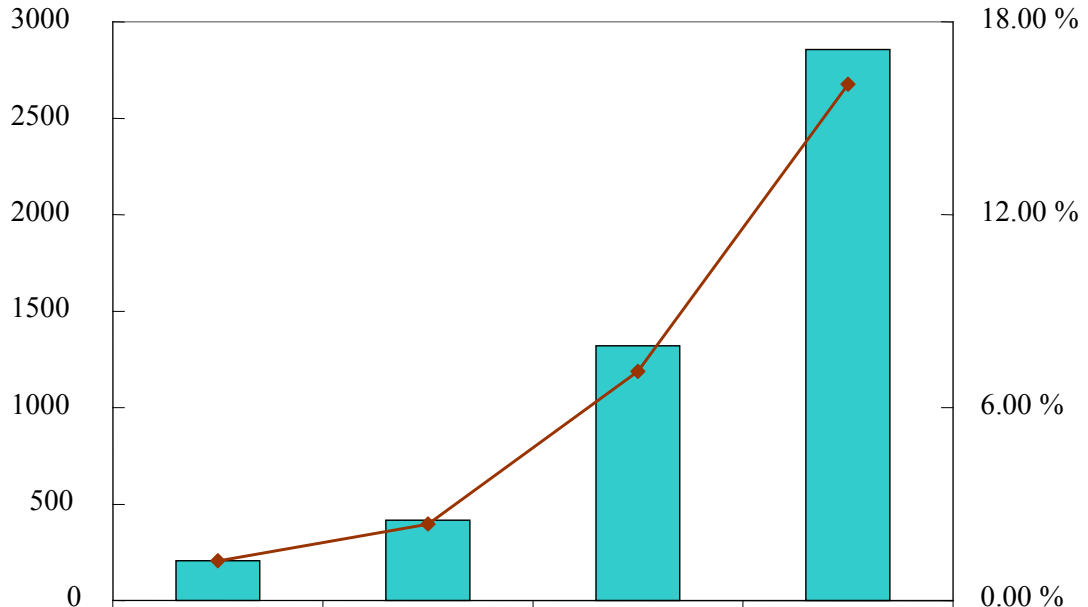
	2005.12	2006.03	2006.06	2006.09	2006.11
Voice Subs	15.5	14.7	15.2	15.6	15.7
Data Subs.	117.7	159	204.2	255.0	296.5

3G Market Status -Subscriber



	2003.12	2004.12	2005.12	2006.11
Subscribers ('000)	112	459	1,332	3,122
% of total mobile phone subscribers	0.43%	2.02%	6.01%	13.51%

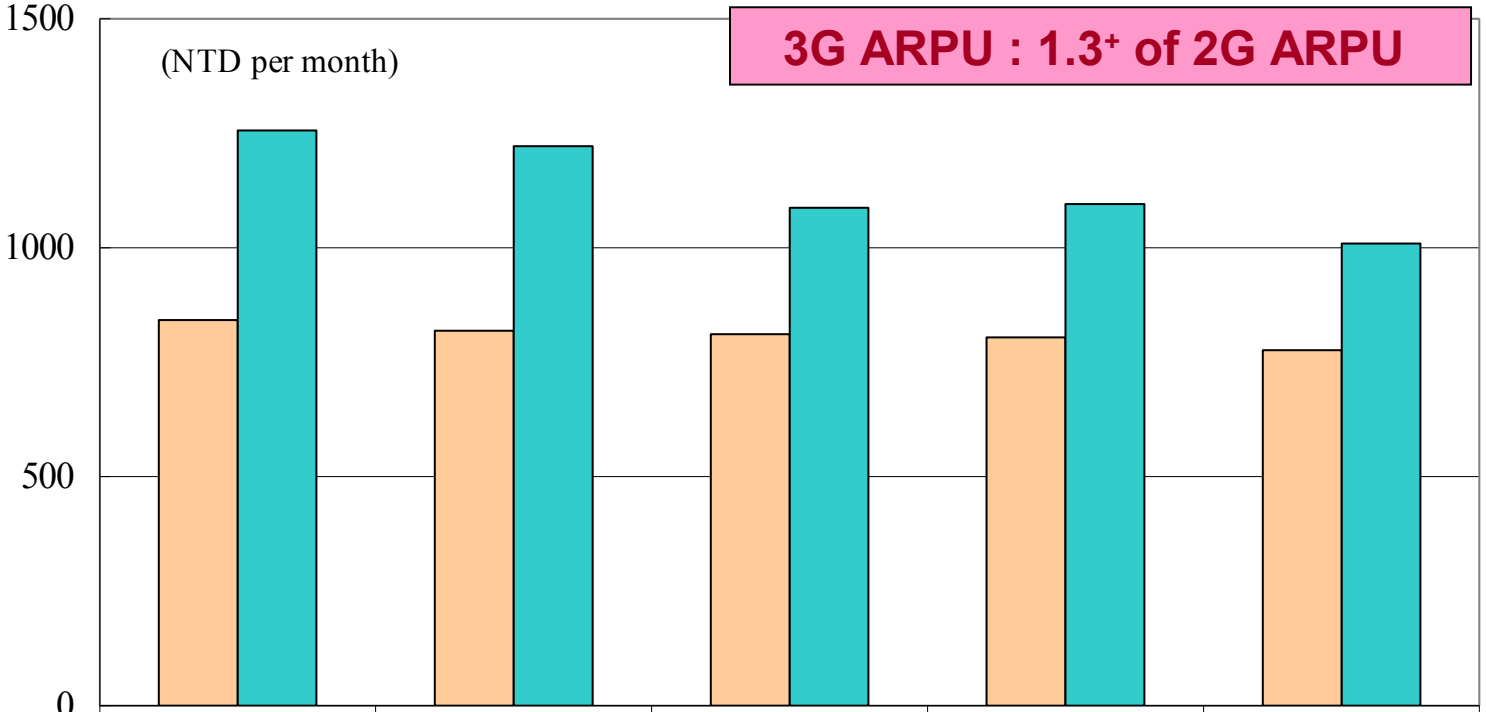
3G Market Status - Revenue



	2003.12	2004.12	2005.12	2006.11
Revenue (NT$ Million)	207	418	1,322	2,857
% of total mobile phone revenue	1.24 %	2.38 %	7.13 %	16.06 %

ARPU of Mobile Services

- for Incumbent 2G operators



	2005.12	2006.03	2006.06	2006.09	2006.11
2G	842	819	811	804	776
3G	1,256	1,222	1,087	1,095	1,009

Thank you