

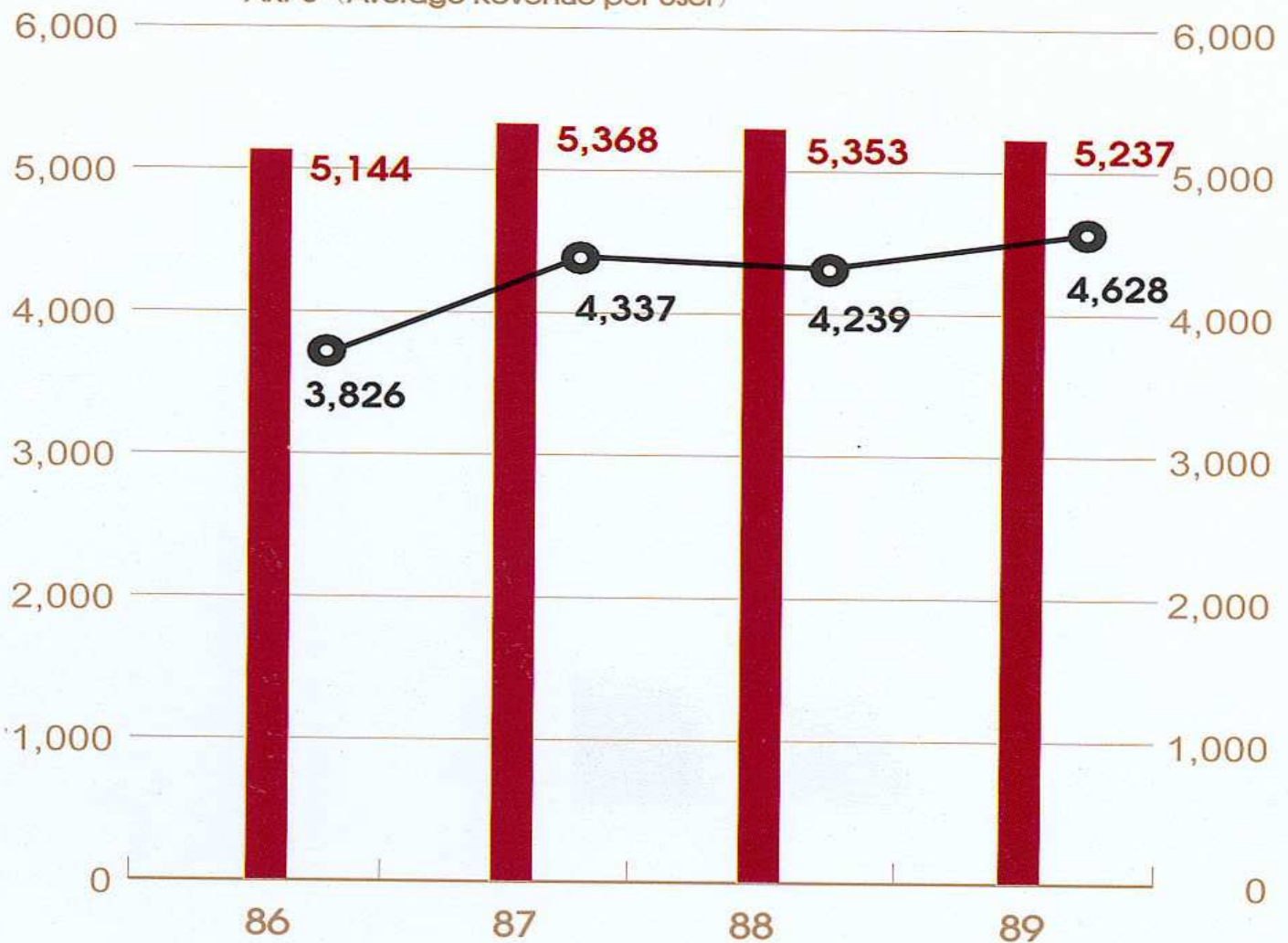
市内電話年平均通話分鐘數及用戶貢獻度 Average Annual Local phone Minutes of Use (MOU) and Average Revenue per User (ARPU)

單位：分鐘
Unit: Minutes

■ 每用戶年平均通話數(MOU)
MOU (Minutes of Use)

● 每用戶平均貢獻數(ARPU)
ARPU (Average Revenue per User)

單位：元
Unit: NT\$



備註：1.資料來源：中華電信公司。

2.每用戶平均貢獻數(ARPU)以7月制會計年度為統計基準，但89年為預估數。

3.每用戶平均通話數(MOU)以歷年制會計年度為計算基準。

4.自86年12月新行動電話業者加入市場後，87年市内電話平均通話量僅成長4.4%，88年以後則為負成長。

Notes: 1. Source: Chunghwa Telecom Co.

2. The base of calculation for annual average revenue per user (ARPU) is the July-June fiscal year, and the figure for 2000 is an estimate.

3. The base of calculation for minutes of use (MOU) is the calendar year.

4. Following the entry of new operators into the cellular phone market in December 1997, the growth rate of average local telephone communication time was only 4.4% in 1998 and the growth rate became negative thereafter.