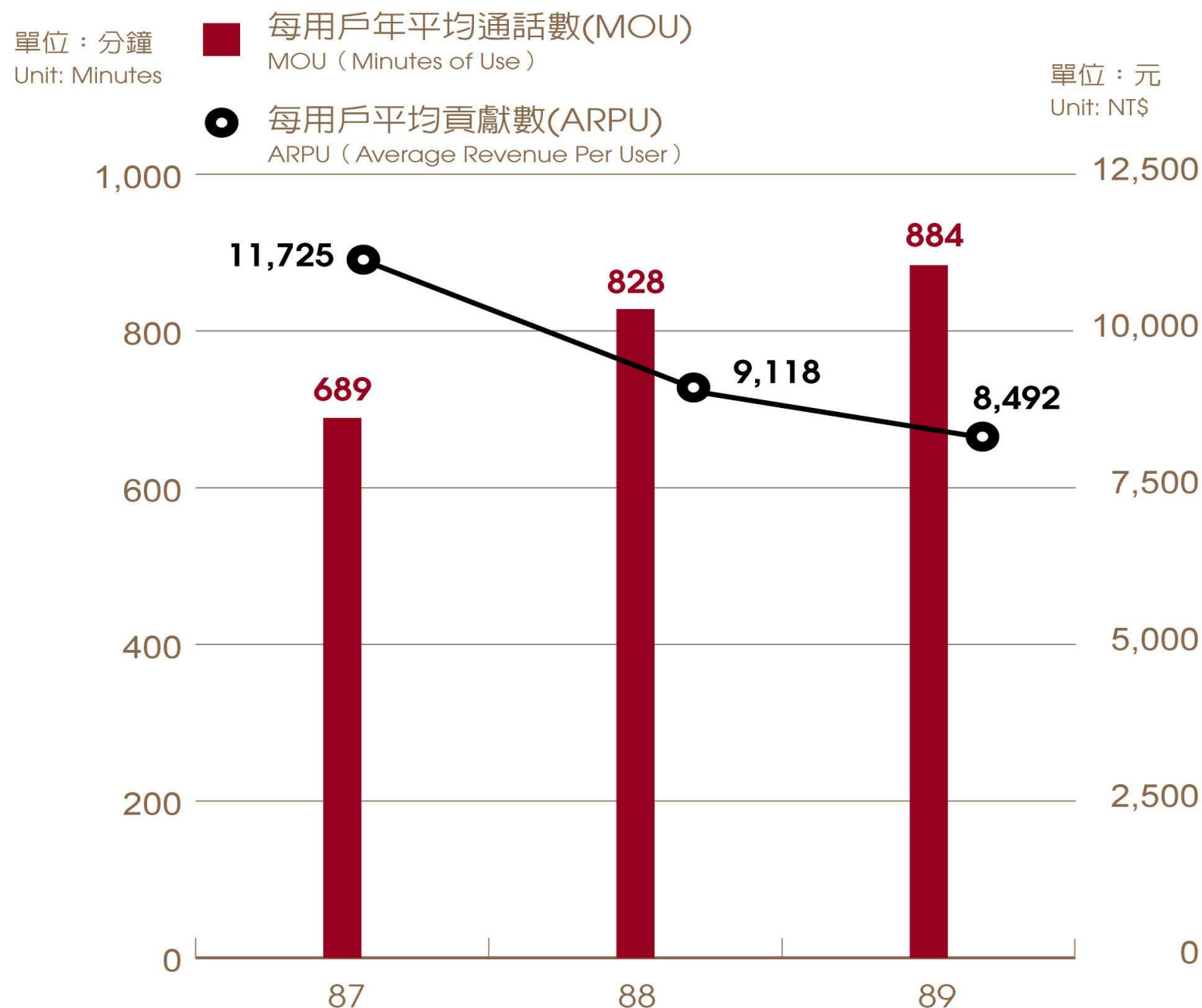


## 最近三年我國行動電話年平均通話分鐘數 與用戶貢獻度比較

### Average Annual Mobile Phone Minutes of Use (MOU) and Average Revenue per User (ARPU)



備註：因行動電話市場競爭激烈，各家電信業者競相推出各項組合配套措施；行動費率不斷下降，使行動電話用戶於89年底增至17,874千人，用戶平均通話數逐年提高，但因各種優惠方案的推出，使每一用戶營收貢獻度相對降低。

Notes: Fierce market competition forces telecoms operators to introduce packet offers in rapid success and cut communication fees constantly. By the end of 2000 the number of cellular phone subscribers had reached 17,874,000 and the average communication time per subscriber is rising year by year; because of the offering of various preferential programs, however, the average per-subscriber contribution to revenues has declined.