

# Global Penetration Rates

**Editor's Note:** The RCR Wireless News, Global Wireless and RCR Wireless News International Database research and editorial staff has compiled this list of the 20 most penetrated wireless markets by country. The information from the list comes from the 2005 RCR International Mobile Carrier Database and Merrill Lynch's First Quarter Global Wireless Matrix.

Penetration rates and estimated subscriber results reflect first-quarter 2005 results unless noted. Penetration results in excess of 100 percent represent countries where consumers own more than one wireless device.

European countries dominate the list with 15 of the top 20 most penetrated markets attributed to

the continent's early adoption of wireless services and consumer-friendly sales practices. Southeast Asia is home to three countries on the list. China is not on the list, even though it is the world's fastest-growing wireless market. However, the sheer size of its population gives it a low penetration rate, despite the high number of wireless users. For comparison purposes, the United States stood at around 63 percent penetration at the end of the first quarter.

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Market	Penetration Rate	Estimated Number of Subscribers	Wireless Carriers	Technology
Italy	112 percent	64.3 million	Wind, Vodafone, Telecom Italia Mobile, H3G Italia	TACS, GSM, W-CDMA
Sweden	111 percent	9.8 million	Comvig, Hi3G Access, Orange, GO, Telia Sonera, Vodafone	NMT, GSM, W-CDMA
Israel	107 percent	7.3 million	Cellcom, Pele-Phone, Partner	N-AMPS, CDMA, GSM
Portugal	107 percent	10.8 million	Optimus, Oniway, TMN, Telcel	GSM, CDMA, W-CDMA
Czech Republic	106 percent	10.9 million	Cesky Mobile, EuroTel, T-Mobile	NMT, GSM, W-CDMA
Greece	106 percent	11.3 million	CosMOTE, STET Hellas, Infoquest, Vodafone	GSM, W-CDMA
United Kingdom	106 percent	63.2 million	O2 UK, Orange, T-Mobile, Hutchison 3G, Vodafone	GSM, W-CDMA
Hong Kong	105 percent	7.2 million	3HK, Hong Kong CSL, New World PCS, Peoples, SmarTone, Sunday	GSM, CDMA, W-CDMA
Norway	104 percent	4.7 million	Netcom, Tele2, mNorway, Teletopia	NMT, GSM, W-CDMA
Netherlands	102 percent	16.4 million	KPN, Vodafone, T-Mobile, Orange, Telfort	NMT, GSM, W-CDMA
Austria	101 percent	8.1 million	Hutchison 3G, T-Mobile, Mobilkom, One, Tele.Ring	GSM, W-CDMA
Spain	100 percent	40 million	Amena, Vodafone, Telefonica Moviles	GSM, W-CDMA, TACS
Finland	99 percent	5.1 million	Elisa, Finnish 2G, Oy Finland, Telia Sonera	NMT, GSM, W-CDMA
Ireland	97 percent	3.9 million	O2, Meteor, Vodafone	GSM
Denmark	94 percent	5 million	Hi3G, Sonofon, TDC, Telia Denmark, Telia Mobile	NMT, GSM, W-CDMA
Singapore	94 percent	4 million	MobileOne, SingTel, StarHub	GSM, CDMA, W-CDMA
Taiwan	93 percent	21.1 million	Chunghwa Telecom, FasEasTone, Eastern Broadband, FITEL, KG Telecom, Mobitai, Taiwan Cellular, TransAsia, Vibo	PHS, GSM, W-CDMA, CDMA
Australia	90 percent	18.2 million	Hutchison, Optus, Telstra, Vodafone	GSM, CDMA, W-CDMA
Germany	88 percent	72.2 million	O2, Vodafone, E-Plus, T-Mobile	GSM, W-CDMA
Switzerland	88 percent	6.3 million	Orange, Swisscom, TDC, Tele2	NMT, GSM, W-CDMA