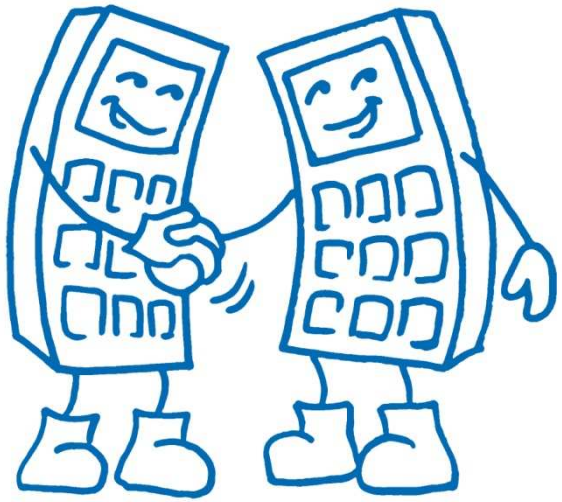
Mobilfunkmarkt Österreich 2012

DI Jan Trionow – Präsident FMK

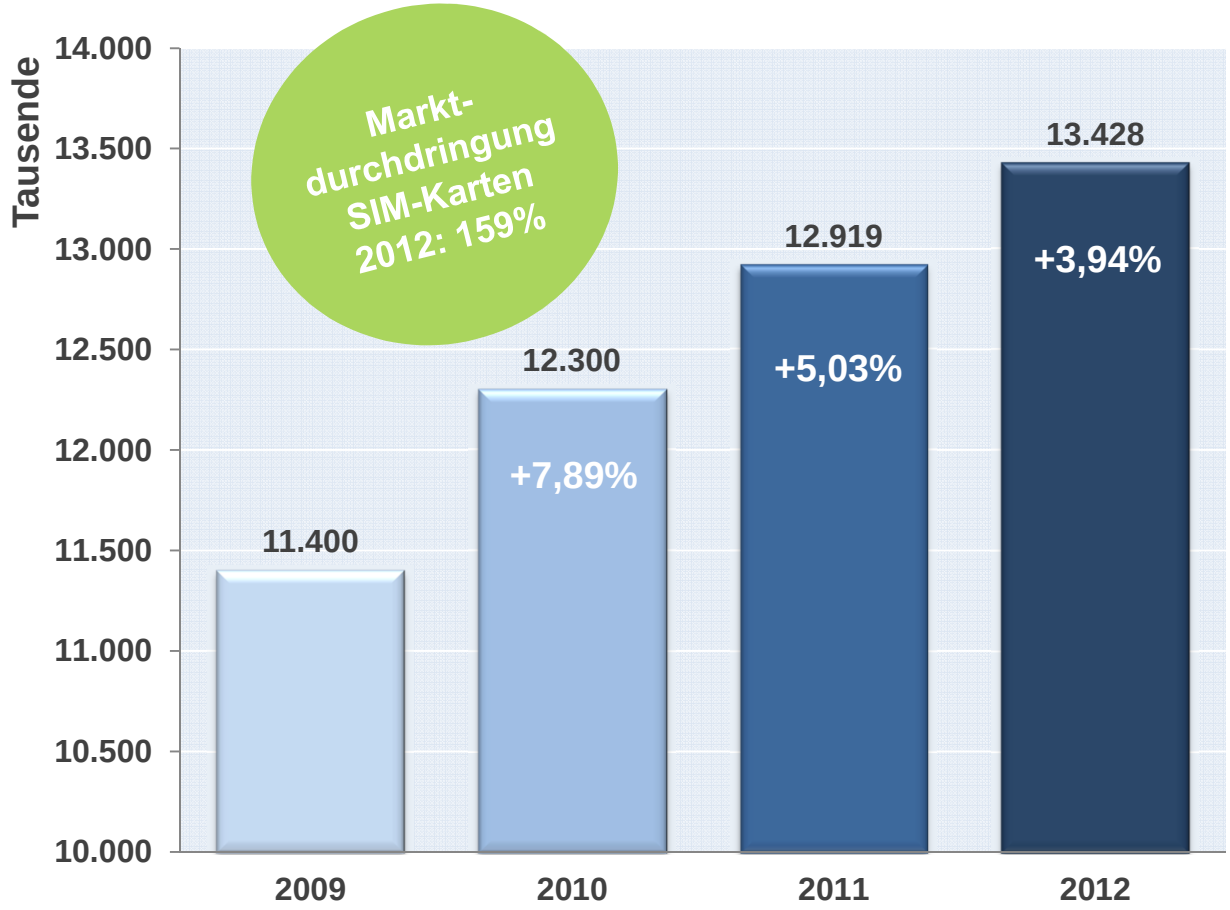
Dr. Lothar Roitner – Vizepräsident FMK

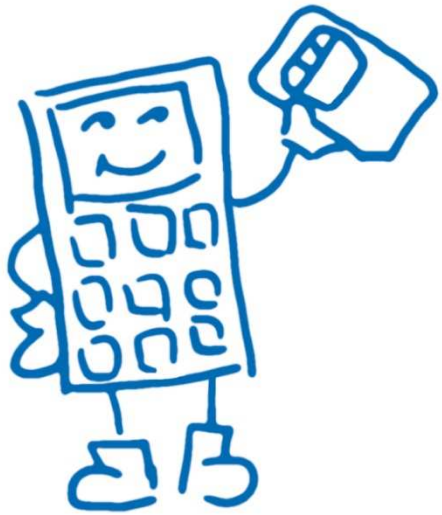
Mag. Margit Kropik – Geschäftsführerin FMK

Mag. Matthias Pázmándy – Gallup Institut

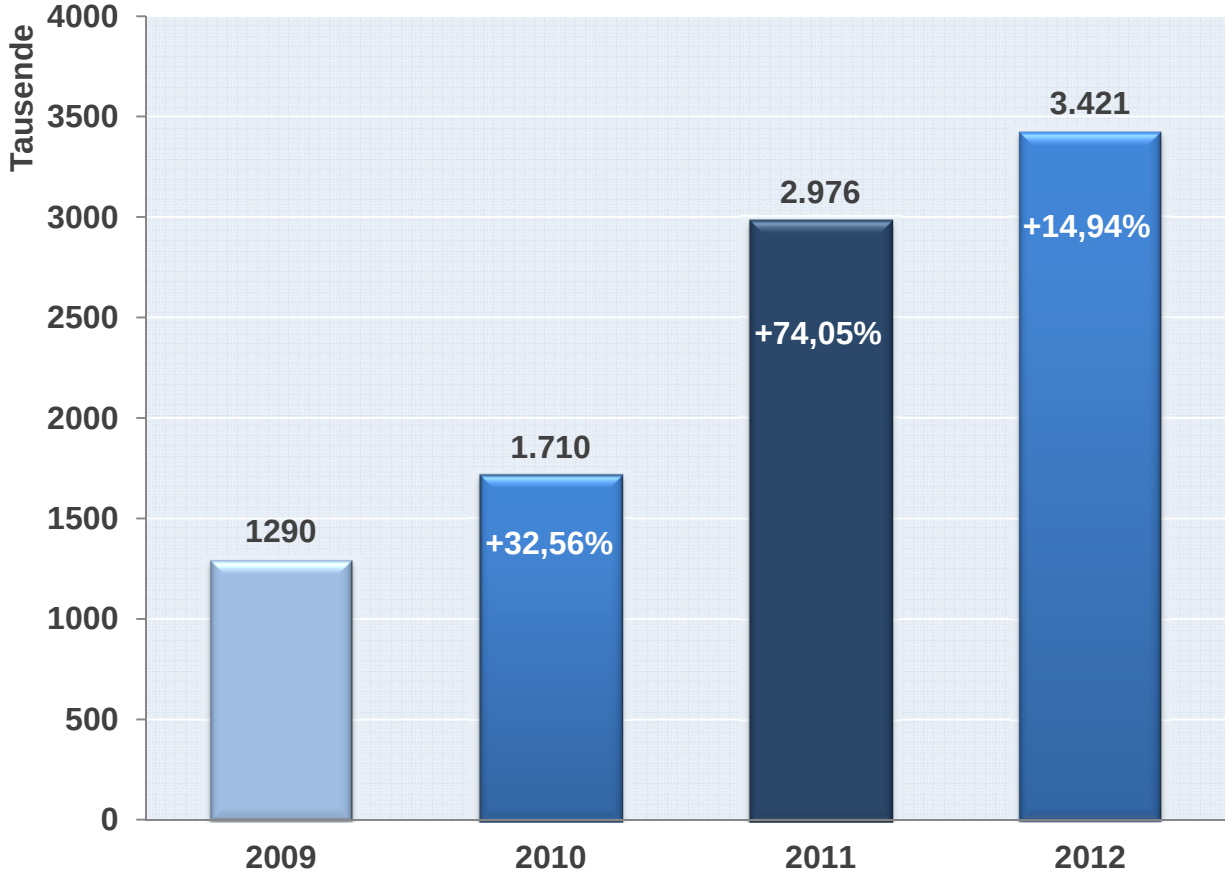


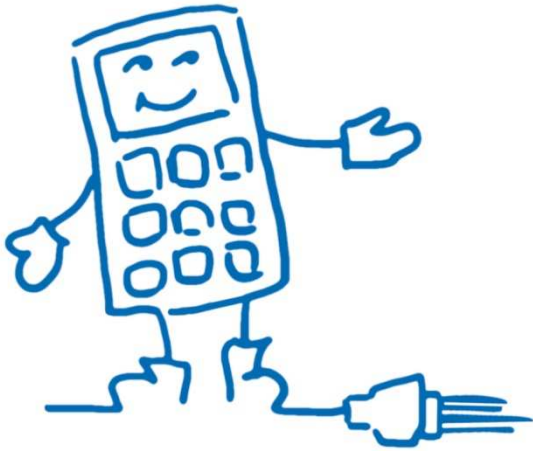
SIM Karten


Tausende
14.000
13.500
13.000
12.500
12.000
11.500
11.000
10.500
10.000
Markt-durchdringung SIM-Karten 2012: 159%
11.400
12.300
+7,89%
12.919
+5,03%
13.428
+3,94%
2009
2010
2011
2012



Breitbandnutzer

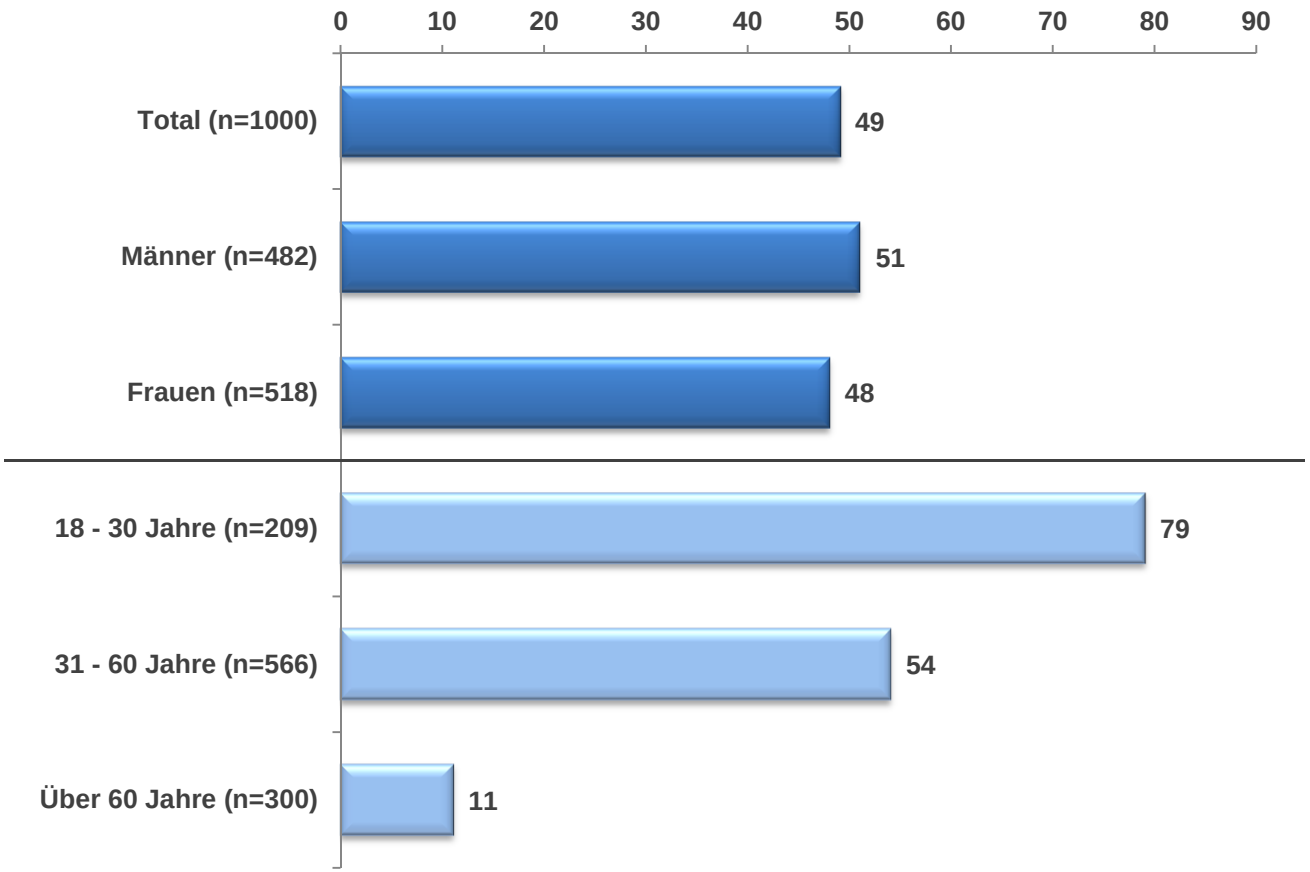




Smartphonebesitzer 2012

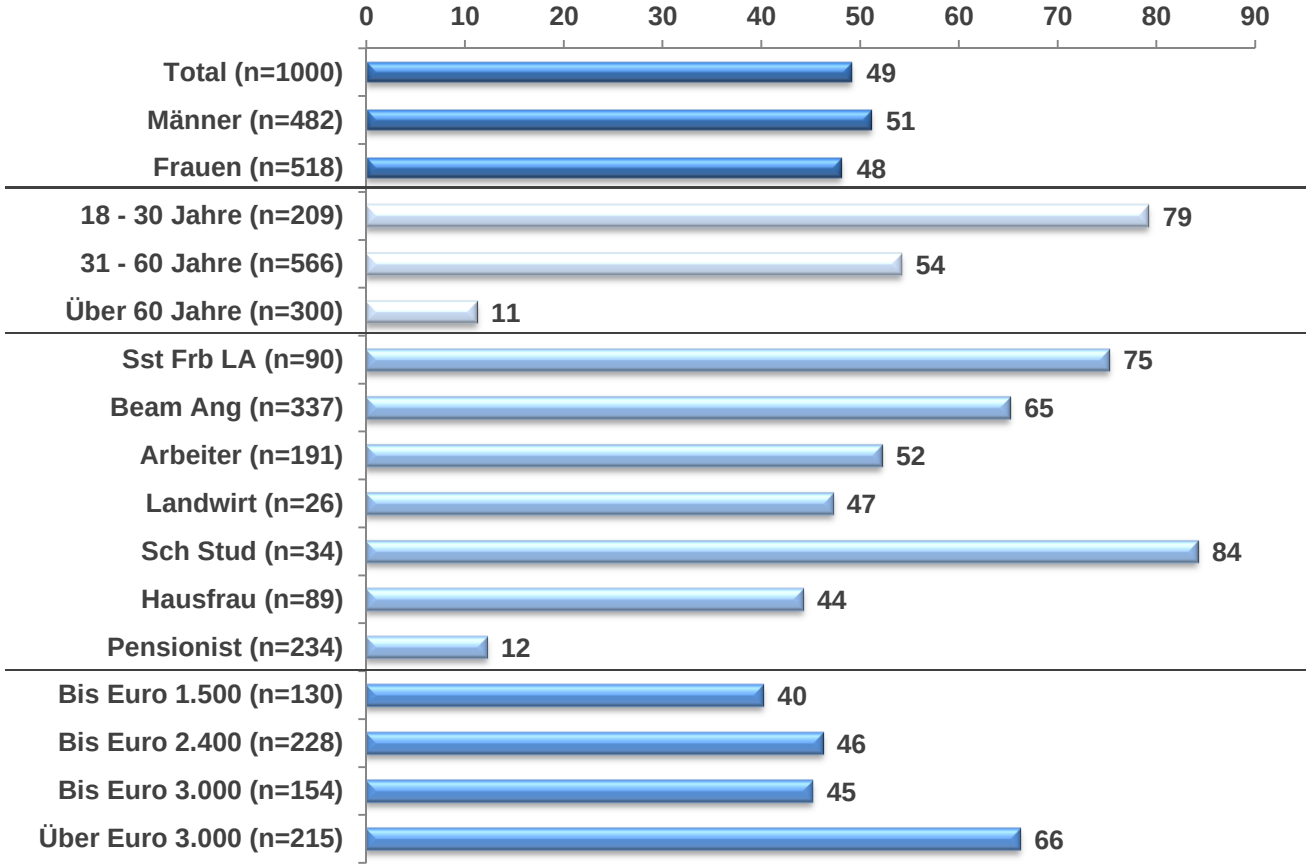
www.fmk.at

Angaben in %



Smartphonebesitzer 2012

Angaben in %



Beschäftigte per 31.12.2012

14.300 direkte Beschäftigte

durch weitere Multiplikatoreffekte in vor- und nachgelagerten Bereichen bis zu

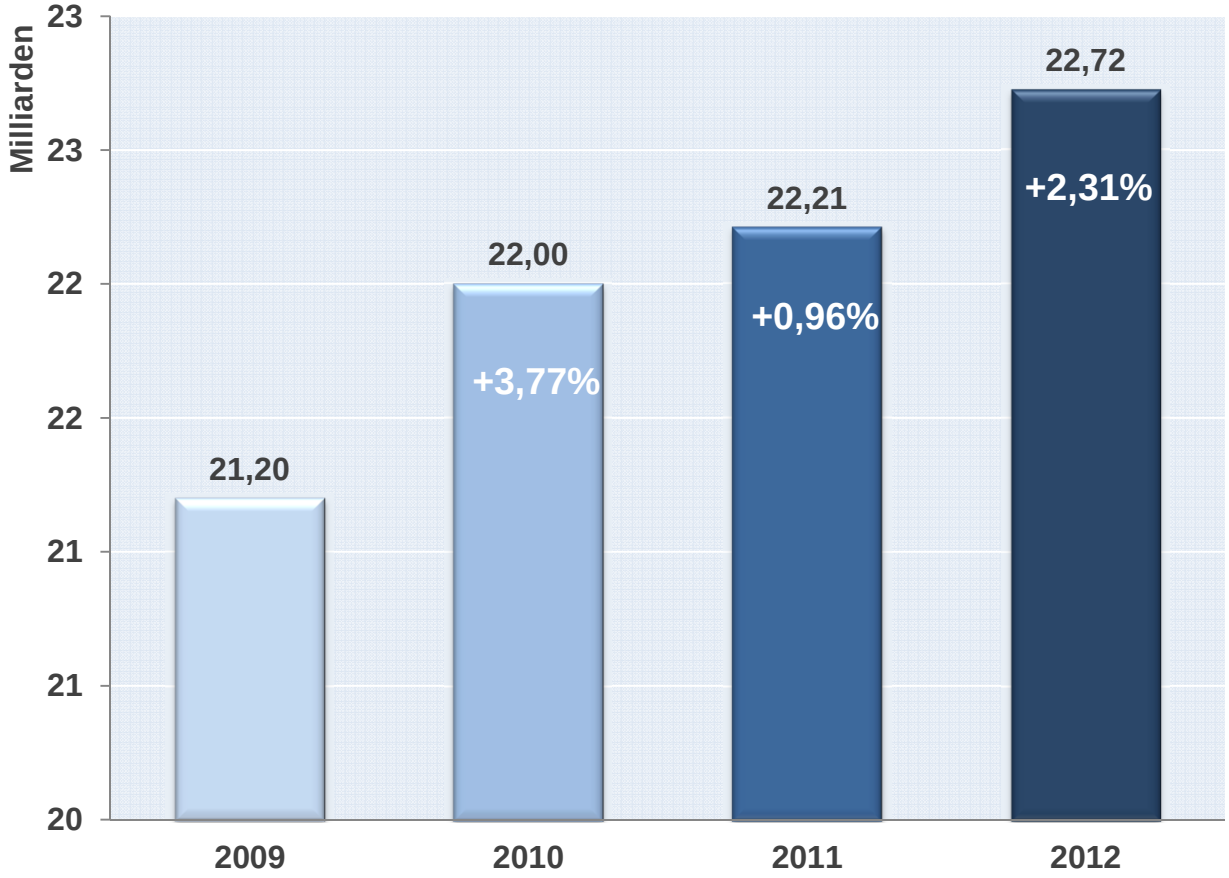
30.000 Beschäftigte

Entwicklung Umsatz / EBITDA

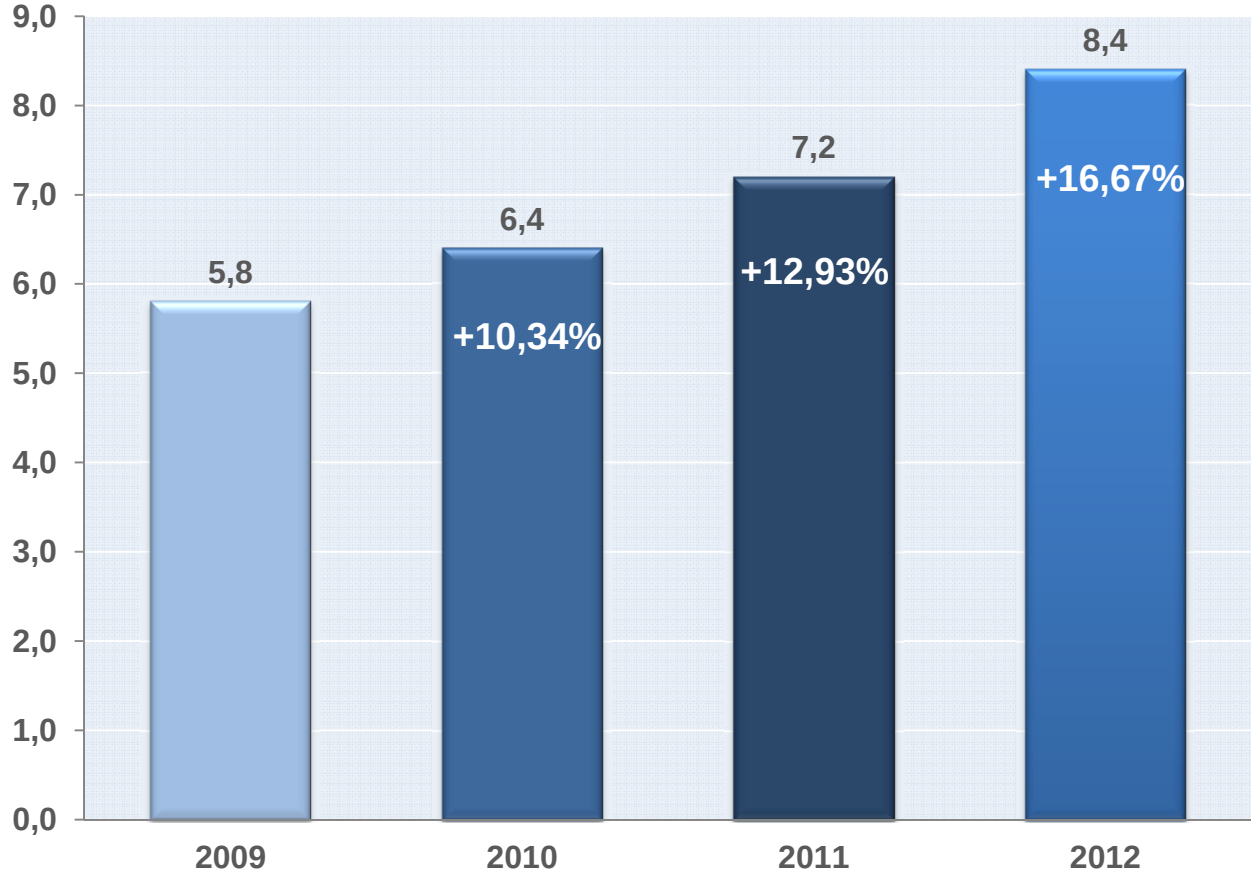
Umsatz per 31.12.2012		
	in Mrd. Euro	Veränderung in %
2010	4,80	
2011	4,54	-5,4
2012	4,50	-0,9

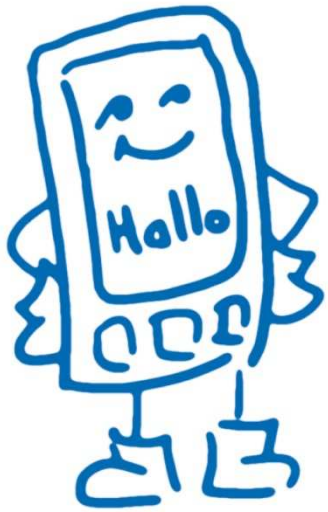
EBITDA per 31.12.2012		
	in Mrd. Euro	Veränderung in %
2010	1,50	
2011	1,43	-4,80
2012	1,32	-7,84

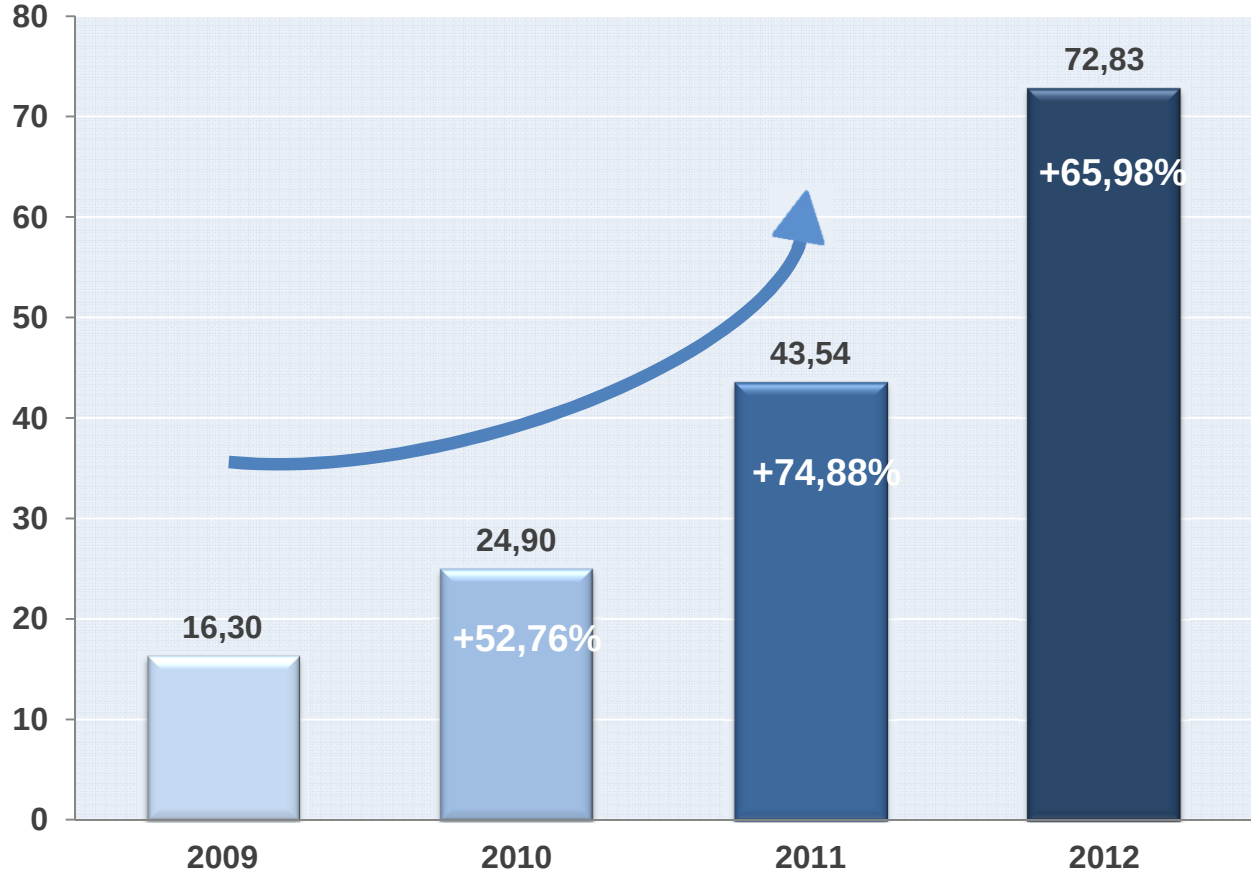
Gesprächsminuten pro Jahr



SMS pro Jahr in Mrd.





Übertragenes Datenvolumen

pro Jahr in Mio. GB