Mobile Operator Performance Benchmarks

Mark Heath and Alastair Brydon

with Windsor Holden

Edited by Claire Varley

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Glossary of terms

2G	Second Generation
3G	Third Generation
3G LTE	Third Generation Long-Term Evolution (also known as ‘Super 3G’)
ARPU	Average Revenue Per User
CEO	Chief Executive Officer
DSL	Digital Subscriber Line
DVB-H	Digital Video Broadcasting – Handheld
EBITDA	Earnings Before Interest, Taxation, Depreciation and Amortisation
GPS	Global Positioning System
GPRS	General Packet Radio Service
HSDPA	High-Speed Downlink Packet Access
HSPA	High-Speed Packet Access (a combination of HSDPA and HSUPA)
HSUPA	High-Speed Uplink Packet Access
IPTV	Internet Protocol Television
LLUB	Local Loop Unbundling
MMS	Multimedia Messaging Service
MNP	Mobile Number Portability
MVNO	Mobile Virtual Network Operator
OIBDA	Operating Income Before Depreciation and Amortisation
OSS	Operations Support System
PC	Personal Computer
PSTN	Public Switched Telephone Network
SMS	Short Message Service
TV	Television
VoIP	Voice over IP
WiMAX	Worldwide Interoperability for Microwave Access
WLAN	Wireless Local Area Network

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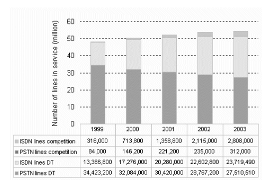

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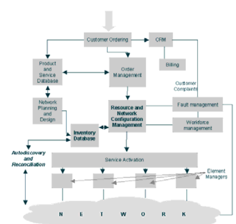

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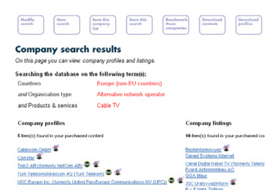

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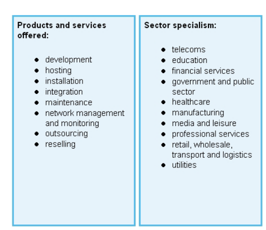

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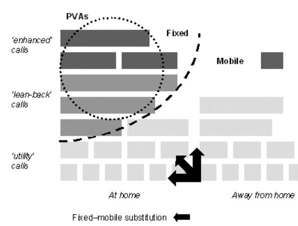

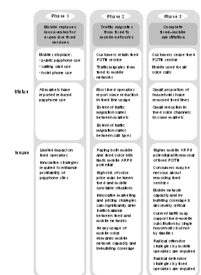

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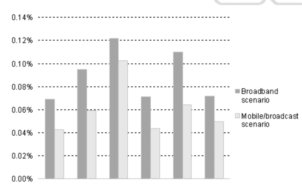

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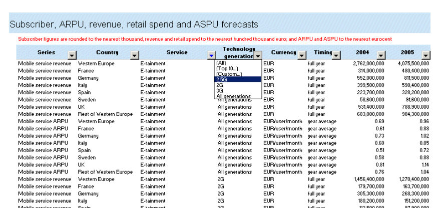

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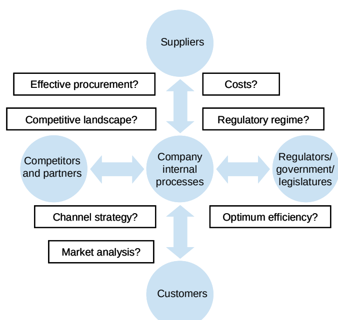

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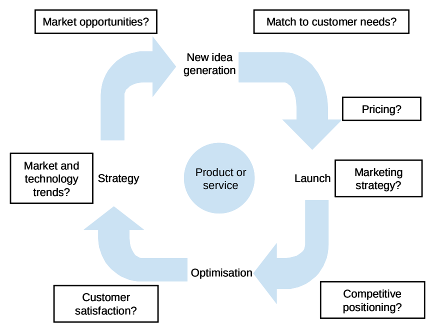

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