



Mobile Market Development

Key Performance Indicators 2008 - EBITDA

Program: Maximising Wireless Profit

Price: 1000.00 EUR

Description: EBITDA is one of the most universal and comparable performance indicators, and reflects the actual earning potential of a company. We present EBITDA information for 71 operators, comparison with the previous financial year, and provide a commentary on those factors that have increased or reduced EBITDA margins. The average EBITDA margin across the 71 operators in our benchmarks for FY 2007 is 35.8%. The average margin is slightly affected by the new addition to our benchmarks of various operators active in emerging markets with EBITDA margins well above average (e.g. Djezzy Algeria, MTN Nigeria, Mobinil Egypt and Zain Sudan). On a YoY basis the average EBITDA margin across the 71 operators in our benchmarks shows a slight decrease for the FY 2007, which highlights the growing pressure placed on operators' margins by increased competition levels, pricing reductions and high operational costs to penetrate low-value customer segments or migrate customers to 3G services.