

## PRESS RELEASE

### TDC Mobile will continue to be the leader in Denmark's mobile operator space, according to latest report by IEMR

**Vancouver, October 16, 2008 – IE Market Research Corp. (IEMR)**, the Canadian-based provider of market intelligence services, announced today the release of its 4Q08 Denmark Mobile Operator Forecast.

“The 4Q08 Mobile Operator Forecasts demonstrate IEMR’s capability to gather information from a variety of global resources and model it into accurate and timely forecasts for our clients,” said Nizar Assanie, Vice President of Research at IEMR. “Clients will find the information easily accessible, comprehensive, and exceptionally relevant to enable them to make sound business and investment decisions about mobile operators and vendors strategies”.

IEMR’s Denmark Mobile Operator Forecast covers up to 65 financial and operational metrics on four wireless operators. Notable highlights of the 4Q08 Denmark Mobile Operator Forecast include:

- The number of total subscribers in Denmark will increase from our projected 6.9 million in 2008 to 7.3 million in 2010. In our current forecast, maintain our forecast for the wireless penetration level in Denmark in 2010 at 133.6%.
- The competitive environment in the Danish wireless market is expected to remain similar over the next three years. Our forecasting model suggests that the largest operators – TDC Mobil, Sonofon, and Telia will continue to serve approximately 45%, 24% and 27% of total subscribers from 2008 to 2010. The rest of the subscribers will be served by 3 (Hutchison).
- Among other operators, TDC Mobile will continue to receive the lowest ARPU of DKK 185.06 per month.

IEMR’s Global Mobile Operator Forecast covers up to 65 operational metrics of 213 mobile operators in 50+ countries, making up 80% of the world’s population. Forecasts are based on our proprietary, country-specific forecasting models. These models deploy multiple regression analysis and cross-impact matrices that estimate relationships between subscriber data, technology use and deployment data, overall economic and demographic changes expected in a particular country; and relate these to company operational and financial metrics.

Companies Covered in this Country Mobile Operator Forecast  
TDC Mobil  
Sonofon (Telenor)  
Telia

3 (Hutchison) (Only "Number of subscribers", "Subscriber growth", "Net subscriber adds", "YoY growth", "Post-paid subscribers", "Post-paid subscriber growth", "Prepaid subscribers", "Prepaid subscriber growth", "Post-paid % of total subscribers", "Prepaid % of total subscribers", "Post-paid net adds", "Post-paid adds growth", "Prepaid net adds", "Prepaid net adds growth", "Share of total subscribers", "Share of net adds", "Share of post-paid net adds" and "Share of prepaid net adds" are available for this operator.)

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\* Available only for CY04 – CY07 (all operators)

\*\* Available only for TDC Mobil and Telia (CY04 – CY07)

\*\*\* Available only for TDC Mobil and Sonofon (CY04 – CY07)

\*\*\*\* Available only for Sonofon and Telia

For more information, visit

<http://www.iemarketresearch.com/Members/Reports/ViewReportDetail.aspx?RID=632&flag=1>  
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#### About IE Market Research Corp.:

IE Market Research Corp. ("IEMR") is a market intelligence and business strategy consulting firm. Our goal is to assist our clients build value and compete in international markets. We build value in four sectors: wireless telecommunications, health care, finance, and government. We build value for our clients by undertaking international brand perception surveys, consumer satisfaction surveys, distributor/channel partner selection and due diligence, market size and opportunity assessments, competitor strategy assessments, government regulatory analysis, and public opinion surveys.

We offer a variety of research products including **CONSUMEREADY™** and **EXPORTREADY™**. **CONSUMEREADY™** provides detailed demographic information on brand strengths and marketing strategies that are crucial to know when competing in international markets. **EXPORTREADY™** is based on our on-going business strategy research that allows us to establish strengths and weaknesses of firms in a wide variety of areas, ranging from intellectual property portfolios to strengths of marketing strategies to quality of engineering. These results are highlighted in our **EXPORTREADY™** publications and form a valuable tool for firms wanting to strategize their market entry options in international markets.

Our corporate values are: Top-Quality Service to Clients, Commitment to see the Client Succeed, Excellence and Integrity in Research, Transparency and Respect toward our Employees. These core values drive all of our research and every client engagement.

For more information, visit our web-site: [www.iemarketresearch.com](http://www.iemarketresearch.com)



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