WCDMA 시장 전망과 KTF 전략 방향

KTF 사업개발실장
박원진 상무

2007. 10.
Launched WCDMA (HSDPA) service in Mar. '07 as a brand name of “SHOW”

Brand Awareness of “SHOW” is being quite an Overwhelming Accomplishment

* Source : API Survey Results ('07. 6.)
3. Status & Future

- 2.7M and 7.3M WCDMA subscribers at the end of ’07 and ’08 respectively
- Migration of CDMA subs. into WCDMA will be completed within next 3~4 years

KTF’s WCDMA Subscribers (Unit:1,000)

- 84 Cities
- Nationwide Coverage

Where they are from...
(as of May ’07)

- New Subscribers*: 47%
- Migration within KTF: 26%
- MNP from Competitors: 27%
3. Status & Future

Subscribers

SKT (T 3G+)
540,000 (29%)

WCDMA Market Trend

Total Market Size

KTF
1,328,000 (71%)

SKT
540,000 (29%)

WCDMA Market Structure

(as of Jul. 2007)

* Total # of WCDMA Subscribers as of Jul 2007: 1,328,000
3. Status & Future

Subscribers

MOU & POU Comparison

- MOU POU
- 175 min.
- 7,882 packets
- 204 min.
- Video: 13 min
- Voice: 191 min.
- 43,281 packets

VOD & Video Telephony Usage

- CDMA
- WCDMA
- 16.2%
- 28.4%
- 26%

※ All figures above are obtained from newly acquired subscribers in March 2007.
21 Companies are Joining such as Visa/Master Card, Vodafone, Cingular and NTT DoCoMo, etc...

Top Priority Project in GSMA 2007
All the Players and Customers are Satisfied...

**Customers**

- **Convenient Use**: Credit Card, Membership, Coupons are all integrated in a Single Chip
- **Usable in Everywhere in the World**: Mobile Payment roaming on WCDMA

**Card Issuers**

- More Revenues by More Usage
- Cost Reduction in Issuing and Delivery
- Preventing Abuse

**Mobile Operators**

- Brand New Services: By Convergence among different Industries
- More Usage in Data Traffic

3. Status & Future

M-payment Project by KTF
3. Status & Future

Service Convergence among Industries

- Commerce (Banking, Stock, C.Card)
- Telematics (Car-Navigation)
- Mobile TV (Broadcasting)
- Home Network (E. Appliances)
3G Mobile Communication Leader in the world

Vision Slogan
more than mobile

- Global interoperability
- Data service Boom-up
- Service Differentiation
- Synergy with Global partners
3. Status & Future

KTF in the future

in 2015

Number One WCDMA Operator

Doubling Service Revenue

Threefold Firm Value

Revenue Size: 5.2 trillion KRW

Number One WCDMA Operator

Doubling Service Revenue

Threefold Firm Value

Revenue Size: 13 trillion KRW

Global Roaming: 500 billion KRW (4.6%)

Contents Sales: 20 billion KRW (0.4%)

Global Roaming: 12 billion KRW (0.2%)

Transaction: 2.3 trillion KRW (19%)

Communication: 8.6 trillion KRW (65%)

Information: 0.8 trillion KRW (6%)

FY2015

FY2006

Communication: 5.17 trillion KRW

Revenue Size: 5.2 trillion KRW

Revenue Size: 13 trillion KRW