



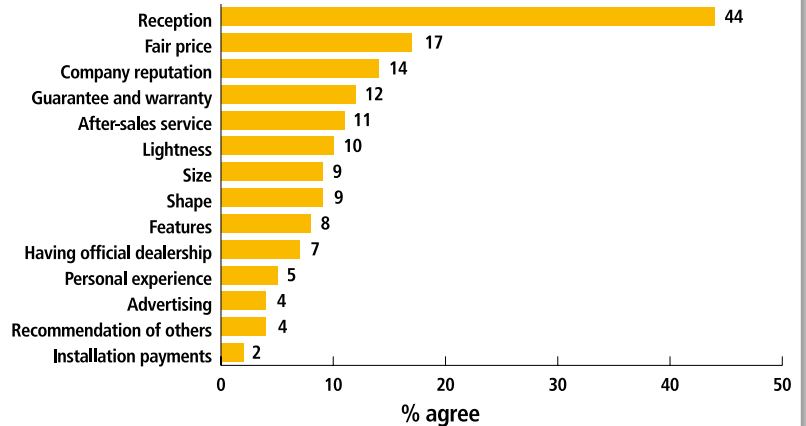
Mobile phone market booms in Iran

Communication on the go is big business in Iran, as the latest TGI research shows. Despite 83% of the urban population owning a landline, mobile phones have become increasingly influential in every aspect of life.

TGI Iran results show that one third of the urban population aged over fifteen now owns a mobile phone, almost double the penetration level of 2003. Among Iran's seven large cities, ownership of mobile phones is highest in Ahvaz, but lower in Mashad and Rasht, possibly due to variations in lifestyle and subcultures. Overall however, the accelerating growth of mobile phone use and Iran's 70 million population mean that its market has huge potential.

Looking more closely at individuals' use of mobile phones, 14% of owners use them solely for business, 31% for personal use and 55% for both. Making and receiving calls is the main reason for using a mobile, with only about a quarter of owners actually making use of the other facilities available on their handsets. (SMS is the most highly used

Most important factors when choosing a mobile phone



additional function.) This may be because consumers are not yet aware of the full potential of their phones, or because these functions have not yet been fully developed to meet Iranian needs. (See chart 1).

The results indicate that about a quarter of mobile owners replaced their handset in the last twelve months; in other words, the average mobile owner replaces their mobile every four years. This relatively long life span may be due to the expense of mobile phones in Iran; the price of a standard mobile is equal to almost half of the monthly income of an average person.

In Iran, two brands own more than 70% of the market share, with Nokia as the brand leader. The research found that for consumers, the most important factors when selecting a mobile phone were reception, a reasonable price and the brand's reputation. Fewer than 10% of respondents cited a mobile's specific functions as being the key factor in their decision. (See chart 2).

TGI in Iran has been conducted continuously since 2002, with a sample size of around 10,000 households, in seven large cities, and is considered to be the largest and most reliable longitudinal study in the country's market research field.

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Mobile phone functions used

