

London, United Kingdom, 15th March 2009

The Mobile World has completed its 2008 survey of the global mobile industry. During the quarter, 165m new connections were made, bringing the year's total new mobile customers to 660m. This was enough to take the global total past the 4bn milestone. This latest billion came just 17 months after the 3bn mark was reached, implying a global growth rate over that period of more than 20 new connections a second. Global penetration now stands at 59.7%, with many markets seeing ownership levels of well over 100%.

John Tysoe, Co-founder and principal analyst at The Mobile World commented:

"Despite the extremely difficult economic environment, the industry has continued to produce strong growth numbers. Q4 08 was the fourth best quarter ever and the initial indications are that Q1 2009 will see a further expansion of the market, albeit at a slower pace. We remain confident that the industry will continue to grow throughout 2009 and expect a total mobile base of around 4.4bn at the end of the year."

For more information please contact Theo Martindale on +44 (0) 20 7168 7680