

It was 219.3 million cellular SIM cards registered in Russian cellular networks as of year-end 2010. Cellular service penetration figures passed 150% threshold in December. 11.4 mln new subscribers were added to the counter during 2010. Moreover, the penetration in Moscow area is above 200%. With this level of penetration it is obvious that the new subscribers will be mainly acquired through migration of existing customers, VAS growth and M2M applications.

In Ukraine Kyivstar remains the market leader with MTS being a runner-up. Cellular penetration in Ukraine is estimated at 118%.

Please refer to our Data Downloads section to get the most recent updates of Russian cellular operators subscriber figures as well as our market estimates for Russian and Ukrainian cellular markets.