

US Mobile Market Share Estimates: EOY 2003 by All US Areas is an invaluable reference tool for wireless operators, market planners, investment analysts, and others needing detailed, metro level quantitative estimates of market share by carrier. This report, provided in PDF format, includes EOY 2003 subscribers, revenue, and market share for Cingular, AT&T Wireless, Sprint PCS, Verizon, T-Mobile, Nextel, and “all others” for 273 metro areas, combined rural areas and all 50 states. This total package includes two Excel files with all market size data broken down by state and metro area and (2) by Basic Trading Area and Major Trading area. This enables ease of data manipulation and provides data by the license areas used for PCS services (BTAs and MTAs).

Developed using Telecompetition’s patented process, ATIVA Research Tools, the analysis for the report applied carrier reported EOY subscribers and mobile service revenue to the demographic profile and population of each US county, market entry date and subscriber demographic profiles to calculate subscribers for each area. The report includes summary information on US mobile industry trends and operating statistics of each carrier. As part of the analysis, extensive research was conducted to determine the markets served by each carrier.

The data packed report sells for \$4,800 and includes the PDF report with tabular data, plus the two Excel data files. Also included is a handy cross reference of county to metro area and county to BTA areas plus a BTA area map.