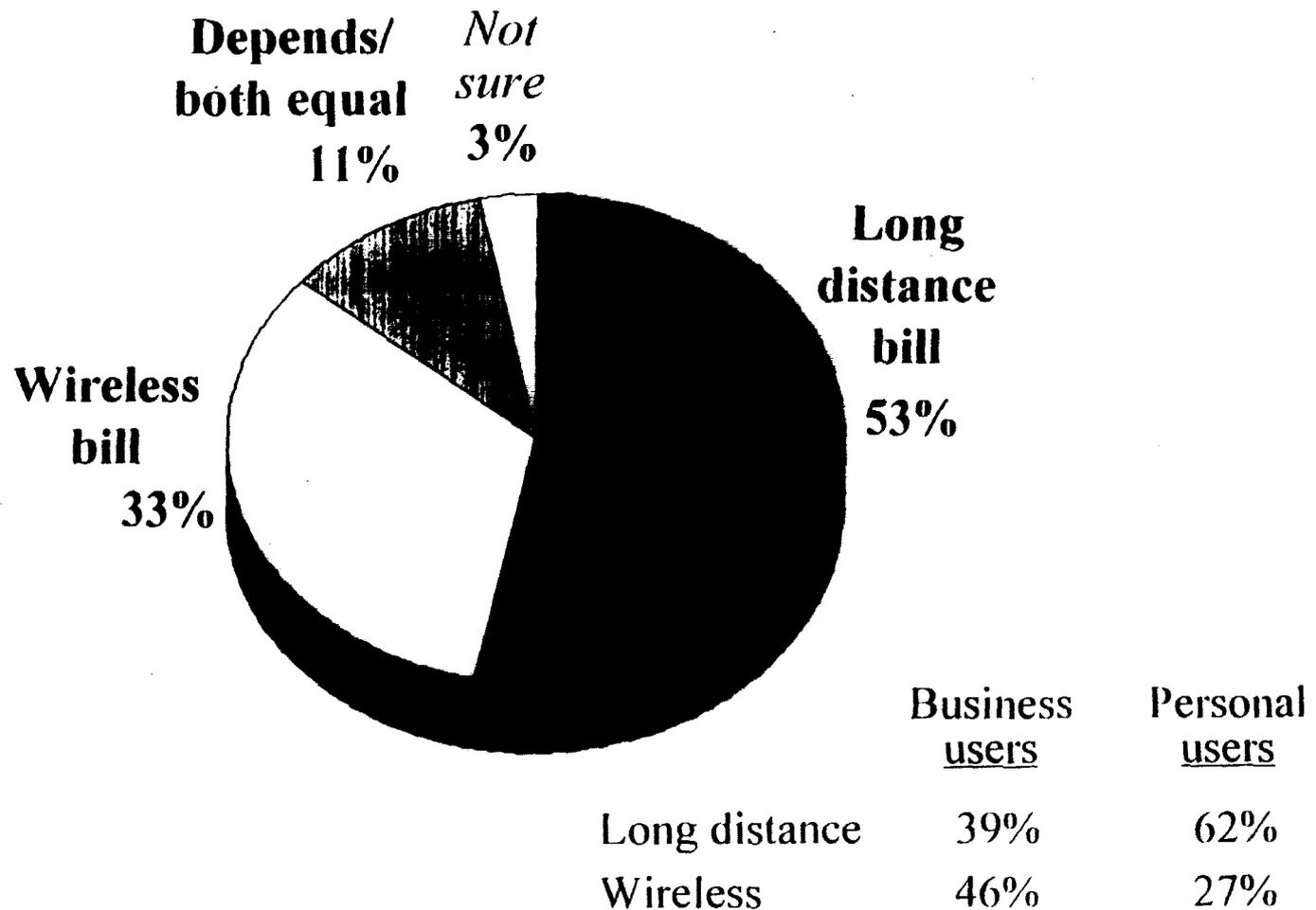


Profile Of Wireless Users

Consumer Patterns

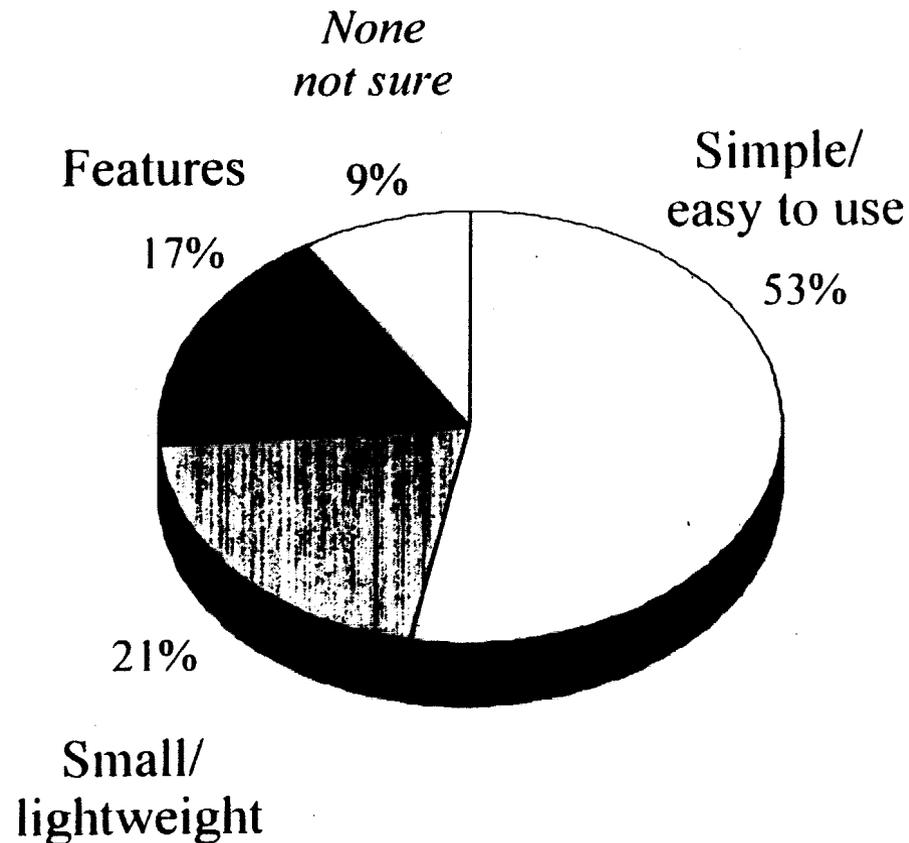
	<u>1998</u>	<u>1997</u>
Business users	21%	25%
Personal users	61%	58%
Spend \$25 or less/month	31%	22%
Spend \$26 - \$50/month	35%	36%
Spend over \$50/month	27%	35%

Which Do You Spend More On?



Low-Tech Users/High-Tech World

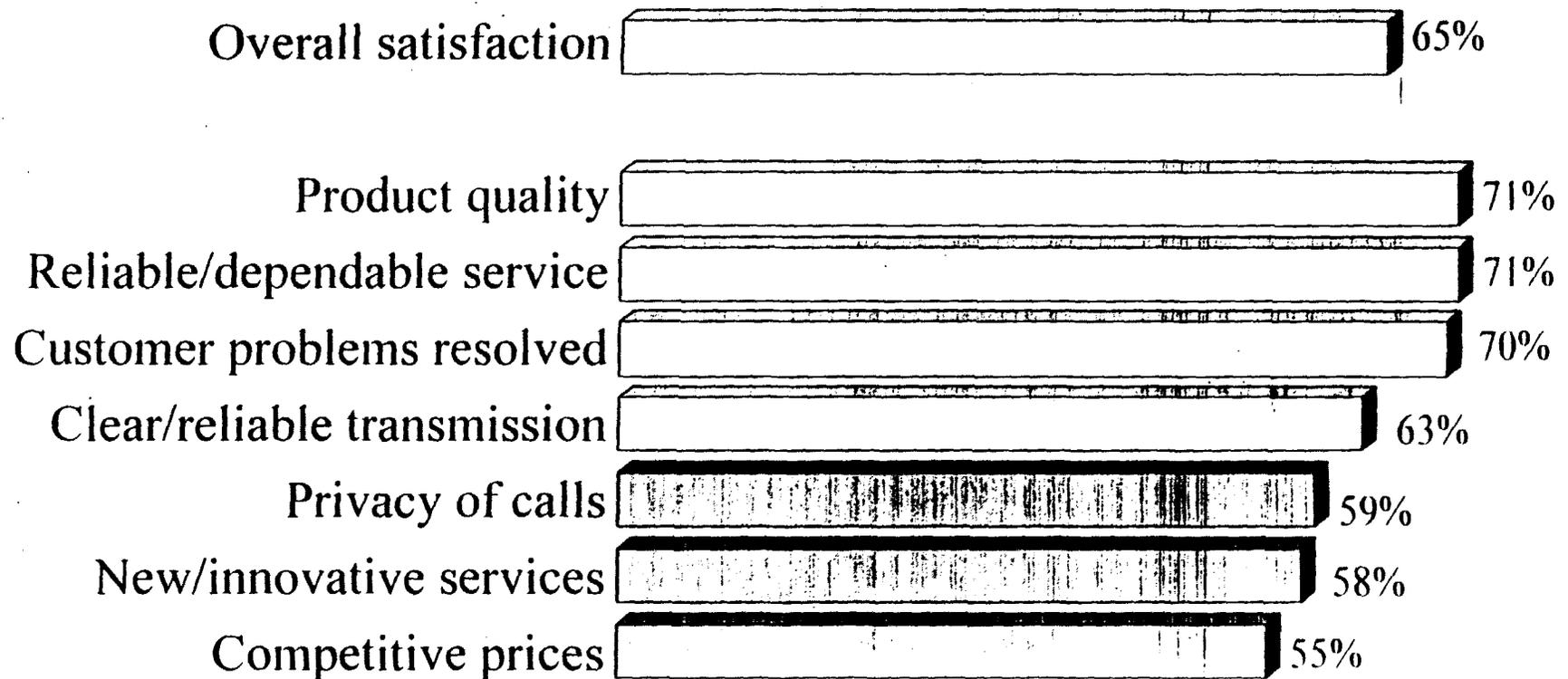
Chief factor in buying wireless:



- ◆ **52% do not feel they are confident/knowledgeable shoppers.**
- ◆ **A plurality (41%) got the most helpful information on selecting a service company from family/friend/colleague.**

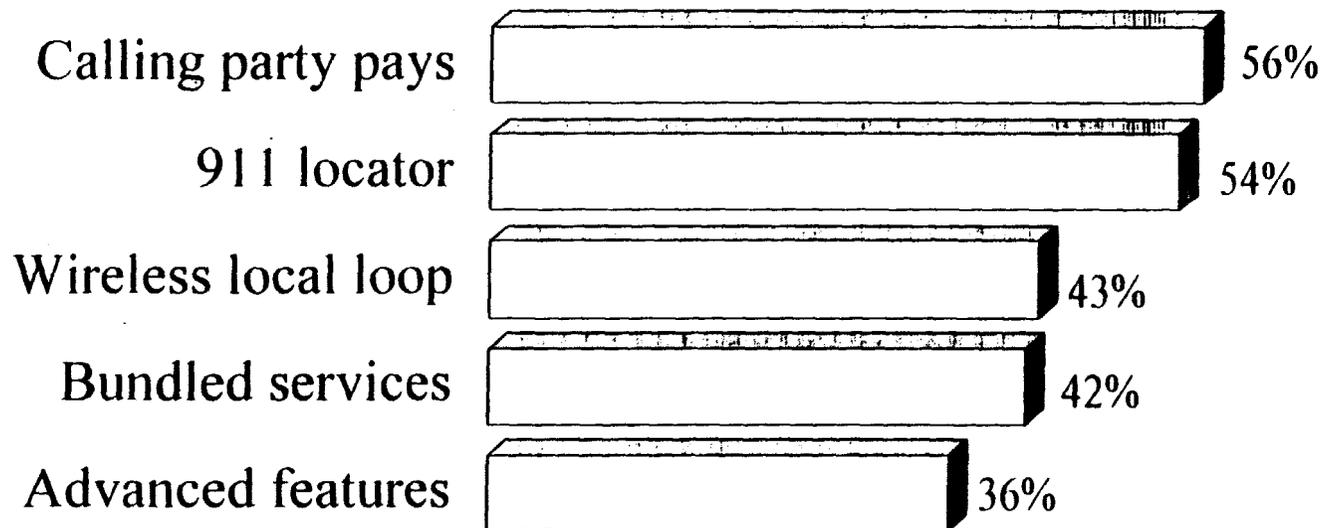
Selected Aspects Of Wireless Service

(% extremely/very satisfied with each aspect)



Wireless Innovations

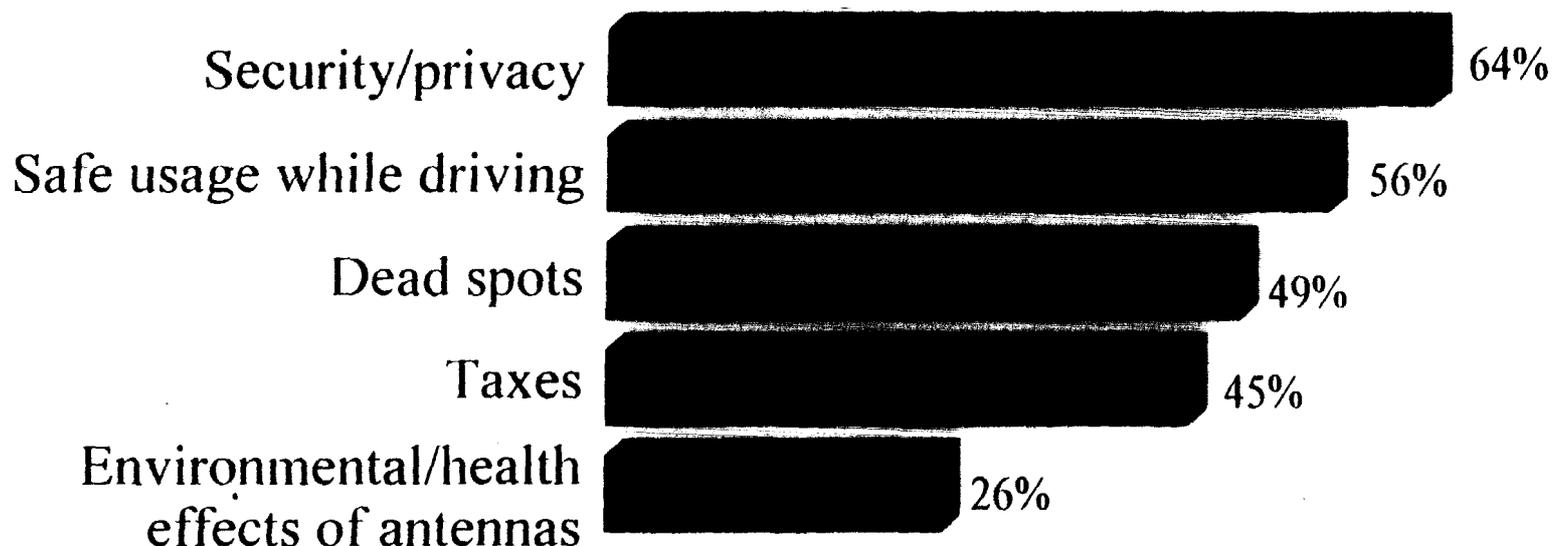
(% who say they have a great deal of interest in each)



➔ 44% of users with multiple phone lines in their home have a great deal of interest in switching their second line to wireless use.

Issues Facing Wireless Industry

(% who say each one concerns them a great deal)



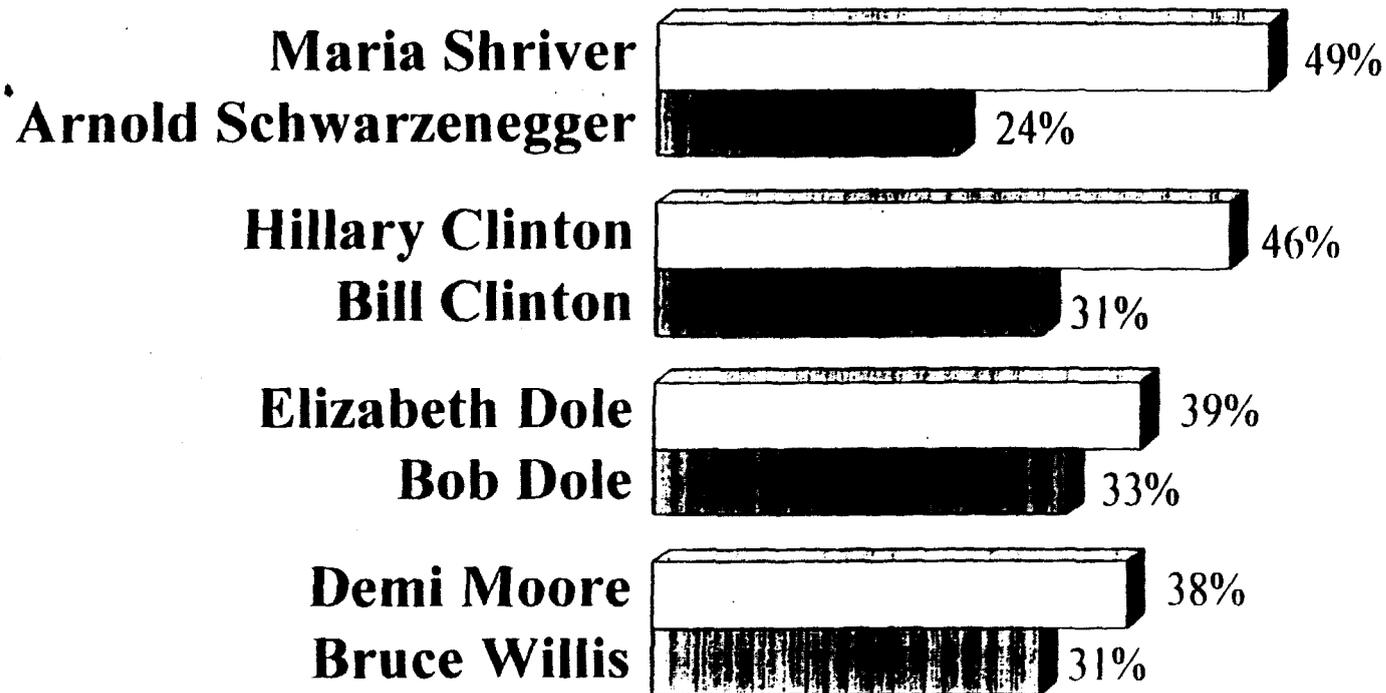
Wireless Antenna Towers Do . . .

More good than harm	65%
More harm than good	23%
<i>Not sure</i>	12%

Five Interesting Facts About Wireless Users

- 81% do not have an employer pay their service bill.**
- 77% only give the number to family/key people.**
- 50% usually keep the phone turned on so they can receive calls.**
- 27% purchased a better, more advanced phone in the past year.**
- 26% have used their phone to call 911.**

Who Is More Dependent On Their Wireless Phone?



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MOBILE PHONE NEWS

April 7, 1997

SECTION: Vol. 15, No. 14

LENGTH: 604 words

HEADLINE: ISRAEL SPELLS OPPORTUNITY FOR CELLULAR EQUIPMENT SALES

BODY:

Cellular is recognized by Israelis as a necessary means of communications, and that may be one reason why it is so popular there, according to a survey conducted by International Data Corp. Israel Ltd. (IDC Israel). According to Erez Henig, marketing manager for IDC Israel, half of the cellular users in Israel keep their phones on all day long, even at home, which says to him that cellular is "really a means of communications...not just something for safety," Henig said.

"Israelis like to be in contact with each other," Henig said. "In a country like ours, something can go wrong so people like to...get in touch with their families."

Nisso Cohen, managing director of IDC Israel, agreed. "About half of the cellular units sold in Israel are sold to family members.

The usage of cellular in the army is quite a phenomenon; parents buy cellular for their 18-year-old children as soon as they are drafted to the army," Cohen said.

Henig also observed that "Israelis like technology. They like gadgets."

He recalled that Motorola Inc.'s StarTAC, which sells for about \$2,500 in Israel, sold very well there. He said the country is a good testing ground for manufacturers to gauge interest in new cellular products.

Another reason why cellular has been so widely adopted--it has a penetration rate of 18 percent--is that airtime prices are low, Henig said. One of the conditions of the second license, awarded to Cellcom Israel Ltd., was that the prices be kept low initially in order to supply a cellular phone to every household, Henig said. Also, the introduction of calling party pays in June 1994 gave "a boost to all sales," Cohen recalled.

The first operator, Pele-Phone, targeted high-end users less concerned about price but sensitive to the quality of the network, Henig said. Cellcom began by targeting consumers who cared more about price than quality. The two operators used quality and price to differentiate themselves, he said.

However, Cellcom has shifted its strategy to address all markets, Henig said. Today, the two operators' messages are the same, which has led to confusion within the market because they are offering so many different packages, he said. Also, even though Cellcom's network is perceived to be not as good as Pele-Phone, Cellcom continuously is improving it with technical upgrades, Henig said. Cellcom is raising its prices gradually as well.

Cellcom and Pele-Phone together have more than a million subscribers, according to the report. Of those, 20 percent have two or more phones, Henig said, while 170,000 users plan to buy a second

one. IDC Israel also found that 10 percent of all households--160,000 people--plan to buy cellular service.

...Tender for Third License Expected Soon

"With this rate of growth, and taking into consideration that the Ministry of Communications is about to debut a tender for a third cellular operator, Israel is again a promising country for providers of cellular infrastructure and handsets," said Cohen. That license is expected to be awarded in 1998, following the opening of the tender this July.

Pele-Phone launched a narrowband advanced mobile phone service network in March 1986. It is a joint venture of state-owned phone company Bezeq and Motorola's Network Management Group, which is conducting a six-month trial of code division multiple access technology there through June. Cellcom launched time division multiple access services in December 1994.

LANGUAGE: ENGLISH

LOAD-DATE: April 7, 1997

January 20, 1997

SECTION: Vol. 15, No. 3

LENGTH: 495 words

HEADLINE: REPORT CAUTIONS CARRIERS TO POSITION SERVICES AS COMPLEMENT
TO LANDLINE TO ENSURE CONTINUED SUCCESS

BODY:

For cellular to penetrate the North American consumer market to the extent the industry hopes, extension of service into the home and neighborhood at rates similar to landline is a must, according to recent research by the Giga Information Group.

"Positioning cellular as a complementary extension to landline service is critical to ensure both net subscriber growth and long-term profitability," according to an excerpt from a report from Giga, "Wireless Communications Market Trends," which looks at trends and the growth of wireless markets by region.

"Price-sensitive, safety-conscious consumers have become the driving force in the North American cellular market," stated the report.

While 70 percent say they signed up for cellular service for safety or emergency reasons and while many cellular carriers have successfully linked cellular with safety, "selling wireless as a safety tool for use only in emergencies implies limited usage and limited opportunity for positive exposure to cellular," according to the report. This also inhibits carriers' ability to build loyalty because loyalty cannot be built if the product is not used.

In North America, women accounted for two-thirds of the new subscribers in the last year, according to Giga.

Giga found that while some consumers are interested in call screening and message notification, on average, mass-market consumers are only willing to pay \$3-\$5 at most for such additional services.

Calling party pays, on the other hand, is something highly valued by both current and prospective customers surveyed by Giga.

"Lack of [calling party pays] is undoubtedly both a barrier to adoption for new customers and a source of dissatisfaction for most current cellular subscribers," the report said.

Contrary to some observers' belief that the momentum of growth experienced in prior years will ensure continued strong growth, "Giga believes that for cellular to move convincingly beyond being a basic business tool or a technology toy for classic early adopters, more dramatic modifications in tariff structure are necessary."

The report divided cellular carriers' strategies into two types: business- and consumer-oriented. Giga warned against applying the same initiatives to both types. Adding features like caller identification, personal numbering and call management works well in boosting revenue among business users, but does nothing for the consumer market, the report said.

As for the consumer market, Giga believes the phone-in-a-box

concept will fare well in encouraging consumer adoption of cellular on a short-term basis. But Giga said such programs eventually will contribute to the problem of churn.

The report stated that a key factor in achieving success in the consumer market is through offering calling party pays or discounts on inbound calls.

LANGUAGE: ENGLISH

LOAD-DATE: January 20, 1997

October 1997

SECTION: REGIONAL FOCUS; ISSN: 1054-7703

LENGTH: 1598 words

HEADLINE: Argentina: The Wireless Revolution

BYLINE: Guillermo Rivaben

BODY:

By next year, the market will demonstrate if it is strong enough for four cellular operators in the Buenos Aires region.

Argentina is comprised of about 35 million inhabitants, spread out over 2.7

million square kilometers. The country is divided into 23 provinces (states) and a federal district, Buenos Aires City, serves as the main capital.

The economy has evolved rapidly since the privatization process began in

1990. The telecommunications industry was the first to be privatized, with the sale of the state-owned PTT (post, telephone and telegraph), ENTel (Empresa Nacional de Telecomunicaciones), in November 1990.

One of the main issues that pushed the new economy was the "Convertibility

Plan," under which the peso was fixed at the rate of 1 peso = US \$1. This policy brought stability to the market. The gross domestic product (GDP) per capita today is the biggest in South America with about (US)\$9,000.

This new scenario brought worldwide investors interested in Argentina's

underdeveloped telecommunication market, where, at the time, the teledensity was below 10%, the waiting list for a fixed phone was almost five years and there was virtually no cellular service.

The broad picture

Argentina's telecommunication industry's total revenue for 1996 was more than \$10 billion. The country has been divided into north and south regions and has been licensed for one local phone company for each region.

The north region is served by Telecom Argentina, which is operated by Stet

and France Telecom. It has more than three million subscribers with a 99% digitized network. The south region is served by Telefonica de Argentina, operated by Telefonica de España. It has more than 3.5 million subscribers and an 85% digitized network.

Both north and south companies have exclusivity rights to operate local

phone service, public payphones, point-to-point voice leased lines, and domestic and international long distance calls until the market opens in 2000. Other telecommunication services open to competition include switched-data services, point-to-point data, Internet service providers, ESMR (extended specialized mobile radio), paging, CATV (cable television) and satellite data services.

The cellular market

The country again has been divided into north, south and the city of Buenos Aires for cellular service. Each of these regions has been given two licenses each for band A and band B.

The first license was issued for the Buenos Aires region (RII) in November

1989. The B-band was adjudicated for Movicom, a non-wireline operator and owned mainly by Bell South and Motorola. More than three years later, in March 1993, the second license was issued for the two phone companies operating in Buenos Aires in the A-band, Telecom Argentina and Telefonica de Argentina, with a shared cellular company, Miniphone.

As the market has grown rapidly, Movicom has migrated its analog network

from AMPS to N-AMPS (narrowband AMPS). Miniphone has gone from AMPS to D-AMPS, digital TDMA. When Miniphone launched its services, the whole market experienced an acceleration of the customers' net additions.

The first B-band operator launched services in the north (RI) and the south

(RIII) interior of the country with CTI Norte and CTI Sur in May 1994. Both wireless companies are owned by GTE, Lucent Technologies and a local multimedia group. Two years later, the wireline operators, Telecom Personal, owned by Telecom Argentina in the north (RI), and Unifon, owned by Telefonica de Argentina in the south (RIII), launched their services in the A-band, competing with CTI.

The wireline operators installed full D-AMPS networks and with Miniphone

created the nationwide seamless digital cellular network, Red Nacional de Comunicaciones Personales. This milestone event for Argentina's telecommunication market fully interconnected their networks in a nationwide personal communication service network. The subscribers have access to full automatic roaming, including unique number and seamless services that cover all of the cities with more than 500 inhabitants in about 1,700 cities.

The cellular market in Argentina closed 1996 with a total of 667,020

subscribers. The implementation of the calling party pays (CPP) structure, supported by an agreement in April between the fixed and cellular operators, changed the way the market was evolving. Tariffs for incoming calls were fixed at \$0.35 per minute, 24 hours a day, 365 days a year. The shared income is divided between the cellular operator and the landline operator at 94% and 6%, respectively.

The wireless revolution in Argentina is well under way. The annual market growth from July 1996 to July 1997 was 150%, which grows faster with reducing terminal prices.

Now, the market awaits new entrants in the cellular arena. By the end of

October, the government will issue two licenses for PCS service in the Buenos Aires region. AT&T Wireless, Airtouch, McCaw, Telia and others are preparing their offers to apply for a license. By next year, the market will demonstrate if it is strong enough for four cellular operators in the Buenos Aires region.

A market challenge

After taking into account that the competitor already had been in the market for two years, but only focusing on the main cities, Telecom Personal made the strategic pre-launch decision to deploy a network covering 100% of the region's cities.

To support this decision, Telecom Personal built a network of 940 cell

sites and 25 mobile telephone switching offices (MTSOs) over a region of 1.3 million square kilometers in six months. The technology adoption was related to the level of service wanted for the market. As PCS began to evolve in several worldwide markets, the decision was made to deploy an IS-136 D-AMPS network with a range of PCS seamless services. That decision provided the small rural areas and the main cities in the country's interior more available service than in Buenos Aires - for the first time in the telecommunications industry.

The coverage, the variety of the value-added services and the customer

service made a difference against the competitor. Within the first 15 months of operation, Telecom Personal captured about 60% of the market share with more than 200,000 subscribers by the end of 31 August, 1997. This figure represents the highest annual growth in the local market.

Today, Telecom Personal customers have access to the most developed

value-added services that have been segmented into basic services, advanced services, digital services and corporate services. Most service packages are bundled with the rate plan or are free to all customers.

Basic services include call message delivery, basic voice mail, call

diversion, call waiting, conference call, emergency calls (with intelligent routing to the closest service point from the customer), message waiting notification and nationwide automatic roaming. Advanced services include full voice and fax mail, information services (stock exchange, weather, directory, airline ticket reservations or car assistance), voice messaging and international roaming.

On the IS-136 phones, the customer has access to the entire set of digital

services - display message waiting indicator, sleep mode, caller

identification (ID), voice privacy, private system ID and, in the near future, alphanumeric paging (by short message service).

Telecom Personal is developing a package of wireless intelligent services

that are based on the Ericsson WIN (Wireless Intelligent Network) platform for the corporate segment. For example, one of the main food distributors in Argentina uses closed user group services bundled with smart billing, a private system ID and a message broadcast service as main communication tools within its factory.

On a monthly basis, a Telecom Personal customer averages 211 minutes of

use, which generates an average income of \$120 per customer, per month. Of that amount, 17% comes from the PSTN (public-switched telephone network) by a CPP structure.

An important challenge, which has driven Telecom Personal to look for new

resources in the North American market, has been meeting the demand for cellular phones in the local market. Suppliers, such as Brightpoint Latinoamerica, have entered the market to meet Telecom Personal's needs. The time-to-market concern within a market experiencing more than 200% growth is a major issue.

In the future, Telecom Personal's challenges will be to integrate all of

South America with an automatic roaming network and to deliver state-of-the-art PCS and WIN services to its customers in the 800MHz band.

Rivaben, marketing manager at Telecom Personal S.A. in Argentina, can be

reached by phone at (Arg.)+ 541 310-9129, by fax at + 541 310-9189 or by e-mail at grivaben@ciudad.com.ar. Telecom Personal's web site is www.telecompersonal.com.ar.

LANGUAGE: ENGLISH

LOAD-DATE: October 6, 1997

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Radio Comm. Report

July 07, 1997

SECTION: News; Pg. 10

LENGTH: 1787 words

HEADLINE: ARGENTINA, MEXICO, BRAZIL BOOST LATIN AMERICA'S WIRELESS GROWTH

BYLINE: Kelly Pate

BODY:

As regulations change in Latin America, breaking down telephone monopolies to set up camp for competition, investors and wireless operators worldwide are seizing opportunities. This year, license tenders and network launches could demonstrate just how big the wireless pie is in Latin America.

According to Pyramid Research Inc., the region accounts for some of the most explosive cellular growth in the world. This is expected to continue into the next century. The firm expects the base of cellular subscribers to reach 21 million by the end of the decade, from fewer than 150,000 at year-end 1990.

Latin America's annual growth rate remained just under 100 percent during the first half of the decade. Since then, growth has stabilized a bit but is expected to continue at about 60 percent per year during the next several years, said Pyramid.

Particularly in Argentina, Brazil and Mexico, competition for cellular and personal communications services licenses is in full swing. In Argentina, total investment in telecommunications grew from \$4 million in 1993 to \$6 million in 1995. According to a recent report by International Technology Consultants Inc., "PCS Market Environment: Argentina," the country estimates the telecom sector will be the largest beneficiary of U.S. investment between 1994 and 2000.

"Across the board, cellular growth has been good. In Brazil it's been stunning," said Ed Czarnecki, director of international consulting at BIA International. Last December, Brazil claimed 1.18 million subscribers. By April, the number of subscribers among just the Telebras companies reached 2.72 million.

However, others caution investors about Latin America. While penetration is low in most countries and economies are strong or improving, the reality is that new wireless entrants will face competition with three to five other players, explained Toby Dingemans, senior associate in Booz-Allen & Hamilton's New York-based communications group.

"Three players will tend to capture most of the market growth, provided the third entrant comes in at a point where the market hasn't yet reached maturity, and it can go for a particular niche," explained Dingemans.

New entrants also must contend with interconnection issues, said M. Arely Castellon, vice president and general manager for Global One's Latin American division. Associated with interconnection are access charges, numbering plans, equal access plans, rights of way and other regulatory and technical hurdles, explained Castellon in a recent presentation at the "Telecom Opportunities in Latin America" conference. How fees are structured could contribute much to an operator's success or failure in the market, he explained. Global One is the joint venture of Deutsche Telekom AG, France Telekom Group and Sprint Corp.

Argentina

ITC said concerns in Argentina include high interconnection fees, regulatory reform and the economic viability of four operators offering service in Buenos Aires. Further, Argentina is recovering from a recession so the banking industry initially could inhibit growth.

Argentina's cellular operators Telefonica de Argentina and Telecom Argentina are expanding their networks and offering various adjunct and value-added services including paging, data, voice mail and caller ID, said ITC. Pyramid said the two operators plan to invest more than \$900 million combined in their switching networks between 1996 and 1999.

At the end of 1996, Argentina had 655,000 cellular subscribers.

Argentine officials recently visited the United States to garner interest in PCS. The Comision Nacional de Comunicaciones plans to issue two 50-megahertz licenses for the greater Buenos Aires area, covering about 12.6 million people. Licenses are expected to be issued this fall.

The CNC is targeting foreign operators not yet active in Argentina and hopes to raise \$300 million from potential licensees. AT&T Wireless Services Inc., Comcast Cellular Communications Inc. and Telia Mobitel AB of Sweden each have purchased tender packages for \$35,000. The first operator licensed will decide the national technology standard.

Mtel Argentina, the international paging venture of Mobile Telecommunication Technologies Corp., just closed its acquisition of RadioMensaje, a competing paging operator. The deal puts Mtel Argentina on top among the region's paging operators, with 70,000 total units in service.

Brazil

Recent deregulation and a solid, growing economy make Brazil one of the most attractive emerging markets in the world. Its cellular industry is growing at a rate of 70 percent annually and claims nearly 3 million subscribers today, almost half of all Latin American cellular users. The government in Brazil expects between 10 million and 12 million people will use cellular service in the country by 2000.

The nation's long-awaited B-band concession is finally in motion. The license tender, which began in April and drew bids from 15 foreign and local groups, is expected to generate up to \$4.5 billion for the Brazilian government.

Americel, a Canadian consortium of Bell Canada, Telesystem International Wireless Mobiles, Citibank Corp., Brazil's Opportunity bank and others, will pay about \$311 million for its license in Area 7, which is primarily rural. Americel was the sole applicant for the license.

The government has not announced winners for any of the other nine licenses being tendered, said Czarnecki. Among the original 15 entrants, five consortia were disqualified for failing to provide sufficient financial guarantees, failing to prove members of a bidding party legally formed a consortium or failing to use an official Brazilian translator in preparing tender documents. At least one of those bidding consortia plans to contest the ministry's action, explained Czarnecki. If not requalified, the group has the option of suing the government.

Among the remaining B-band bidders are AT&T, France Telecom Group, Societa Finanziaria Telefonica SpA, DDI Corp. and Motorola Inc.

Last month, Brazil's Chamber of Deputies (the lower house) approved the proposed Brazil Telecom Law, which would allow Telebrasilia to privatize. The Senate is expected to approve the law in August.

There are 27 regional affiliates of state-owned Telebras, which dominate the cellular market. Only a few other municipally owned carriers provide service in the A-band. If the proposed telecom regulation passes, the government still must clarify whether privatization is exclusive to Telebras or includes all A-band operators, said Czarnecki. It is expected that Telebras will be reorganized into about seven "super entities" before it is privatized.

Telebras operates Advanced Mobile Phone Service analog networks. Subscribers have complained of poor quality and low capacity, said the Yankee Group, Boston. In part, calling-party-pays service has led to the congested networks. Monthly use averages 300 minutes, compared with just 100 minutes in the United States.

To date, paging is a relatively small business in Brazil, but growth potential is high, say U.S. paging companies. Spectrum for one-way services is granted on an as-needed basis, according to officials in Motorola Inc.'s Advanced Messaging Systems Group. License specifications for two-way and advanced paging services are expected soon. Czarnecki said regulators are discussing timing and methods for licensing.

Czarnecki added that a recent regulatory proposal would, if enacted, limit trunking to 200 channels per city, a radical reduction in the number of existing channels.

Mexico

The telecom sector in Mexico is growing seven times faster than the growth rate of the economy, reports U.S. Embassy officials in Mexico. The government is awarding licenses for various wireless services this year.

Mexico's approach to opening the telecom market is modeled in part like the United States. Mexico even formed a separate body to regulate telecom services, like the Federal Communications Commission. The Mexican commission for telecommunications, known as COFOTEL, was created under the Ministry of Communication and Transportation. But a small staff and little balance of power with the other government bodies means COFOTEL is not as functional and independent as it may appear.

COFOTEL recently designated spectrum for wireless local loop services in the 3.4 GHz to 3.7 GHz band and plans to award 67 basic service area licenses. PCS is divided into the same 67 areas. Licenses for PCS, fixed wireless and WLL should be auctioned beginning in October. COFOTEL is expected to release details on those tenders next month, added Czarnecki.

Auctions for point-to-point and point-to-multipoint microwave services are scheduled to begin in a few weeks.

GRAPHIC:

LANGUAGE: ENGLISH

LOAD-DATE: July 09, 1997

Update: Interest In and Advantages of Calling Party Pays

Although there is great interest in calling party pays (CPP) on the part of consumers (56 percent of current wireless users are greatly interested in (CPP), according to recent findings by Peter D. Hart Research Associates),¹ there is a relative scarcity of public information about the precise impact of CPP. This is understandable, for a variety of reasons, ranging from the fact that research firms publishing studies of CPP provide this information for sale, to hesitancy by would-be (and current) providers of CPP to publish information that may be of competitive benefit to their rivals, and the relative scarcity (until recently) of countries or carriers moving from the U.S. model of the wireless customer always paying – whether they are the calling or called party – to the European CPP model. In most countries, either the CPP model or the “wireless subscriber pays” model has been in effect since the service has been initiated. Shifts from one model to the other have been relatively rare.²

However, such shifts are now occurring with greater frequency. For example, both Israeli cellular carriers have implemented CPP, as noted in CTIA’s paper on “The Who, What and Why of Calling Party Pays.”³ Spokesmen for International Data Corp. Israel Ltd. (IDC Israel) have offered observations as to the twin drivers of penetration being low airtime prices and CPP.⁴ Similarly, carriers in a number of Latin American nations are now implementing CPP regimes, including Argentina and Mexico. In Argentina, implementation of CPP and modification of the interconnection arrangements between the landline and wireless operators are credited with “chang[ing] the way the market was evolving,” providing a spur to subscriber growth.⁵ In fact, it has been observed that the absence of CPP is a handicap to wireless growth, while CPP fosters both subscriber growth and higher usage. Thus, it has been observed that “Argentina and Mexico have switched to [CPP], which has boosted usage, according to Jack Finlayson, Motorola’s vice-president, pan-American wireless infrastructure.”⁶ Carriers must plan for the stimulative effect of CPP, of course, in order to accommodate higher usage and to maintain customer satisfaction.⁷

Canadian operators traditionally followed the “wireless user pays” system, but they too are interested in CPP, including both traditional cellular operators and new PCS

¹Peter D. Hart Research Associates, “The Evolving Wireless Marketplace,” February 1998, at 10.

²But see CTIA, “The Who, What and Why of Calling Party Pays,” July 4, 1997, at 10.

³*Id.* at 9 (noting that while CellCom Israel operated on the CPP principle from the start, the shift of its rival Pele-phone to CPP resulted in an 11 percent increase in traffic volume and essentially balanced traffic between the wireline and wireless networks).

⁴See “Israel Spells Opportunity for Cellular Equipment Sales,” *Mobile Phone News*, April 1997 (noting CellCom Israel’s low initial prices and CPP operating model).

⁵Guillermo Ribaven, “Argentina: The Wireless Revolution,” *Cellular & Mobile International*, October 1997.

⁶Vineeta Shetty, “Cellular Samba; Brazil’s cellular telephone industry,” *Communications International*, December 1997.

⁷See Kelly Pate, “Argentina, Mexico, Brazil Boost Latin America’s Wireless Growth,” *Radio Communications Reports*, July 7, 1997.

entrants.⁸ And in the U.S., in a preview to the recent Hart findings, research last year by the Giga Information Group similarly found that CPP is highly attractive to current and prospective customers. As Giga observed: "Lack of [CPP] is undoubtedly both a barrier to adoption for new customers and a source of dissatisfaction for most current cellular subscribers."⁹

CPP is attractive for a number of reasons to both carriers and their customers. First, CPP places the responsibility for paying for calls on the cost-causers – on the calling parties in most cases. (Exceptions exist, of course, including business subscribers such as real estate agents, who may prefer to pay for incoming calls in order to foster business relationships.) Second, it alters incentives for subscriber behavior, eliminating the incentive for wireless subscribers to turn-off their phones in order to avoid unwanted or marginal calls. Similarly, it eliminates the disincentive for the distribution of wireless subscribers' telephone numbers. It is believed that the elimination of these two disincentives will foster higher call volumes originated from wireline subscribers and terminating on wireless networks.

It has been suggested that CPP may also help "build a case for offering wireless service to low-income urban consumers," in effect constituting an element of wireless local loop services that may foster universal service goals.¹⁰

Surveys or studies related to CPP include BellCore's December 1996 *Calling Party Pays Market Research Study, LP-306-MR*, Giga's 1997 report "Wireless Communications Market Trends," and Insight Research Corp.'s study of *The Market for Wireless Intelligent Networks*.¹¹ Other companies studying CPP include IDC, The Competitive Strategies Group, and The Yankee Group.

⁸See e.g., Geof Wheelwright, "Fido's Master: Charles Sirois has big plans for personal communications services. His mobile phone company Microcell is already making waves," *The Financial Post*, August 9, 1997.

⁹Giga Information Group, quoted in "Report Cautions Carriers to Position Services as Complement to Landline to Ensure Continued Success," *Mobile Phone News*, April 1997.

¹⁰See Robert K. Lock, Jr., "Transients: The Next Market to Tap," *Telephony*, March 3, 1997.

¹¹See CTIA Report at 8, 12 (re BellCore study); "Report Cautions Carriers to Position Services as Complement to Landline to Ensure Continued Success," *Mobile Phone News*, April 1997 (re Giga report); "Wireless Intelligent Networks May Be Cash Cow for Carriers," *Advanced Intelligent Network News*, October 15, 1997 (re Insight Research study).