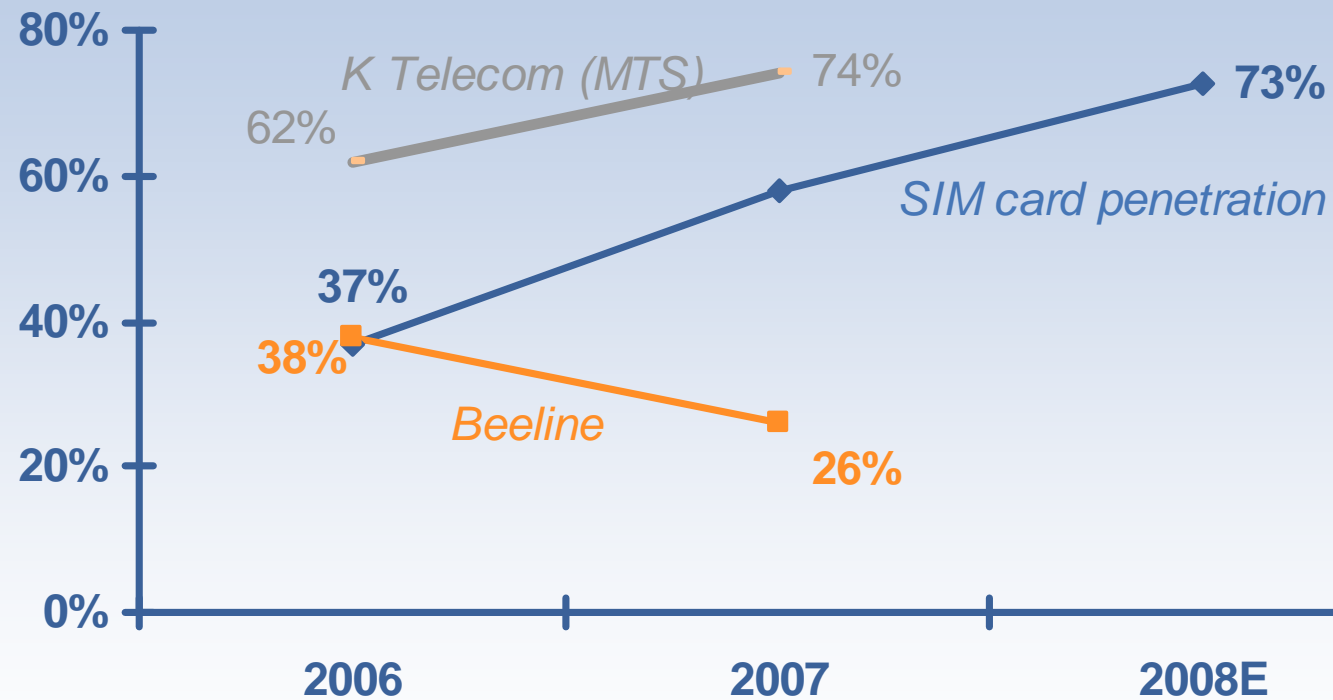


Armenia's cellphone market



Armenia's cell phone market is booming, at the expense of landline uptake. While mobile penetration surged from 37% in 2006 to 73% in 2008, landline teledensity gained a mere two points over the period totaling 20% in 2008. Armenia's cell phone market is divided between Beeline (former ArmenTel) and KTelecom (MTS). The years 2006 and 2007 point to major swings in the mobile landscape: KTelecom furthered a successful 2006 launch, gaining an extra 12% in 2007. For more information go to www.quantifica.fr