	Mobile business	Cable business	Fixed-line business
Market position	One of the top three mobile operators, with a market share of around 30% in terms of mobile revenue and subscriber numbers	Fourth-largest multisystem operator (MSO), covering about 11% of the households in Taiwan	A market share of around 3% for ADSL/FTTx business. Second-largest internet service provider (ISP), with a market share of 6% (including 155K cable broadband subscribers from its cable business)
Subscriber base	● 6,663K mobile subscribers	● 575K CATV subscribers ● 155K cable broadband subscribers	● Around 150K ADSL/FTTx internet access users

* Source: segment information of financial reports.

Operating Results Review

Consumer Business Group

Mandatory tariff cuts imposed by the National Communications Commission (NCC) weighed on mobile voice revenue in 2011. However, with mobile data revenue surging 47% from a year ago – accounting for 27% of overall mobile service revenue – mobile service revenue still grew 1% YoY. This, together with handset sales, lifted CBG’s total revenue by 5% from a year ago.

Home Business Group

HBG’s 2011 revenue rose 4% from a year ago due to revenue growth from its pay TV (including analog and digital channels) and cable broadband businesses. Growth is attributed to an expanding subscriber base, additional revenue stream from digital TV services, increasing channel leasing and higher adoption rate for high-speed cable broadband services. EBITDA climbed 9% YoY due to expanding economies of scale.

Enterprise Business Group

EBG’s 2011 revenue grew 4% YoY, largely from a 2% YoY increase in enterprise customers’ mobile revenue and rising IP transit and internet data center (IDC) businesses. In addition, EGB’s 2011 EBITDA rose 15% from a year ago because of rising revenue and cost/expense control.