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## Macedonia

### Vip operator



In February 2007 the Telekom Austria Group won the tender for a GSM license in the Republic of Macedonia. Vip operator started in the Republic of Macedonia in September 2007 as the third mobile communications provider. With a start-up time of only six months, Vip operator has set a record.

The Republic of Macedonia has a population of 2.1 million and a penetration rate of 92.7%. In a market, which it shares with two other providers, Vip operator increased its market share in 2009 from 10.7% to approximately 16%.

Vip operator's customer structure is dominated by prepaid customers; only 28.2% of the roughly 303,700 subscribers have a contract. Attractive offers enabled both segments to win a large number of new subscribers in the year under review.

The new tariff introduced for prepaid customers for example was very well received by the market. Innovations for contract and business customers focused on BlackBerry offers and services such as VPSs. Vip operator was the first provider to bring a VoIP application onto the market in the form of the Vip Communicator.

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