

ITALY



60.6 million

Italian

Rome

Euro (€)

SMARTPHONE PENETRATION



152%

SIM PENETRATION

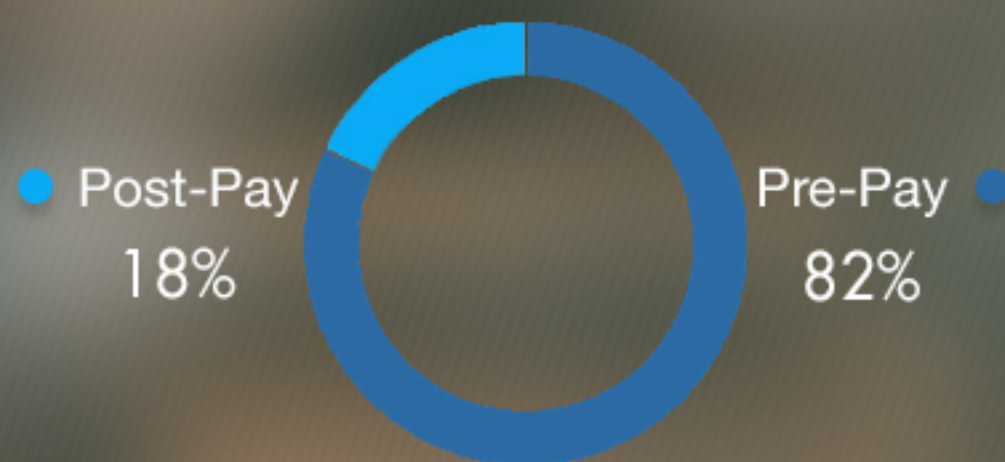
CREDIT CARD PENETRATION



TRANSACTION TYPES

- Premium
- In-app purchases
- Subscriptions

PRE PAY VS POST PAY



PRICE POINTS

From €1.00 to €50.00

22%
Local tax

MARKET SHARE



TIM (34%)



Vodafone (29%)



WIND (25%)



Three (12%)

Regulator: Authority for Communications Guarantees (AGCOM)