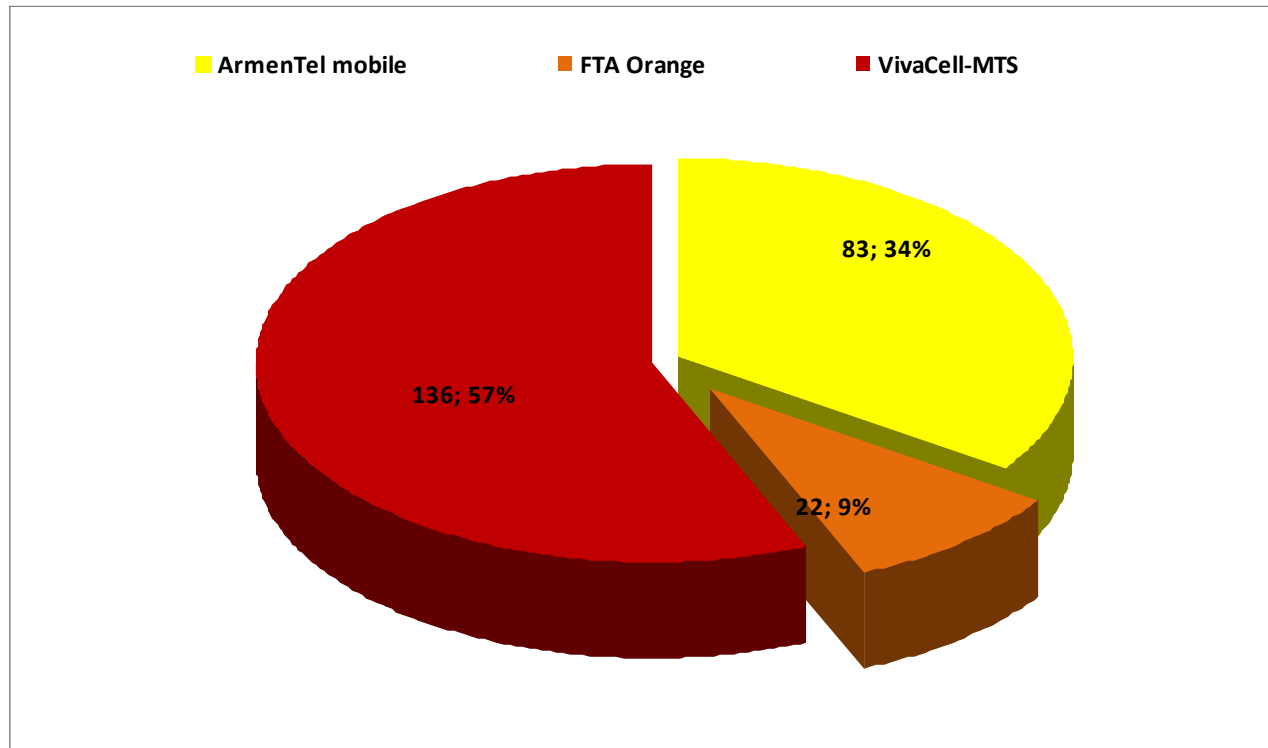


Monitoring results on coverage of Armenian telecommunication operators' and internet providers' activity

March 2009

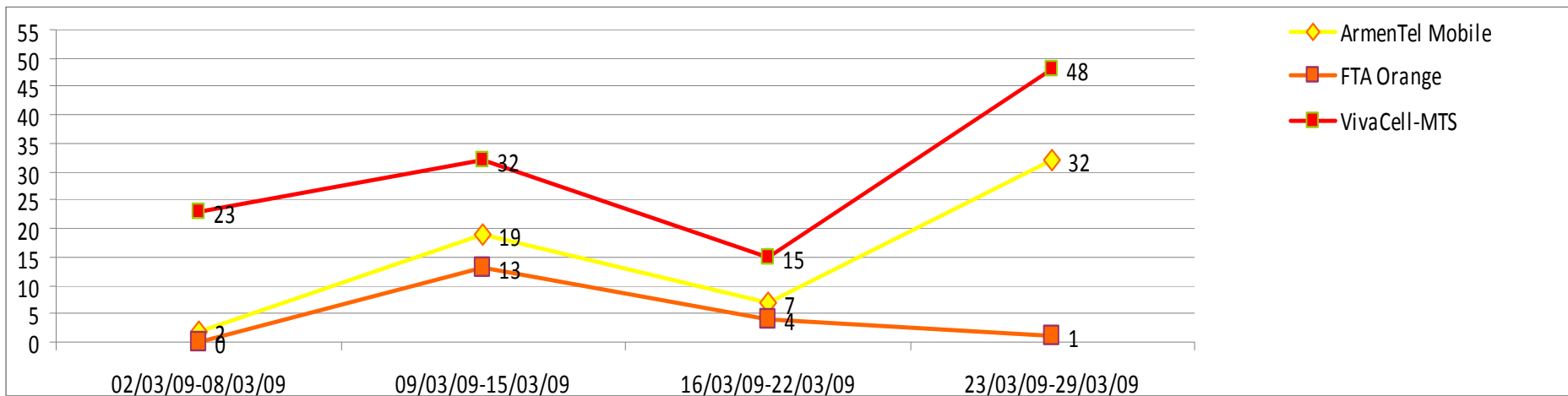


Total number of mobile operators' mentions (NM) in Armenian media

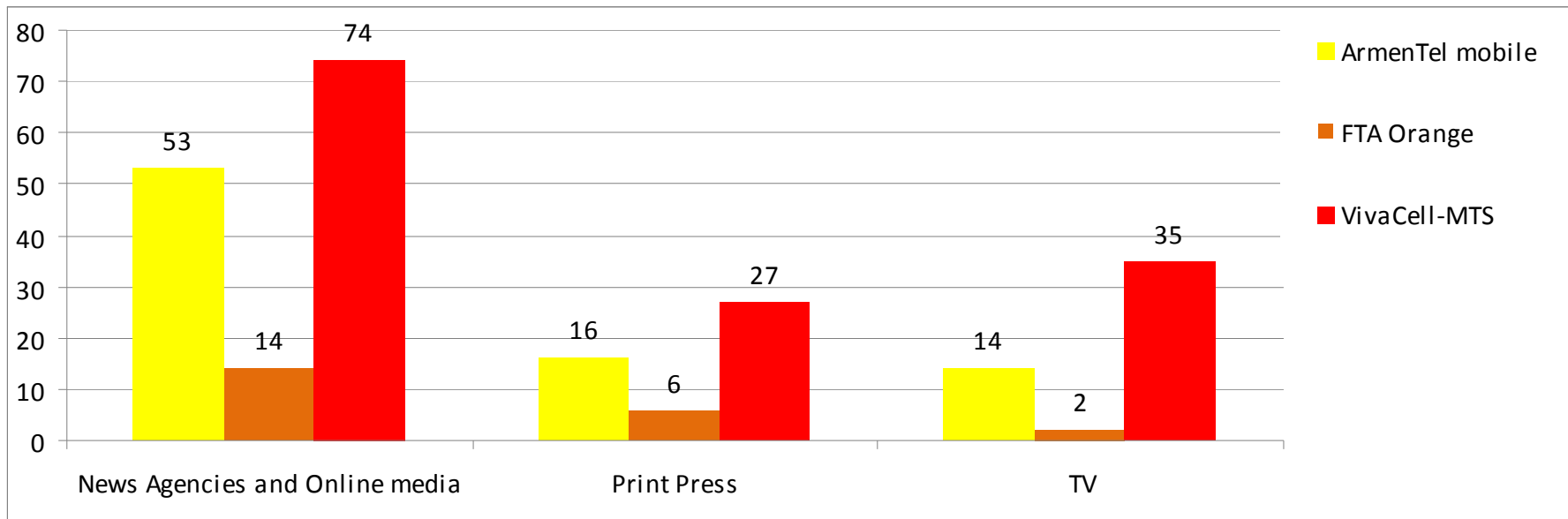


ArmenTel Mobile	83
FTA Orange	22
VivaCell-MTS	136

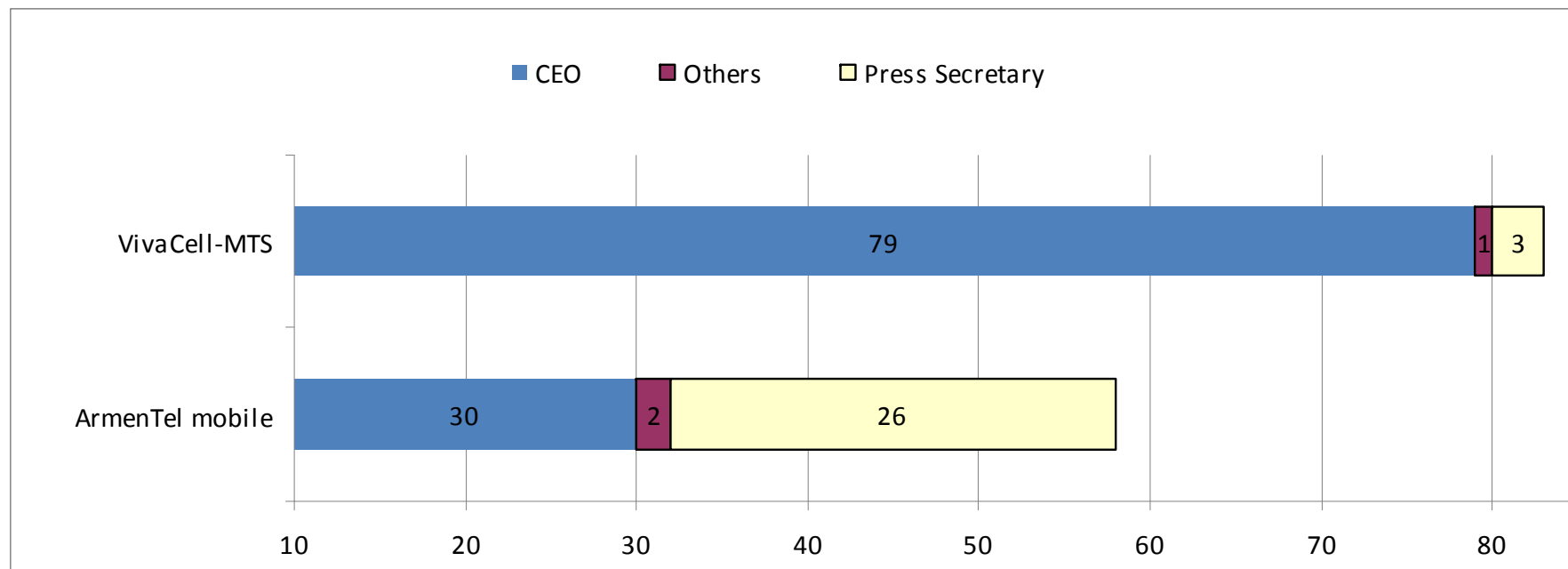
Weekly mentions dynamics of the operators (March 02 - March 29, 2009)



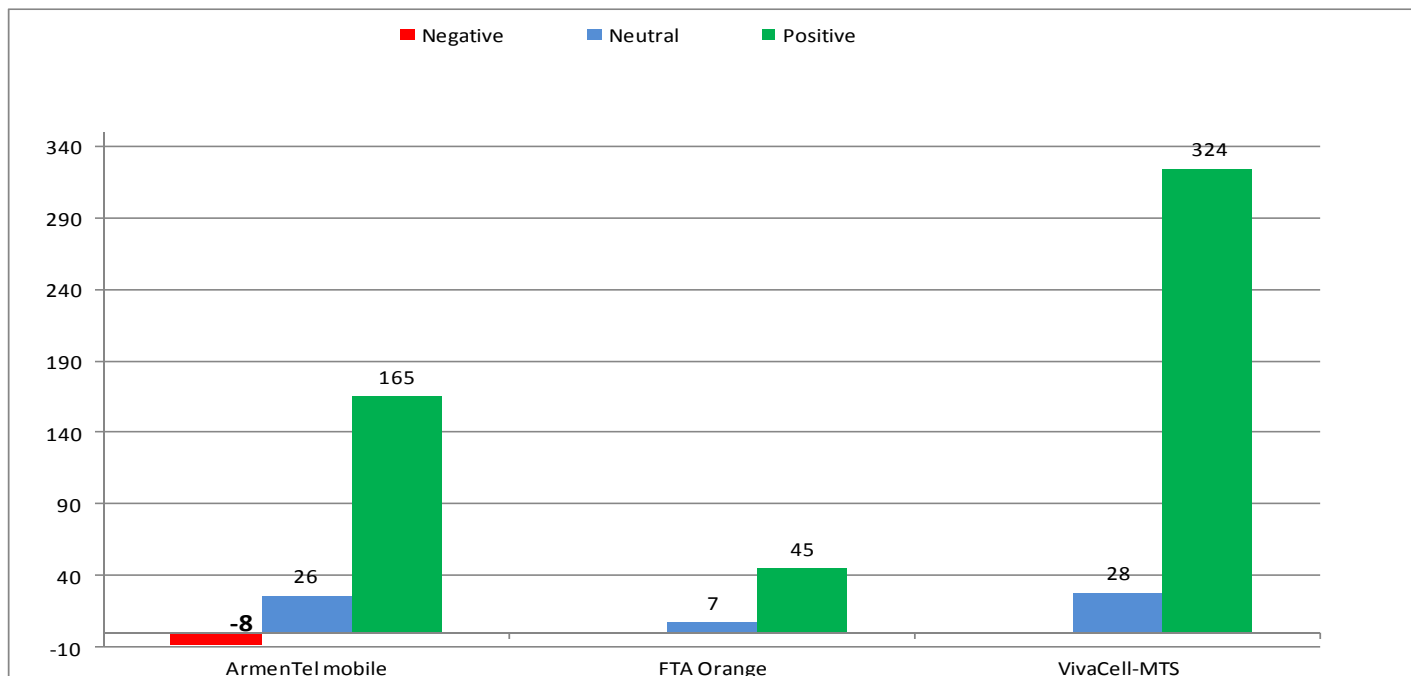
Coverage of mobile operators' activity by various types of media



Statistics of mentions of mobile operators' representatives

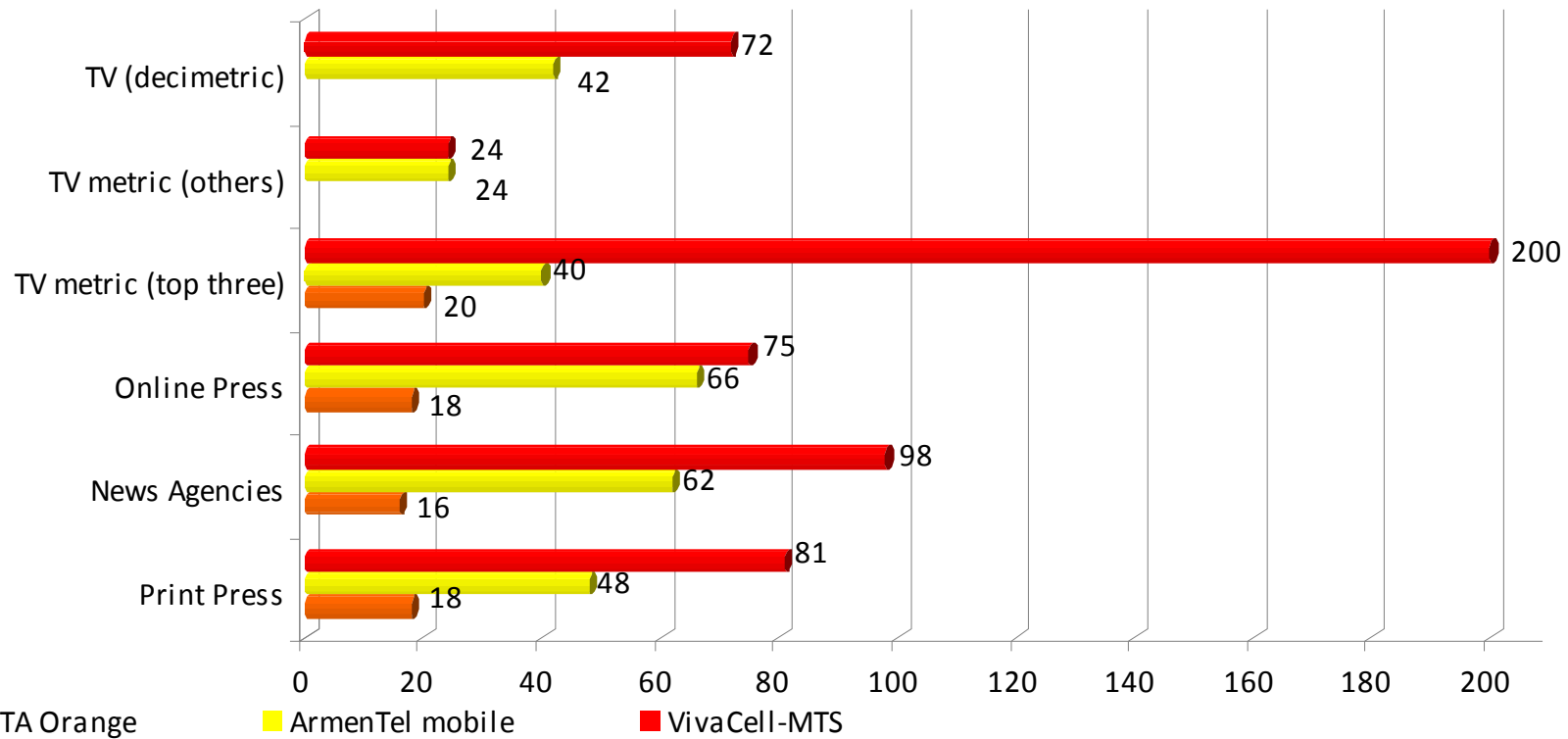


Positioning of mobile connection operators (MF)

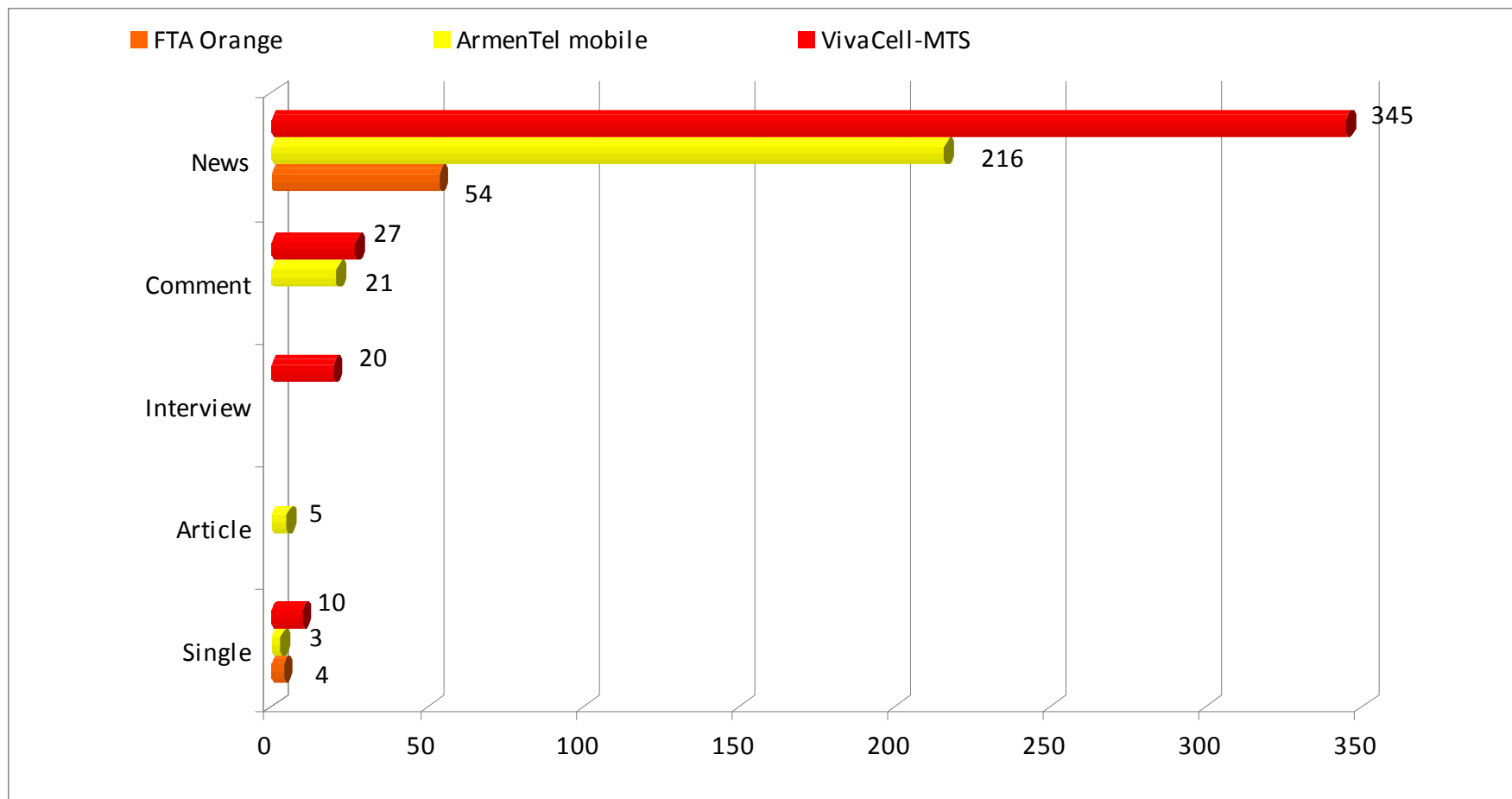


Armentel positive	Armentel negative	Vivacell-MTS positive	Vivacell-MTS negative
<ul style="list-style-type: none"> •Changes in the Vypelcom’s top management •Vruyr Arakelyan appointed ArmenTel’s new technical director •Vypelcom has been listed in top ten European mobile operators •ArmenTel and VivaCell-MTS continue negotiations on interconnect •ArmenTel and VivaCell-MTS listed in new www.itel.am portal •ArmenTel partners with Armenian agrarian union •ArmenTel does not intend to change its service tariffs 	<ul style="list-style-type: none"> •In the past V. Arakelyan has been a director of Haypost •BBDO creative agency does not prolong its contract with Vymplecom 	<ul style="list-style-type: none"> • VivaCell-MTS sponsors video auditorium at AUA •VivaCell-MTS became official sponsor of NOC •Number of VivaCell MTS subscribers became 2,05 mln •ArmenTel and VivaCell-MTS continue negotiations on interconnect <p>ArmenTel and VivaCell-MTS listed in new www.itel.am portal</p> <ul style="list-style-type: none"> •VivaCell-MTS sponsors book edition “Following the Sun” in the framework of its “VivaCell-MTS to children” project. 	

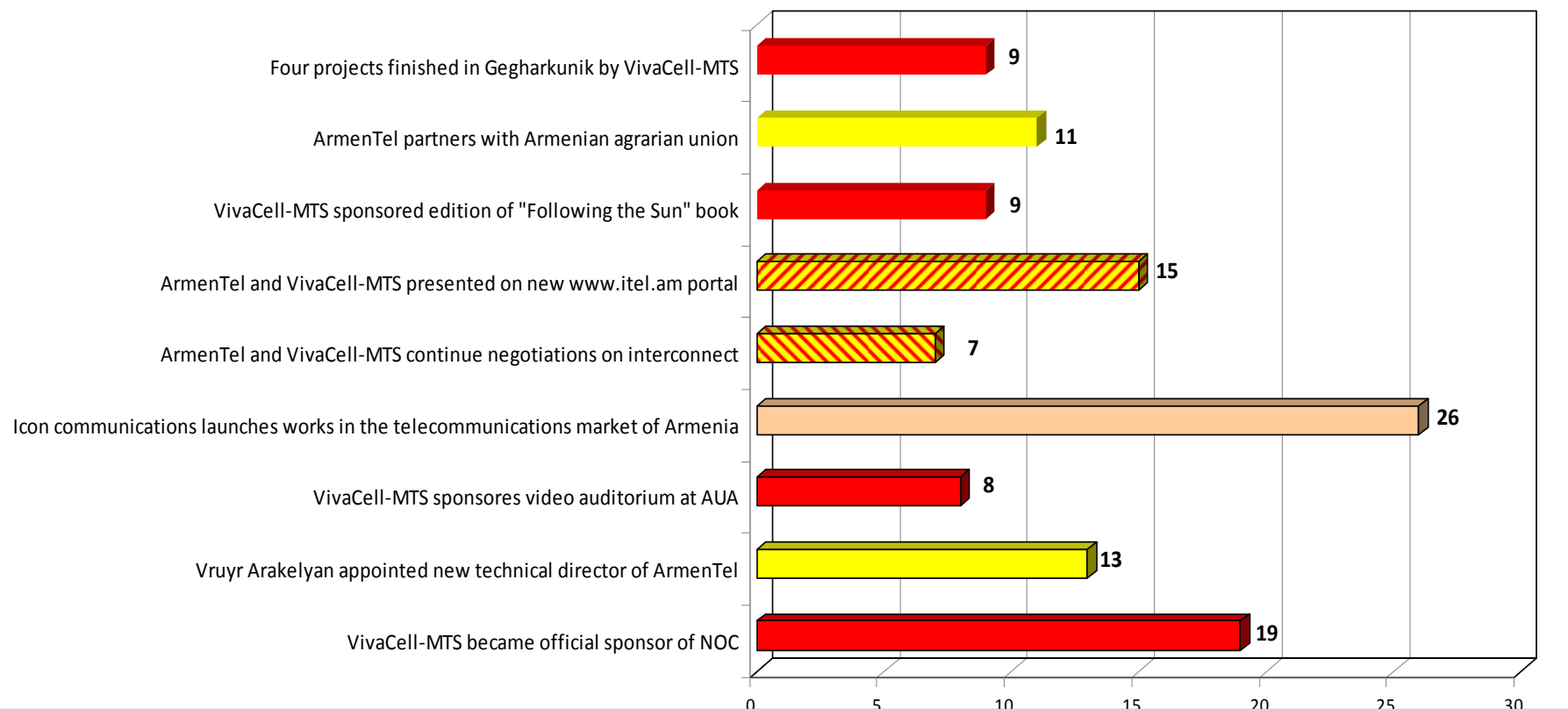
Mention frequency as to various types of media of the mobile operators (MQ)



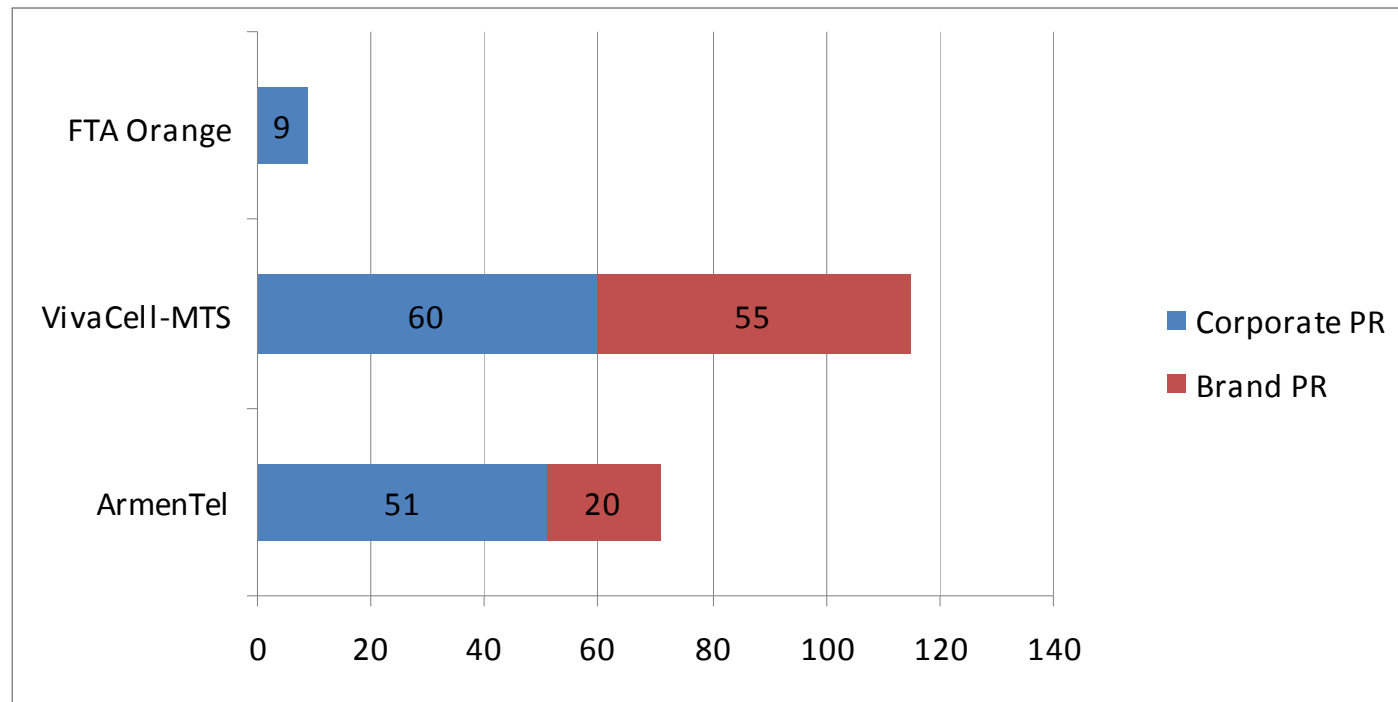
Mention Characteristics of the mobile operators (MQ)



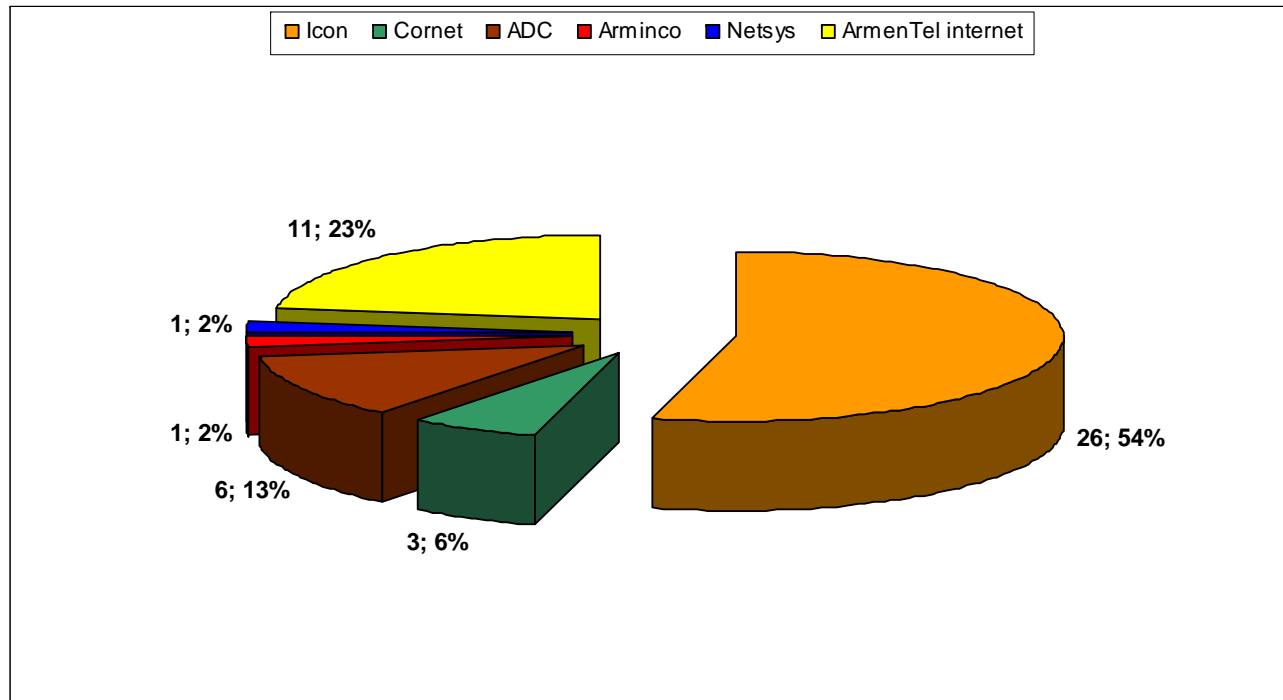
Main information occasions of the telecommunications market



Correlation of Corporate PR and Brand PR of mobile operators

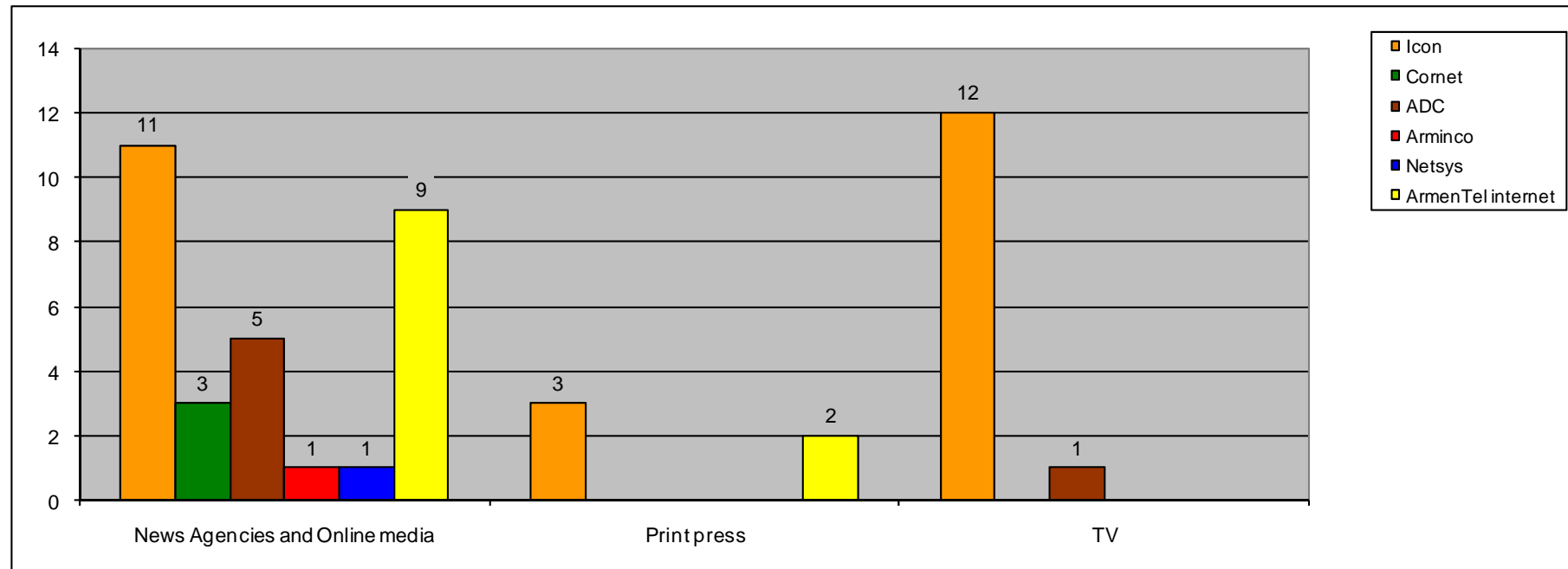


Total number of internet provider' mentions (NM) in Armenian media

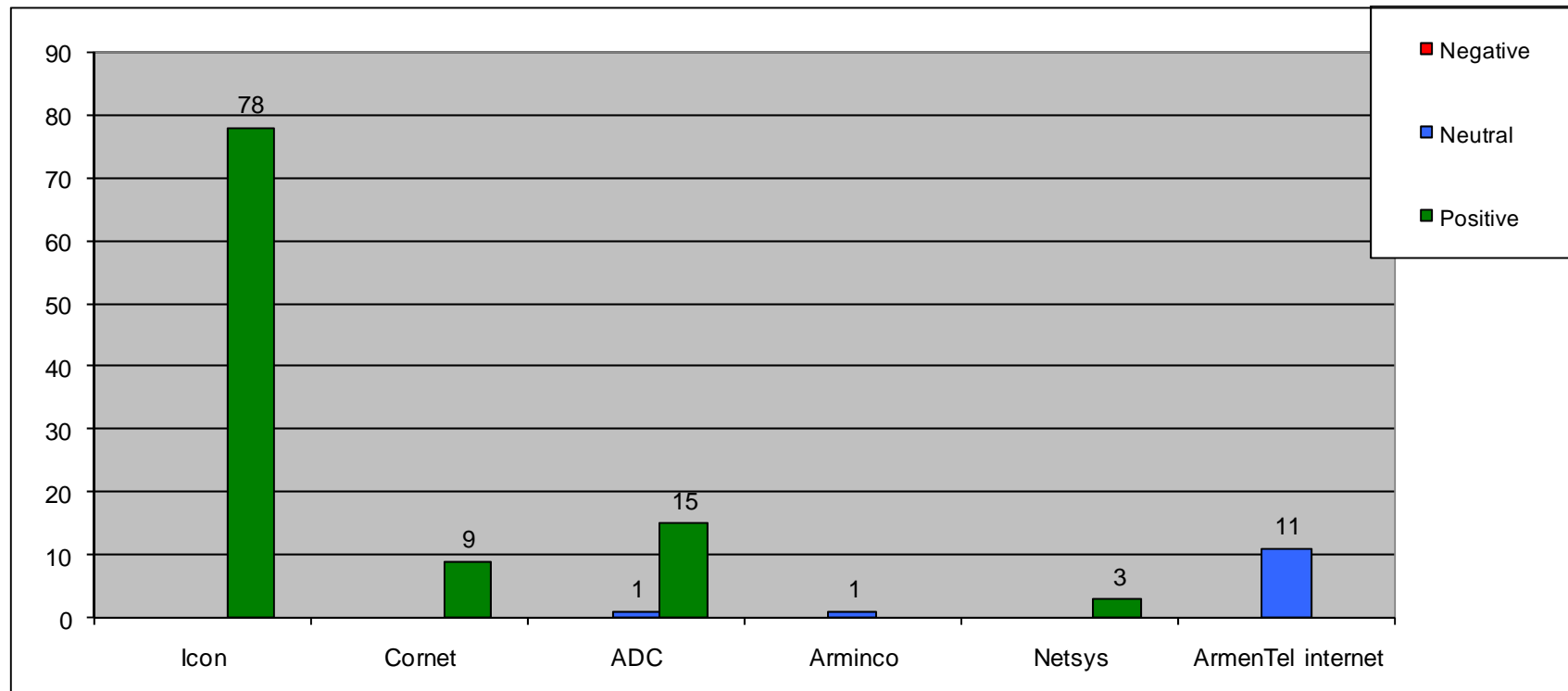


ArmenTel Internet	11
Icon	26
Cornet	3
ADC	6
Arminco	1
Netsys	1

Coverage of internet providers' activity by various types of media



Positioning of internet providers' (MF)



Positive	Negative	Neutral
<ul style="list-style-type: none"> • Icon communications launched its services • Cornet will start providing its services in fixed telephony by the end of June 2009. • ADC presents new product designed for small enterprises 	<ul style="list-style-type: none"> • - 	<ul style="list-style-type: none"> • -